# Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY . 25 CENTS

**SEPTEMBER 30, 1950** 



Hitting early, and no doubt with his usual wham impact for the Christmas season, is Perry Como (pictured here with son, Ronnie, and the St. Peter's of Alcantra Church choir on a 1950 Supper Club telecast). Released this week is a potent pairing of Yuletide tunes on Perry's latest RCA Victor platter—"The Christmas Symphony" and "There Is No Christmas Like a Home Christmas." This week, too, Como starts his seventh year for Chesterfield, with a thrice-weekly (Monday, Wednesday, Friday) teleshow via CBS-TV, 7:45 to 8 p.m.

## OUT NEXT WEEK in the October 7 issue

## The Billboard 1950 DISK JOCKEY SUPPLEMENT

The Most Valuable Issue of the Year for Disk Jockeys, **Program Directors** and Music Librarians

August 22, 1950 Billboard Magazine 2160 Patterson St. Cincinnati, Ohio Can you send me a copy of the October 22. 1949, Billboard (last year's Annual Disk Jockey Supplement)? I would appreciate your Gentlemen: forwarding a copy to me, along with the price, and I shall be happy to refund by We find it . . . very helpful, and the Pages in our issue are Betting very ragged. Thanks. return mail. Patricia Zimmerlie Program Director WWXL, Peoria, Ill.

**GUARANTEES** 

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to get the brand-new 1950 Disk Jockey Supplement, out next week as a special section of the October 7 issue . . .

#### TO BE SURE

to get your copy of The Billboard every week . . .

**USE THE COUPON TODAY!** 

# NETS SET SINGLE TV ACT FEE

## Acts Facing Rosy Future Due to TV

Names Rate Record Haul

By Bill Smith

NEW YORK, Sept. 23.-More and more vaude and cafe performers are finding it a better world with less and less worry about jobs, and all because television has taken up the slack. Actors who got \$150 a guest shot last year are now asking for and getting \$350 for a similar shot.

The names, those who've never been on TV, or can draw channel attention, are getting still larger figures. For example, Gloria Swanson will get \$3,500 for her shot on the Ed Sullivan show. CBS is paying Pat O'Brien \$2,500. Patricia Morison is going on the Jack Carter show for \$2,000. The chief reason for the jump in salaries is the increased competition for names, semi-names and (See Acts Face Rosy Future, page 44)

## Expect Rogers To Top 100G On 1-Nighters

Playing Arenas, Auds

HOLLYWOOD, Sept. 23. - Roy Rogers is expected to shoot far beyond the \$100,000 mark on his onenighter tour of 28 arenas and auditoriums. Playing only outdoor shows and theaters in the past, this is the first junket of its kind in the kid idol's career.

Rogers will headline a company including his wife, Dale Evans; horse, Trigger, and dog, Bullet, all well known to his flicker fans; Walter and Jeane, dance duo; comics Wallis and Carroll, Roy Rogers's Riders (vocal sextet), comic Pat Brady, Black Brothers (clowns), Knight Sisters (adagio team), Al Dault and Jack Hayes, troupe's musical director. (See Rogers Expects on page 52)

## Sophie Tucker Bio In Nostalgic Disk

NEW YORK, Sept. 23 .- Mercury Records has sliced a 12-inch longplay disking with Sophie Tucker which combines a resume of her showbiz life with a rundown of her most noted nitery floor pieces. La Tucker's story covers one side of the record and offers up bits of such career builders as Some of These Days. Second side covers such noted specialties as Please Mr. Siegal Make It Legal and Hoss Playin' Poppa.

Diskery is employing an unusual merchandising tack with the Tucker package. The LP, in addition to general sale, will be sold in the night clubs in which Miss Tucker is best known in major cities, the Latin Quarter in New York, Chez Paree in

Chicago, etc.

Harry Warner & Anti-Red Drive

The following letter from Harry Warner, president of Warner Bros.' Pictures, Inc., commending The Billboard on its anti-Communist editorial campaign was received this week:

Mr. Joseph G. Csida Editor in Chief The Billboard New York, N. Y.

Dear Mr. Csida:

May I welcome you warmly to the ranks of those of our industry who are determined to prevent either its infection or assimilation by subversive interests of any kind. After reading your editorials of September 2 and 8, it is quite apparent you are and will continue to be on guard against all efforts to entangle motion picture production with Communism.

For this stand, I, for one, thank you. Our company, Warner Bros.' Pictures, Inc., has tried very hard to make its own position in these matters clear and unmistakable. We will have no truck with Communism or any other "ism" which puts love of country behind any other affection.

Apparently you and your publication are both dedicated to some similar decision. Your stand is admirable and should be a signpost to other publications which can do well to follow where you are leading.

"Eternal vigilance is the price of liberty." Nothing more true has been said in all the ages of recorded thought. I hope all of us who are trying to guard the sacred prerogatives of liberty and peace will remain vigilant until the whole world is convinced that Democracy is here to stay.

In sincere appreciation of your stand and your magazine's influence on the industry in which we are mutually interested, I am,

Yours very truly, Harry M. Warner

Late additional news, features and editorial on the Communist issue appear on Page 4 this week.

## ASCAP, BMI Rates Prime Subjects on NBOA's Schedule

CHICAGO, Sept. 23. — Music licensing fees, both Broadcast Music, Inc. (BMI), and the American Society of Composers, Authors and Publishers (ASCAP), will get top priority on the agenda of the annual convention of the National Ballroom Operators' Association (NBOA), starting Tuesday (26) at the La Salle Hotel. Chief discussion will center around NBOA steps to be taken in the current stalemated negotiations between the terp men's org and BMI.

Thus far, about 70 per cent of the NBOA's membership reports receiving letters from BMI, offering them a chance to ink licensing agreements or face some type of action on the part of the licensing org, following 10 days "after the receipt of the letter." Up to now, BMI has not acted against any terp op, but NBOA reps are taking the bull by the horns and (See NBOA To Probe on page 13)

## Showbiz Bills On Shelf as Congress Ends

WASHINGTON, Sept. 23.-The congressional wind-up leaves a number of bills affecting the entertainment world on the shelf where they may stay next year, as Congress will concentrate heavily on defense laws. This session, however, produced more legislation touching the amusement world than any other since the war

Radio-television as usual was the branch of the industry of chief concern to legislators. Enacted was a law to end duties on recorded newscasts and TV newsreels brought into the country. Shunted aside, however, was a host of proposed bills. The bill to reorganize the Federal Communications Commission (FCC) and give it the power to issue cease and desist orders passed the Senate easily, but was bottled up by the House Interstate Commerce Committee. Its chances next year are doubt-

(See Showbiz Bills on page 47)

## Avco Uses Flesh, Flash To Hype Sales With 800G Amuse Budget

Manufacturing Corporation, which is already in show business via its subsidiary, operator of stations WLW and WLW-T here, has invaded the theatrical field for the second year by using stage entertainment to stimulate its dealers and give them sales ideas in marketing the company's multiple line of home appliances and radio and TV sets Avco had a similar unit on the road last year, but

CINCINNATI, Sept. 23.—Avco on a smaller scale That troupe made 22 towns.

Avco's home appliance division has Crosley Broadcasting Corporation set up an \$800,000 budget covering all expense of the 35-city 'our which kicked off September 5 in Detroit and ends December 5 in Los Angeles. In all, 68 people, including Avco personnel, are making the trek to present the four-hour show in theaters and auditoriums, and equipment displays in hotels in cities along the (See Avco Uses Acts on page 42)

## TVANixes\$30 Base Pay, Asks Total of \$121

Strike Possibility Looms

NEW YORK, Sept. 23-Television Authority (TVA) and the video networks appear headed for protracted negotiations, it was learned this week. The union and the webs have diametrically opposed ideas as to how TV actors should be paid and under what conditions they should work. Just how extreme these differences are is shown in the two-column box accompanying this story.

The possibility of a strike by TVA members is not as far fetched as some quarters believe, it is claimed, with TVA making a significant move in this connection this week. This was TVA's withdrawal from a Na cnal Labor Relations Board (NLRB) dispute with Screen Actors' Guild (SAG), whereby TVA withdrew its claim to jurisdiction over TV film actors. This undoubtedly will pave (See Webs Ask Same Fees on page 8)

## Pubs Conning TV Films for Fees on Sync

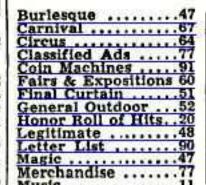
Rate Pegging Is Problem

NEW YORK, Sept. 23.—A confab of vital importance to the publisher and writer segments of the music industry gets underway Monday (25) when Harry Fox, publishers' agent and trustee, sits down with Louis Snader, TV-film producer, to work out a fee, or scale of fees, covering synchronization rights on Snader's Telescriptions. They are short TV films, about 31/4 minutes in length, and are to TV what open-end transcriptions are to AM.

The Fox-Snader negotiations are a major initial step in trying to formulate a pattern for the future film-TV clearances. Nobody at present can estimate the amount of money the TV-film medium holds in store for the pubber and writer fraternity, but with film likely to continue as a major portion of TV's programing, the amount would be very considerable in the event the publishers work out a careful deal.

The music fraternity is aware of this, and many toppers in the busi-(See Pubs Con TV Pix on page 11)

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# BATTLE BLACKLISTS AND REDS

## Webs Doubt Wisdom of AFRA Confab

#### Favor Govt. Handling

NEW YORK, Sept. 23.—Network reaction to the invitation extended this week by the American Federation of Radio Artists (AFRA) to participate in an industry-wide meeting to act on the Communist and blacklist issues was unfavorable, The Billboard has learned. The networks were skeptical of the value of AFRA's approach to the entire problem.

A number of reasons are advanced by chain spokesmen. For one, they feel that AFRA, which has protested in effect against "kangaroo court" See Webs Doubt Wisdom on page 47)

## Wood Closes DooronHUAC Appearances

#### Okay If Named Before

WASHINGTON, Sept. 23.—As the Red issue continued to grip showbiz attention, Chairman John S. Wood, of the House Un-American Activities Committee, issued a declaration this week closing the door to any possibility that his committee will provide a platform for "any and all persons" accused of Communism to air their denials.

Replying to a query from The Bill-Board as to whether his committee (Chairman Wood, of HUAC, page 16)

# Red Channel Listees Mull Multi-Libel Suits and Defenses

NEW YORK, Sept. 23 .- A conclave of about 60 individuals listed in Red Channels and 15 attorneys representing a number of them, met yesterday (22) in the offices of Attorney Arthur Garfield Hays to discuss ways and means of fighting back, and consequently saving their professional careers. A number of ideas were exchanged, but no definite plan of action was formally adopted. It was decided to hold a second meeting next week to which all Red Channel listees were invited to send their attorneys. Date for the meeting was not set at press time, but attorneys were urged to contact Hays.

Reportedly, the plan that met with most favor was that of filing a large number of individual libel suits simultaneously against Red Channels.

### Peter Pan Producer Slams Blacklisters

By Peter Lawrence, Co-Producer of "Peter Pan"

There are two developments around the recent discussions of blacklisting that appear to me serious and dangerous. These developments take form in long preambles to many statements that have been issued on this subject by trade unions and in(See Peter Pan Producer on page 48)

-Editorial-

Restatement of Purpose

Two issues face show business and the nation today: (1) To preserve such simple, basic civil rights, as the right to be heard before being found guilty, and (2) to fight Communism, which is a clear and present danger to everything American, including the civil rights just stated. The Billboard is dedicated, has always been dedicated, to helping show business meet those issues. Let there be no mistakes about that.

A full week before the Jean Muir-General Foods incident took place, The Billboard published an exhaustive piece by the head of its Washington bureau, Ben Atlas, on how and why the Communists were attempting to infiltrate and use every American industry, not excepting show business. Along with that story a list of organizations, which official government sources had condemned as being "subversive," also was published. The purpose of publishing that story and list, as stated in an accompanying editorial, was a simple one: To attempt to alert every person and organization in show business to the clear and present danger of Communism, and to aid in whatever small way possible to help rally show business to a defense against this danger.

At that point there was no Jean Muir case.

When General Foods dropped Miss Muir on the grounds that she had become a "controversial person," because it had received protests based on her being listed in Red Channels, The Billboard covered the Muir situation as completely as did any other publication. The Billboard reported the facts in the case and also reported

fact that Miss Muir had been dropped without a hearing.

Editorially The Billboard said of the General Foods action:

"... That's not even vigilance the easy way. It's nothing but hysteria." Of Miss Muir's predicament, The Billboard said: "... Thiswas a terrible thing. But nobody is putting Jean Muir back on the air. There's nothing but confusion and hysteria."

the up-in-arms attitude of virtually all of show business, over the

And along with those words The Billboard again stressed what it considers to be the great need for a complete awareness on the part of show business of the Communist menace, and again urged, this time with a proposed practical program, that show business take steps to combat the threat.

Again in an editorial last week The Billboard restated the objectives, as it saw them, which show business must achieve in the present crisis. No. 1 on that list of objective was: "... A method must be found to prevent innocent performers and other show business personnel from losing their means of livelihood. Showfolk must (Restatement of Purpose on page 48)

## Vaude, Pix Aid In Berlin Anti-Red Struggle

WASHINGTON, Sept. 23.—Vaudeville looms as a major weapon in the U. S. fight to keep the East Zone of Germany from going completely over to the Soviet Union as a result of the phenomenal success of an experiment at Berlin's open-air theater, the Waldbushne.

State Department reported this week that the successful showing of (See Vaude, Pix Aid on page 44)

## Small Arms Fire In Home Front Anti-Red Fight

NEW YORK, Sept. 23.—Norris B. Mayhams and his family run a small record manufacturing business in Harlem here. Mayham wrote and recorded a tune called Said a G.I. Joe With a South Korean (Sailor Boy and a U. S. Marine). Disk is getting good operator play in many quarters.

An operator in Waukon, Ia., for example, Don Hegeman, of the Ace (See Small Arms Fire on page 13)

# Equity Sets Four-Point Anti-Blacklist Proposal for Consideration by Council

#### Boycott Blacklist Employers; Aid From Other Unions

www.americanradiohistory.com

NEW YORK, Sept. 23.—Actors' Equity membership went all out against political blacklisting at its quarterly meeting yesterday (22) at the Hotel Astor. Attended by 560, a four-point resolution was passed, with recommendation for council action.

Items which Equity Council will have to consider at its October 3

meeting are as follows:

statements that have been issued on this subject by trade unions and inmittee, made up of rank and file (See Peter Pan Producer on page 48) and council members, to pass upon

complaints of any members claiming intimidation or blacklisting, and to bring their findings to all the organs of the union for action.

(2) That Equity shall call upon other entertainment unions to present a united front against all attempts at blacklisting.

(3) That Equity denounces privately-organized screening or loyalty boards.

(4) That Equity shall state that (See Equity Raps Black List, page 48)

# Bond Drive's "Open Arms" For All Acts

#### Hollywood Already In

WASHINGTON, Sept. 23.—Show-folk who want to get into Uncle Sam's big act can do so right now by volunteering their services for the Treasury Department's winter savings bond drive. Treasury spokesmen told The Billboard this week (See U. S. Wants Acts on page 47)

## First Fed Anti-Subversive Board Looms

#### In Wake of Anti-Red Bill

WASHINGTON, Sept. 23.—Establishment of the nation's first federal subversive activities board becomes a project facing the White House as the result of action here this week on the Wood-McCarran anti-Communist (See First Fed Anti- on page 16)

## Merle Miller Heads ACLU Smear Study

NEW YORK, Sept. 23. — Merle Miller, writer and member of the board of directors of the American Civil Liberties Union (ACLU), was (See Merle Miller Heads on page 16)

## Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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

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

# P. & G. BUYS 1ST TV SOAPER

# Sales Below

Cite Lack of Research

NEW YORK, Sept. 23.—Despite purchase of a CBS-TV quarter-hour slot by Procter & Gamble this week, and previous commitment by General Foods to sponsor Lou Cowan's Bert Parks daytime video stanzas, sales of network daytime program is far below expectations, web sales execs admitted this week. Very few other sponsor deals have been firmed up, even the the networks have been planning their afternoon structures for some months.

Sentiment now is that not until the networks have launched their schedules, giving viewers and sponsors a chance to appraise them, will the sales picture really get moving. This is in contrast to earlier thinking which held to the line that in view of the near s.r.o. status of nighttime video, daytime shows would be rela-

tively easy to peddle. Actually, CBS and NBC together have sold only around five sponsors on daytime TV this including General Foods. The latter has bought Lou Cowan's Bert Parks three-timea-week package, but hasn't selected a network yet, altho NBC is said to have the deal virtually set. Otherwise. NBC has sold but two of its 20 available Kate Smith quarter hours. CBS has sold Dick Willis

to International Latex and Garry Moore to Nedick's.

Sales execs at the webs offer several reasons for the present situation One is that even the nighttime TV has proved so potent, there is no available research yet on daytime viewing or program preferences on a network basis. There seems to be a sentiment to the effect that rather than make heavy commitments now, it is more prudent to get daytime web operations going, and then study reactions, ascertain viewing habits, audience composition and the like.

Until this is done, it is pointed out, the question of "approach" will remain largely guesswork. This is a reference to the approach advertisers should use on programs, sales pitches, preferred listening times and so on.

Insofar as CBS-TV is concerned, (See Daytime Web on page 8)

### **DuMont Deal**

NEW YORK, Sept. 23.—Reports circulating in the industry this week had the DuMont network on the verge of a major real estate deal in Manhattan. The deal is said to be of a nature which would permit the web to eliminate its broadcasting studios at Wanamakers and at 515 Madison Avenue, in favor of a layout of new studios at the forthcoming location.

DuMont undoubtedly would continue to use its theater locations as studios, however.

## Daytime Web K. & E. Denies Plan To Switch Time of Ed Sullivan Show To Be Aired

NEW YORK, Sept. 23.—Reports Sullivan show to another time, bevan's Toast of the Town is now getting from the new NBC Colgate denied this week by the agency. K. & E. has the show for Lincoln-Mercury dealers.

the agency is planning to hike the K. & E. sees it, that there's a differpresent talent budget on the Sullivan stanza to around \$20,000 weekly, up ference in audience represented by \$5,000 to \$8,000 over present commitments. Plans to hypo publicity maneuvers for the columnist's program are also being developed.

K. & E.'s thinking is that it would more prudent to wait several weeks. The reason for this approach is K. & E.'s theory that until the four NBC comics-Eddie Cantor, Fred Allen, Martin and Lewis and Bobby Clark all have made their first appearances on the show, there will be a tendency to watch them-"everybody wants to go to the opening game," is the way K. & E. sees it.

#### **Burns and Allen** Groucho ersus

NEW YORK, Sept. 23.—Burns and Allen and Groucho Marx, two potential TV powerhouses, will be fighting each other next fall. Both slotted for 8-8:30 p.m. Thursday evenings, the comedy team will start October 12 on CBS-TV for Carnation on alternate weeks; Marx will be on NBC-TV for DeSoto-Plymouth.

The slot for Burns and Allen was opened by the desire of Columbia Records to drop Robert Q. Lewis's The Show Must Go On. CBS-TV is giving the record company half an out by making possible their sponsorship of Lewis in the 8:30 spot, moving back a half hour to escape Marx's potent competition. American Safety Razor contract with CBS-TV allowed its first refusal on the earlier time. CBS-TV thus was forced to pit Burns and Allen against Marx when ro other vacant time was made available.

This means that Show Must Go On will air one week as a half-hour series and the next as a one-hour series. When it's an hour show, the record company will take the first half, with the razor company picking up the second half hour every week.

#### **Ballantine Taps Out** Of 'Believe It or Not'

NEW YORK, Sept. 23.—Ballantine Beer has cancelled out on its NBC-TV Thursday night Believe It or Not show. The account, however, may possibly buy into the NBC-TV Wednesday night comedy series.

Meanwhile, NBC is taking its time in picking out an account to get the Ballantine slot. The reason is that it's a choice hunk of time, following Groucho Marx, shortly to make his debut in the half hour preceding Ballantine.

Expectations that Kenyon & Eckhardt Agency feels that if it can maintain the same planned to ask CBS to move the Ed At the same time, the agency also teed off the new NBC-Colgate series, cause of the stiff competition Sulli- it is getting a much better buy than Colgate. Cantor had a 32 Hooper compared to Sullivan's 26. But, it Comedy Theater were vehemently is pointed out, the Cantor et al. series has a talent budget of \$50,000, compared to Sullivan's present average of \$12,500 and his future budget of On the contrary, it was declared, \$20,000. That means, the way ence of \$30,000 a week, for the dif-6 Hooper points.

## Chi GAC Pitch be unwise, however, to spring with the new dough right now, but far At AFM for TV Band Remotes

CHICAGO, Sept. 23.—An attempt to persuade execs of Local 10, American Federation of Musicians, to work out some type of arrangement whereby dance band remotes might become sustaining video fare was un- B & B, Compton, and Dancer-Fitzcovered here this week. Deal, as projected, stems from General Artists' Corporation's band staff, Russ Facchine, Howie Christensen, Bill Polk and Chuck Suber. Early this year one-shot 30-minute basis over Silver the idea cropped up during a busi- Theater on CBS-TV last season. That ness meeting at the GAC office, with Facchine later approaching Frank Schreiber, general manager of WGN-TV here, regarding the station's interest in a telecast of a ballroom or dancery remote.

Schreiber, it's reported, was warm to the idea, if the deal could be worked out economically. Schreiber pointed out that the bulk of the locations which air radio remotes locally utilize a minimum of 11 sidemen and a leader, with the band's (See Seeks AFM Okay on page 14)

## NBC Splitting Spot Sales Dept.

NEW YORK, Sept. 23.—NBC will shortly split its spot sales department into separate AM and TV units. The present set-up is a combined operation. It is anticipated that as many as 20 new staffers will be added to the department when the split goes into effect.

Two reasons account for the change, which, altho in line with the Booz, Allen & Hamilton policy outlined for NBC, was not included in the reorganization plans drawn up by that company. One is that NBC feels that it is imperative that AM be given the utmost sales push and that this is impossible when its salesmen must serve both AM and TV accounts. The risk to AM is too great, the web believes. Added to this is the need for greater servicing in video.

James McConnell will continue to head up the spot sales division, with AM and TV sales manager reporting to him. He in turn, will continue to report to James M. Gaines, NBC vice-president in charge of owned and operated stations.

## '1st 100 Yrs,' Live From NY

May Start in Late Fall

NEW YORK, Sept. 23.—The network battle for the highly important Procter & Gamble (P & G) daytime television billings was won this week by CBS. The soap company, radio's biggest bankroller, is moving into daytime video gingerly, starting with one 15-minute strip, into which it will set a daytime serial. The time involved is the 2:30 to 2:45 period across the board. No starting date has been set for the debut, but it likely will start late in the fall or in early winter.

Just as rugged as the network struggle was that which involved the agencies pitching to get the daytime billings, as much for the prestige as for the hard cash involved. This fight was won by Benton & Bowles (B & B), in what finally wound up as a three-way scramble among

gerald-Sample. The property involved is titled The First Hundred Years, a Jean Holloway property, which was done on a version was aired from film shot in Hollywood. The P & G strip will be aired live from New York, using

some of the people who appeared in the film version. That cast included Jimmy Lydon, Bill Frawley and Barbara Whiting. Not all will be available because of the New York origination, but Frawley thus far is

A significant item is P & G's apparent philosophy on what form TV soap operas will take. A high P & G official told The Billboard that the firm's plans are for this strip to be built along lighter lines than the many radio serials airing under the firm's banner. Apparently it is felt that video's impact is too strong for the heavy melodramatics holding

forth in radio. The importance of the P & G contract to CBS goes far beyond the mere sale of time in a daytime schedule which thus far, except for one other 15-minute strip, is all sustain-(See "First 100 Years" on page 8)

#### Foley Resigns as TV Chief at Ad Firm

NEW YORK, Sept 23. - George Foley this week resigned as TV director of the Cecil & Presbrey Agency. Foley is leaving to become a radio and television packager in partnership with Bob Brockway, the owner of the camera division of Pathe. Also ankling the agency with him is Jim Lister, the radio and TV publicity head, who will do a similar chore for the new firm.

Cecil & Presbrey at this moment have not selected Foley's successor. The probability is that the agency will bring a new exec in from outside. Foley was a material factor in developing the advertising nrm's strong position in the television field.



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## Videodex 62-Market Survey

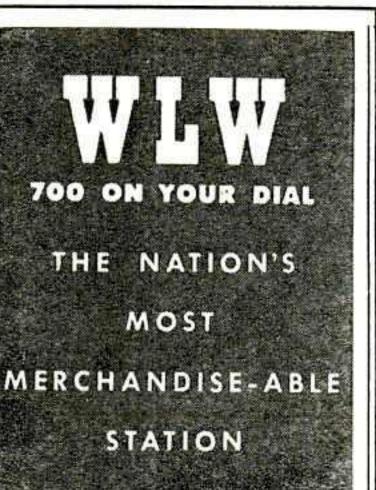
RADIO-TELEVISION

#### **National Ratings** Top Fifteen August 1-7, 1950

	er Cent
	Homes
1. Toast of the Town, CBS, 34 Cities	00 4
2. Stop the Music, ABC, 50 Cities	07 8
3. Kraft TV Theater, NBC, 34 Cities	00.0
4. Ford Star Revue, NBC, 45 Cities	.26.9
8. Garry Moore Show, CBS, 19 Cities	
6. Big Story, NBC, 32 Cities	
7. Original Amateur Hour, NBC, 54 Cities	20.3
8. Break the Bank, NBC, 42 Cities	
9. Lone Ranger, ABC, 39 Cities (Thursday)	. 23.9
10. Your Hit Parade, NBC, 18 Cities	
11. Cavalcade of Stars, DuM., 20 Cities	00 0
12. Mama, CBS, 16 Cities	01.4
14. Beat the Clock, CBS, 33 Cities	20.7
14. Beat the Clock, CBS, 33 Cities	10.2
15. Masterpiece Playhouse, NBC, 32 Cities	Vo TV
//5	The second second
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	n 000's)
1. Toast of the Town, CBS, 34 Cities	1720.0
2. Stop the Music, ABC, 50 Cities	100.0
3. Ford Star Revue, NBC, 45 Cities	450.4
4. Original Amateur Hour, NBC, 54 Cities	409.4
8. Kraft TV Theater, NBC, 34 Cities	1901.2
6. Break the Bank, NBC, 42 Cities	0.466
7. Big Story, NBC, 32 Cities	1311.6
8. Lone Ranger, ABC, 39 Cities (Thursday) 9. Beat the Clock, CBS, 34 Cities	280.5
10 Completed of Store Daw 40 Cities	1144.3
16. Cavalcade of Stars, DuM., 20 Cities	1112.8
12. Mama, CBS, 16 Cities	6.800
13. Lone Ranger, ABC, 31 Cities (Friday)	983.3
14. Your Hit Parade, NBC. 18 Cities	010.1
15. Masterpiece Playhouse, NBC, 32 Cities	014.0
Total No. Markets Covered by Videodex63	314.0
Total No. Active TV Markets in U. S62	
The state of the s	
No. TV Sets in Videodex Markets	10 500

#### Individual City Ratings

August, 1950 Baltimore
CARROLL CONTROL AND THE CONTROL OF T
1. Toast of the Town (WMAR)44.7
9 Stan the Music (WAAM) 90.2
2. Stop the Music (WAAM)39.3
3. Big Story (WBAL)32.7
4. Lone Ranger (WAAM)30.2
5. Wrestling (Tues.) (WMAR)29.2
6. Break the Bank (WBAL)28.3
7. Garry Moore Show (WMAR)28.2
8. The Web (WMAR)27.4
9. Mama (WMAR)26.6
10. Wild West Theater (WAAM) 25.3
Daytime Programs Rating 1. Super Circus (WAAM)
2. Howdy Doody (WBAL)12.7
3.United Nations (all stations com-
bined)11.1
4. Sports Parade (WMAR) 6.5
5. Meet the Press (WBAL) 4.5
Boston
Evening Programs Rating 1. Toast of the Town (WNAC)44.0
1. Toast of the Town (WNAC)44.0
2. Cavalcade of Stars (WNAC)35.1
3. Television Theater (WNAC)33.1
3. Television Theater (WNAC)33.1 4. Lone Ranger (Tues.) (WBZ)32.5
5. Ford Star Revue (WBZ)30.8
6. Break the Bank (WBZ)30.3
7. Kraft TV Theater (WBZ)29.8
8. Stop the Music (WNAC)28.9
9. Baseball (Mon.) (WBZ)28.0
10. Beat the Clock (WBZ)27.7
Daytime Programs Rating
1. Baseball, Sunday (WBZ)25.0
2. Super Circus (WNAC)13.9
3. Western Feature (WBZ)12.5
A Western Feature (WDZ)
4. Howdy Doody (WBZ)
5. United Nations (WBZ)10.6
Buffalo (WBEN)
Evening Programs Rating
1. Wrestling
2. Original Amateur Hour54.8
3. Stop the Music
4. Mama
5. Toast of the Town
Afternoon Programs Rating
1. Hopalong Cassidy
2. Baseball
3. Howdy Doody
4. Zoo Parade
5. Film
Chicago
Evening Programs Rating
1. Garry Moore Show (WBKB)30.2
2. Original Amateur Hour (WNBQ) 30.0
3. Kraft TV Theater (WNBQ)28.7
4. The Big Stery (WNBQ)28.7
5. Motion Picture Academy (WGN)28.5 6. Premier Playhouse (WENR)28.2



•	
7. Community Theater (WGN) 8. Stop the Music (WENR) 9. Break the Bank (WNBQ)	.25.6
10. Angel's 4 Star Theater (WGN)	.25.0
Daytime. Programs 1. Sach's Amateur Hour (WENR) 2. Hopalong Cassidy (WNBQ)	Rating .21.0 .19.0
3. Super Circus (WENR)	.18.4
4. Baseball (WGN)	.16.4
Cincinnati Evening Programs 1. Cavalcade of Stars (WCPO)	Rating
2. Original Amateur nr. (WLW-I).	.30.1
3. Break the Bank (WLW-T) 4. Home Theater (Wed.) (WKRC)	.26.9
"You Only Live Once"	.26.4
5. Stop the Music (WCPO) 6. Plain Clothesman (WPCO)	
7. Film (Sat.) (WKRC), "Foreve Yours"	95.0
8. Film, "Gangster's Boy" (WKRC).	.24.9
9. Cavalcade of Bands (WCPO) 10. Broadway Open House (Thurs.	.24.9
10. Broadway Open House (Thurs. (WLW-T)	
Daytime Programs 1. Super Circus (WCPO)	Rating
2. Fifty Club (WLW)	.14.3
3. Six Gun Theater (WCPO) 4. Hopalong Cassidy (WLW)	.11.6
5. Famous Jury Trials (WCPO)	.11.1
Evening Programs 1. Baseball (Cleveland vs. N. Y.	Rating
(Fri. Night) (WXEL)*	.48.4
<ol> <li>Toast of the Town (WEWS)</li> <li>Feature Film ("History Is Made a</li> </ol>	.36.4
Night") (WXEL)4. Cavalcade of Stars (WXEL)	.35.5
5. Film ("The Monster Walks"	)
7. Wrestling From Hollywood (Thurs.	.31.2
(WXEL)	.28.0
(WXEL)	.27.9
9. Stop the Music (WEWS)	.27.4
*Baseball WXEL, Tues. 45.0; Wed. 3	5.4.
Daytime Programs 1. Baseball, Sunday (WXEL)	Rating
2. Super Circus (WEWS)	22.9
3. Howdy Doody (WNBK)	. 9.7
5. Uncle Jake's (WEWS)	. 7.5
Evening Programs	Rating
1. Toast of the Town (WBNS) 2. Ohio National Theater (WBNS)	.34.1
3. Stop the Music (WTVN) 4. Broadway Open House (Thurs.)	
(WLW-C)	.30.5
5. Wrestling (Mon.) (WTVN) 6. Hopalong Cassidy (WLW-C)	.29.2
7 Ford Stor Bayne (WIW-C)	00 7
8. Wrestling From Chicago (Wed. (WTVN) 9. Original Amateur Hr. (WLW-C)	.27.0
10. Lone Ranger (WTVN)	25.6
*Broadway Open House (Tues., 30.3 27.5; Mon., 26.4).	; Fri.,
Daytime Programs 1. Baseball (WBNS)	Rating
2. Super Circus (WTVN)	.18.6
3. Cactus Jim (WLW)	.12.8
5. Sunday Playhouse (WLW)	.10.9
Darton	
Dayton Evening Programs	Rating
Evening Programs 1. Toast of the Tewn (WHIO)	.36.7
Evening Programs  1. Toast of the Town (WHIO)  2. Stop the Music (WHIO)  3. Original Amateur Hour (WLW-D)	.36.7 .32.9 .31.9
Evening Programs  1. Toast of the Town (WHIO)  2. Stop the Music (WHIO)  3. Original Amateur Hour (WLW-D)  4. Cavalcade of Bands (WHIO)  5. Wrestling (Sat.) (WLW-D)	.36.7 .32.9 .31.9 .31.4 .30.0
Evening Programs  1. Toast of the Town (WHIO)  2. Stop the Music (WHIO)  3. Original Amateur Hour (WLW-D)  4. Cavalcade of Bands (WHIO)  5. Wrestling (Sat.) (WLW-D)  6. Cavalcade of Stars (WHIO)	.36.7 .32.9 .31.9 .31.4 .30.0
Evening Programs  1. Toast of the Town (WHIO)	.36.7 .32.9 .31.9 .31.4 .30.0 .29.7 .28.7
Evening Programs  1. Toast of the Town (WHIO)  2. Stop the Music (WHIO)  3. Original Amateur Hour (WLW-D)  4. Cavalcade of Bands (WHIO)  5. Wrestling (Sat.) (WLW-D)  6. Cavalcade of Stars (WHIO)  7. Wrestling (Wed.) (WHIO)	.36.7 .32.9 .31.9 .31.4 .30.0 .29.7 .28.7 .28.4 .27.3
Evening Programs  1. Toast of the Town (WHIO)	.36.7 .32.9 .31.9 .31.4 .30.0 .29.7 .28.7 .28.4 .27.3 .27.2 Rating
Evening Programs  1. Toast of the Town (WHIO)	.36.7 .32.9 .31.9 .31.4 .30.0 .29.7 .28.7 .28.4 .27.3 .27.2 Rating .23.8

## 'Toast,' 'Stop the Music' Lead 62 - Market Videodex Chart

NEW YORK, Sept. 23 .- The 62- | number of TV homes, while Amateur Toast of the Town (CBS-TV) and homes. Stop the Music (ABC-TV) ranked in percentage of TV homes reached in percentage homes reached in eight. program report covers 17 cities indi- market apiece by Cavalcade of Stars, vidually, with the remaining 45 mar- Garry Moore, night baseball, Stop Panel members, using the diary sys- races and Original Amateur Hour. tem, reported their viewing habits in each market with the number of

number of outlets generally being kee, which hit 54.8. able to reach a higher number of homes.

hold good, however, is shown by the top spot in both lists being held down by Toast of the Town, which has but it is carried in only 15 cities. 34 outlets compared with better than 50 boasted by some shows lower down in the total homes list. Variance in the two lists also is indicated by such shows as Garry Moore and Original Amateur Hour. ranking fourth in percentage of TV homes reached, was 11th in total surveyed individually.

market Videodex survey made by Jay | Hour, seventh in percentage of & Graham Research, Inc., shows that homes, ranked fourth in number of

Of the 17 markets surveyed indifirst and second, respectively, both vidually, Toast of the Town was first and in number of TV homes in the Wrestling scored highest in two, week of August 1-7. This network while top spot was held down in one kets sampled on a composite basis. the Music, feature film, stock car

Altho Toast, in heading the percentage of homes list, racked up a panel members proportionate with 37.2 rating, it did not score the top the number of TV sets in each area. mark in the individual reports of the While, in general, the same shows 17 cities. Only three airers went over are in the "percentage of homes top a 50 rating, and the top two scores 15" as are in the "total homes top went to wrestling. Pittsburgh gave 15," their order of listing is con- the grunt-and-groaners a 55.5 mark, siderably at variance. This is due, while in Buffalo their 55.1 led that in good part, to the divergence in city. Significantly, third highest ratnumber of markets cleared for each ing also was gained by a live event, program, shows having the greater the stock car races aired in Milwau-

DuMont's wrestling bill, incidentally, ranked 13th in percentage rat-That this rule does not always ing, altho it failed to make the top 15 in total homes reached. This is explained, however, by the fact that

> In adjoining columns are charts showing the top 15 shows in both percentage of homes ratings, and in number of TV homes. Also, a breakdown of the top-rated evening and daytime shows in the 17 markets

omes reached, was 11th in total	surv
Baseball (WLW)	Even 1. 7 2. (
vening Programs Rating 1. Stop the Music (WWJ TV) 34.2	3. I 4. I
2. Baseball (Thurs.) (WWJ-TV)*33.9 3. Toast of the Town (WJBK)33.2 4. Theater Hour (WXYZ)33.1	5. F 6. S 7. F
5. Break the Bank (WWJ-TV)30.9 6. Original Amateur Hr. (WWJ-TV)30.8	8. I 9. I
7. Four Star Movie (WXYZ)30.7 8. Lone Ranger (WXYZ)30.1 9. Big Story (WWJ-TV)29.9	10. V Days 1. B:
D. Drive-In Theater (WJJK)28.8  Baseball, WWJ-TV on Wed., 32.7.	2. H 3. Ju 4. H
aytime Programs Rating Baseball (WWJ)	5. G
Hopalong Cassidy (WWJ)24.5 United Nations (all stations)14.2 Cactus Jim (WWJ)13.6	Even 1. W
Los Angeles	2. Ca 3. Ta 4. St
vening Programs Rating 1. Movie ("Trade Winds") (Sun.) (KTLA)	5. M Day
2. Hopalong Cassidy (KTLA)46.4 3. Spade Cooley (KTLA)41.5 4. Lone Ranger (Thur.) (KECA)34.1	1. H 2. St 3. M
5. Wrestling (Thur.) (KTLA)32.7 6. Double Feature (Tues.) (KTLA)32.2	4. H 5. T
7. Chevrolet Triple Theater (KECA)30.4 8. Ina Ray Hutton (KTLA)29.5 9. Cowboy Thrills (KTLA)*25.7	Ever 1. O
0. Tim McCoy (KTLA)23.4 Average of 5 shows.	2. K 3. B
aytime Programs Rating Bandstand Review (KTLA)19.1 Baseball (Sunday) (KFI)13.2	4. F 5. S Day
KTTV   Film Theater (KTTV) 8.5   Movie Round-Up (KTTV) 7.3   Magic Theater (KFI) 7.0	1. B 2. H 3. S
Milwaukee (WTMJ)	4. T 5. II
Stock Car Races	Ever
. Ford Star Revue	1. T 2. K 3. O
Daytime Programs Rating . Super Circus	4. W 5. F
. TV Visits	1. H 2. U
. Camel News Caravan	3. F 4. C 5. S
tvening Programs Rating 1. Toast of the Town (WCBS)39.4 2. Garry Moore Show (WCBS)27.6	OF 10
3. Hit Parade (WNBT)26.0 4. Kraft TV Theater (WNBT)23.9	1. 1 2. 1 3. 5
5. Break the Bank (WNBT)22.3 6. Baseball (Pirates vs. Dodgers) (WOR)22.0	4. 1 5. 1 6. 1
7. Film Theater (WCBS)21.6 8. Ford Star Revue (WNBT)21.3 9. Mama (WCBS)	7. 6 8. 1
0. Premier Playhouse (WCBS)20.2	9. 1 10. 2 Day
Children's Hour (WNBT)17.7 Popalong Cassidy (WNBT)12.6 United Nations (all stations)11.6	1, S 2, H
. Baseball (WOR)	3. U 4. P 5. Z

Philadelphia	
Evening Programs 1. Toast of the Town (WCAV)	Rating
2. Cavalcade of Stars (WFIL)	34.1
3. Baseball (Wed.) (WCAU)	31.8
4. Ford Star Theater	31.5
5. Film Theater (WFIL)	30.7
6. Stop the Music (WFIL)	
7. Big Story (WPTZ)	29.7
8. Hopalong Cassidy (WPTZ)	28.8
9. Lone Ranger (WFIL)	27.4
10. Wrestling (Columbia Pk.) (WFIL	
201 121 TOMPON	
Daytime Programs	Rating
1. Baseball (Sunday) (WCAU)	28.5
2. Hollywood Playhouse (WPTZ)	25.5
3. Junior Hi Jinks (WCAU)	13.3
4. Howdy Doody (WPTZ)	
5. Ghost Rider (WCAU)	11.7
"는 RESPONDED HER STORY	
Pittsburgh (WDTV)	
Evening Programs	Rating
Evening Programs  1. Wrestling	55.5
2. Cavalcade of Stars	54.0
3. Toast of the Town	54.0
4. Strange Adventure	
5. Morey Armsterdam	
	22701275
Daytime Programs 1. Hopalong Cassidy	Rating
1. Hopalong Cassidy	37.3
2. Super Circus	34.9
3. Matinee Theater	24.8
4. Howdy Doody	22.1
5. Three Ring Theater	19.0
St. Louis (KSD)	
	E-5/6-56
Evening Programs 1. Original Amateur Hour	Rating
1. Original Amateur Hour	48.2
2. Kraft TV Theater	26.6
3. Break the Bank	47.3
4. Ford Star Revue	47.3
5. Stop the Music	46.6
Daytime Programs 1. Baseball (Sunday)	28 5
9 Wandy Doods	20.0
2. Howdy Doody	17 1
4. Time for Beany	101
5. INS News	
- 1980 - Carrier Carrier and Carrier and State (1985) 1980 State (1985) 1980 State (1985) 1980 State (1985) 19	10.0
Toledo (WSPD)	
Evening Programs	Rating
1. Toast of the Town	48.5
2. Kraft TV Theater	
3. Original Amateur Hour	46.7
4. Wrestling (Sat.)	46.7
5. Ford Star Revue	43.8
Daytime Programs	Rating
1. Hopalong Cassidy	31.4
2. UN Proceedings	
3. Fairy Tale	9.6
4. Cartoon Parade	5.7
5. Smith Tennesseans	
STATE STATE OF THE	AND THEFT
Washington	
1. Toast of the Town (WTOP-TV)	45.9
2. Hopalong Cassidy (WNBW)	31.0
3. Stop the Music (WMAL)	30.9
4. Hollywood Movie Hits (WMAL)	30.0
5. Hit Parade (WNBW)	29.9
6 Mystery Theater (WMAT)	28 5
6. Mystery Theater (WMAL) 7. Garry Moore Show (WTOP-TV)	27 8
8. Frontier Theater (WMAL) (Wed.	1 97 9
o. Frontier theater (WMAL) (Wed.	04.0
9. Kraft TV Theater (WNBW)	
10. Adventure Playhouse (WMAL)	23.9
Daytime Programs	Rating
1. Super Circus (WMAL)	20.7
2. Howdy Doedy (WNBW)	14.9
3. United Nations (all stations)	11.2
4. Pentagon News (WNRW)	7.0
5. Zoo Parade (WNRW)	5.9
tham Research, Chicago, cover	ing
4. Pentagon News (WNBW) 5. Zoo Parade (WNBW)	5.9

Ratings prepared by Jay & Gral 62 TV markets in U.S. with estimated set circulation of 6,510,000. Above 17 cities surveyed individually; remainder on a composite basis.

## Plans Deflated For Theater TV Football in Chi

CHICAGO, Sept. 23.—The Big 10 theater television experiment is set to kick off in Chicago Saturday (30), sadly deteriorated from original grandiose plans. Chicago's Loop State Lake and South Side Tivoli theaters will show telecasts of the Illinois-Ohio University game from Champaign, Ill.

Original agreement to televise home games from Northwestern, Minnesota, Ohio State, Michigan and Illinois has dwindled down to games of Michigan and Illinois. Ohio U. (not to be confused with Ohio State) is a breather opening game for Illinois. The game normally has difficulty getting the Champaign Stadium onethird filled. Attendance can hardly be considered a true test, since game is not near the class of the Michigan-Michigan State contest, going into the Michigan Theater.

State Lake and Tivoli will have no reserved seats. Admission will be \$1.20 and allow purchaser to see a feature movie after the game. Unlike the Detroit experiment, Chicago's games will be devoid of advance ballyhoo, cheer leaders, bands, a parade or hawkers. State Lake will run two features before clearing the house for the game. Tivoli normally opens about game time anyway.

The withdrawal of Northwestern from the experiment was the worst blow in Chicago, where Northwestern has a much larger following than Illinois, 125 miles down-State. Strong public reaction against depriving the public of "free" television prompted Northwestern's withdrawal.

Further headache to telecast backers is the proximity to State Lake and Tivoli of saloons showing Notre Dame and top Eastern games for free.

## Peep Show

NEW YORK, Sept. 23 .- Considerable speculation centered on just how far Mike Todd will go in undressing his chorus girls on the show he's producing Sunday (1) for NBC-TV and Colgate. Known for his bent for exposing skin, it's figured Todd and the web may clash on just how much Todd will be able to reveal.

The announcement that the program will, in addition to starring Bobby Clark, feature Joan Blondell also raised TV eyebrows. Miss Blondell just divorced Todd.

## NTC Demands Standards for Material

NEW YORK, Sept. 23.—The new contract demands to be made by the National Television Committee (NTC) of the Authors' League (AL) on the TV webs will seek to set up standards for video material irrespective of where it orignates. This means that playwrights and authors, in addition to TV scripters, will be covered by the pact.

The NTC considers the question of rights of basic importance. TV broadcasters will only buy the right to that medium and for one time only, unless additional payment is made. Unofficial information is that the television scripters' union will ask approximately parity with radio-writing prices for their work.

The first meeting between negotiators is slated for Wednesday (27). On Tuesday (26) the membership will be informed of demands.

## Ominous Silence on Color TV Has FCC Brass Puzzled

WASHINGTON, Sept. 23.—With the approach of next Friday's (29) deadline for TV manufacturers to notify the Federal Communications Commission (FCC) on whether they will install color TV bracket switches, the volume of correspondence on color at FCC continues light, Even the commissioners are outspokenly puzzled on what the thame of the expected last-minute rush of communications from the set manufacturers will be. Sole letters of consequence from any of the industry jumbos besides the Philco Corporation (The Billboard, September 16,) has come from Motorola, with the latter reportedly having proffered a suggestion that more time be given to consideration of bracket standards, inasmuch as the hearings explored little of this and the term itself had never been mentioned prior to the FCC's recent color findings.

The Commission gave no hint that it might extend the September 29 deadline for set manufacturers to file their comments, even the the FCC this week announced a two weeks' postponement in the start of the TV allocations hearing from October 2 to October 16. This hearing will last at least a month.

Meanwhile, the Commission granted NBC's Washington outlet an extension of outstanding temporary authority from September 20 to October 13 for testing the RCA color system. Also the Commission, in a reply to the Philco Corporation's recent request for clarification of some phases of the FCC's color findings, explained in further detail what it expected of set manufacturers who agree to incorporate bracket switches in sets. The Commission made it clear that it expects the bracket standards would

embrace the entire range of brackets so that the receiver could operate anywhere in that range. This, of course, would make it possible for reception of anything from 405-line color, such as CBS's, to 725 lines, which covers the RCA and CTI 525line systems.

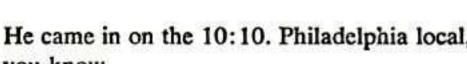
The Commission repeated that under the alternative procedures set forth in the first report of the Commission, shortly after September 29, the Commission will either adopt (See Ominous Silence on page 42)

#### Richards Attorneys Offer 74th Witness

HOLLYWOOD, Sept. 23.—As the G. A. Richards case moved into the 70th day of its Federal Communications Commission (FCC) hearing, attorneys for the station owner sent to the stand their 74th witness of a projected 100 witnesses who will testify on their client's behalf. Procession of witnesses lauded Richards for his fairness, lack of bias and public service. Outstanding among last week's witnesses was Paul Helms, founder of the Helms Athletic Foundation and owner of the large California bakery bearing his name. Helms found Richards a civic leader, patriot and sportsman of excellent reputation.

Other witnesses supporting Richards were Lloyd Docter, Salvation Army official for 35 years; Richard Smith, partner in the Smith & Bull Advertising Agency; Grace Glasser, president of Glasser-Gailey, Inc.; Mrs. Paul Handel, chairman of radio and television for the Los Angeles Junior League, and Hal Berger, West Coast sportscaster.

## how to turn one dollar into eight



He came in on the 10:10. Philadelphia local, you know.

He was a tall man and rather blunt about

the whole thing. He said, "Look, I must sell my stock of these within a month or less." We looked and

saw the product. It was good. We said, "Sorry, but, of course, we can't

guarantee to sell it." He said, "I've heard some wonderful things about WOR and I'm willing to try.

Let's go." We did.

One of our brain-boys-oddly enough, we have a few scattered around - planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-

century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

Being a true and amazing story of WOR's power.

There's no reason why the results couldn't have been yours

In a little less than 4 weeks, our man who came in on the 10:10 had this to report ...

For every dollar of his \$1,600 spent with WOR, he received \$8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One-one, mind you-WOR news broadcast pulled 4,400 answers.

That, if we're not too feeble top-side, is good going. That we think is very economical, fast and profitable selling. May we do the same for you?

our address is-

WOR that power-full station at 1440 Broadway, in New York

P.S. This advertisement is based on a sponsor-approved WOR case history.



# TV Film Acting on Annuity

## Reissues of 'Silver' Show To Pay, Talent

Never Done in Hwd.

NEW YORK, Sept. 23.—The fact that performing in a TV film may have the virture of being a virtual annuity to the acting and creative talent involved was indicated this week when Bigelow-Sanford leased 17 films of last fall's Silver Theater for reshowing on CBS-TV beginning in December. All of the talent concerned will be getting repeat fees on the showing, to be called The Bigelow Theater. Actually some of the actors will be drawing their third fee, since three of the films were reshown last season. The royalty deal was arranged by Frank Telford, the director of the show for Young & Rubicam, International Silver's agency, who contracted the talent.

It is believed that Bigelow leased the properties from International Silver. However, Jerry Fairbanks, the producer, is said to be getting a slice of the fee. They were made at his studios.

The repayment of talent in TV establishes a pattern directly contrary to movie company procedure. In most instances, actors on the Coast are paid per film without additional compensation for revivals.

In the event International Silver is getting a sizable leasing fee, it gives the sponsor a chance to recoup a percentage of his investment via the leasing of filmed video shows. The TV movies were made open end, to permit live commercials to be inserted.

While the 17 films are being reshown, Bigelow intends to ship a unit to Hollywood to film new dramatic fare for its series.



#### QUALITY PHOTOS IN QUANTITY 8 x 10-5f, Postcord-2f, Blowups, 20 x 30-\$2.,30 x 40-\$3. NEW NATURAL COLOR PHOTOS Postcard-14, 8 x 10-124 in quantity. All other sizes. Write for FREE sample & List 88 MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

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## Networks Vs. TVA

NEW YORK, Sept. 23 .- The TV networks have submitted to Television Authority (TVA) their counter proposals to the video actors' union demands for a contract, as detailed elsewhere on this page. The vast differences in TVA's demands and the networks' return offer is illustrated below, the largest single factor being the webs' attitude that basic fees for actors be the same irrespective of the length of telecast time. The TVA wants payments on the same basis as applies in radio.

#### TVA Demands

1 Hr.: \$115 plus rehearsal. 1/2 Hr.: \$ 85 plus rehearsal. 14 Hr.: \$ 70 plus rehearsal.

3-Hr. rehearsal minimum for 14-hr. shows. 6-Hr. rehearsal minimum for 1/2-hr. shows. 9-Hr. rehearsal minimum for 1-hr. shows.

\$6 per hour rehearsal after minimum period of \$3 per half hour or part. Commercial inserts regular scale, as above. Auditions and previews to be paid at regular minimums, plus rehearsals.

Standard acts scale: Singles-\$200. Two acts-\$300. Three acts-\$400. Foursomes-\$500.

Sportscasters: \$200 for play-by-play; \$125 for colormen, in both cases per event. Kinescope reuse to be on basis that such devices, after original use in an area, shall require additional fees to performers each time reused.

Walk-On fees: 14-hr. show, \$15 plus rehearsal; 1/2-hr. show, \$20, plus rehearsal; 1-hr., \$25 plus rehearsal.

Sustaining fees to be same as commercial

#### Network Proposals

\$20 minimum, plus rehearsal fees as fol-

6 hrs. or less, in 2 days, \$10. 15 hrs., 3 days, \$24.

25 hrs., 5 days, \$37.50. 40 brs., 7 days, \$50.

Over 40 hrs, to be paid at \$1.25 per hr. Telecast day to count as rehearsal day. Web cut-in, cowcatcher, hitch-hike, \$10 per announcement.

Auditions and previews to be paid at rehearsal fees.

Standard acts scale: Singles-\$40. Two acts-\$60. Three acts-\$80.

Foursomes-\$100. Sportscasters, \$80 per event or \$225 per

week. Colormen, \$60 per event or \$150 weekly.

Television networks to have unlimited use of kinescopes.

Walk-on fees: \$10 plus rehearsal fees for all programs. Sustaining fees to be half commercial fees.

## Webs Ask Same Fees for All TV Actors; \$30 Base Pay; TVA Clears Way for Strike

(Continued from page 3)

the way for a relatively speedy settlement between SAG and TVA and the likelihood of an establishment of a working agreement between the two organizations.

The TVA move has greater significance, however, insofar as strike possibility is concerned. Had the NLRB issue been continued, TVA's authority to call a strike could have been challenged. Under this new move, however, this threat is removed.

Insofar as the TVA-network talks on a contract are concerned, the major difference concerns the basis on which actors are to be reimbursed. TVA is seeking to establish the same principle that now obtains in radio, namely, that actors be paid in accordance with the length of program and the corresponding rehearsal time required. The network position is that the basic fees for all telecasts be the same, the only difference to be in the minimum rehearsal requirements for the standard telecast periods.

The networks' attitude is that the now traditional procedure for actors' fees in radio was economically unsound and that, instead, the principle followed in producing motion pictures should be followed. Briefly, this theory holds that an actor should be paid in line with the specific contribution he makes to the final production. The webs argue that an actor, working in a film, gets paid for the work he does, irrespective of film. They argue that to extend the radio practice to Hollywood could for the length of time it took to

produce a picture, rather than just those days he actually rehearsed and worked before the cameras.

At the present writing, it is a virtual certainty that TVA will not yield on this point, unless—and this is a rather remote unless—the networks increased their money offers by a terrific degree. On a half-hour show, for example, an actor would get a minimum of \$121, including an \$85 fee and \$36 required minimum rehearsal. The network proposal for a half-hour show, presupposing 6 hours rehearsal were involved, would bring \$30, or a \$20 minimum fee and \$10 rehearsal.

## Campana Sets TV Bow With **British Pix**

NEW YORK, Sept. 23 .- Campana | will move to 10 p.m. Tuesdays, startfilms, to be placed into a format echoing its old First Nighter radio series. The show will air on ABC-TV from 8 to 9 p.m. Wednesdays, starting October 18. The Kastor agency, of Chicago, set the deal.

The films were obtained by Nat Fowler, ABC film chief, in a deal with Cinetel, Inc. Ed Woodruff, head of Cinetel, is in London negotiating how long it may take to shoot the for additional films, with 13 already set. While titles were not obtainable at press time, it is understood that mean that an actor would get paid few have been showing in theaters here, and those were presented at art theaters in the main. Special film is being shot for the opening, middle and close of the program, utilizing Campana's old "Mr. First Nighter" host theme. Commercials will be done live, however.

To make room for the show, ABC has had to shift Arnold Bread's Life Begins at 80. Originally set in the 8 to 8:30 Wednesday slot, the show

### The Rivals

NEW YORK, Sept. 23 .- One of the shows scheduled this fall on the Ford Theater CBS-TV series is The Old Maid by Zoe Akins. The show won a Pulitzer prize for drama.

Ford's opposition on ABC-TV this fall is Schlitz Beer's Pulitzer prize drama series.

## 'First 100 Years' Will Be Aired Live From N. Y.

(Continued from page 5)

ing. Potential daytime sponsors have been holding back thus far, debating between the various webs and waiting to see which way P & G would jump. There is little doubt but that many will be swayed in the direction of CBS now that P & G has taken the lead. One major bankroller still on the fence is General Foods, with the Bert Parks show, which certainly will weigh the P & G decision carefully.

Altho it decided against plunging into daytime video with four 15minute strips, as bruited about the industry, there is little doubt that P & G will follow this first step with others in the comparatively near future. Always a careful outfit, which diagnosis the situation minutely before making a move, P & G will examine first the reactions to its initial show, its ratings, its circulation and its potential sales effectiveness. Based on these findings, it will determine how much daytime video it should use, and what form its shows should take.

The P & G sale will necessitate yet another reshuffle of the already much-shuffled CBS daytime sked. Robert Q. Lewis has been in line for the 2 to 3 p.m. period, and now will have to seek a new berth. Garry Moore, originally placed in the 1 to 2 p.m. slot, also likely will be moved, since P & G is reported to have requested the network to place Moore directly before its show. Moore boasts the only other piece of commercial daytime business on CBS-TV thus far: 15 minutes for Nedicks.

#### DAYTIME WEB

(Continued from page 5)

there is still another factor, and that has been the web's problems in lining up its afternoon schedule. However, it now seems to be shaping up to something like this: Garry Moore; Robert Q. Lewis; Tim Herbert-Don Saxon; Dick Willis; Vanity Fair; Homemakers' Exchange and Johnny Champion.

this week set its initial television ing October 3. The Campana deal deal for a show featuring top British | sells out ABC's Thursday night TV line-up, with Wednesday previously sold out. Only seven hours between 7 a.m. and 11 p.m. remain unsold, with 30 minutes open on Tuesdays and Fridays, and two hours each open on Saturdays, Sundays and Mondays.



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

**Delaney Takes Camarata Spot** 

NEW YORK, Sept. 23.-London Records' first major artists-repertoire department shift was precipitated last week by the resignation of Tutti Camarata, director of a. and r. there since the diskery's inception in November, 1947. His spot will be filled by Joseph Delaney, who recently joined London as sales manager. Delaney will continue as sales manager, supervising the a. and r. operation, aided by staffer Jack Pleis, who becomes musical director. Pleis will be responsible for publisher relations and clearance of new material.

Camarata, who left his executive spot to devote full time to composing and conducting, had spent some time in England before the historic Petrillo ban, and is generally credited with training London's bands and vocalists in the American pop style. As an artist, he conducted two of the diskery's top-selling albums, Music by Camarata and Camarata Concert, as well as the hit single Fingerbustin', a Camarata original. In the last couple of years, however, since the diskery started recording American artists here, he has been forced to spend more time on executive, rather than musical activity. Prior to his London affiliation, Camarata arranged and conducted for Decca and Victor. Both companies are known to have made new overtures for his services.

The new London organizational line-up, as set by President E. R. (Ted) Lewis, names D. H. Toller-Bond, assistant to the president; Joe Delaney, director of sales and a. and r.; Lee Hartstone, director of administration, and Remy Farkas, director

of classical a. and r.

Lewis returned to England Thursday (21), after a seven-week stay

Delaney told The Billboard Friday (22) that "everyone with a song to submit will be seen" by himself or by musical director Jack Pleis. Under the new regime, a closer co-ordination of sales and recording functions will be effected. It is now considered likely that the diskery will step up its "coverage" of top tunes.

#### Carle Launches Piano Schools

NEW YORK, Sept. 23.—Orkster Frankie Carle has launched a syndicate of piano schools which will use a new teaching method worked out by Carle and Arthur Schmoyer, specialist in musical education methods. Schmoyer will be general manager of the enterprise, to be known as

Frankie Carle, Inc.

First studio is being set up in Los Angeles, where national operations office will also be located. Plans call for Carle to own some of the schools, with others operating on a franchise. Franchises will be sold on a Statewide basis. Organization was incorporated in New York State this week following approval by the State education office.

Enterprise is said to have the backing of a California syndicate of investors. Carle plans to hypo the local franchises via personal appearances a system of regular inspections of when he plays territories, as well as books and methods.

London A&R Pubs Con TV Pix Sync Fees
Dept. Goes

## Thru Shakeup AFM May Use AM Renewal Against TV Royalty Impasse

NEW YORK, Sept. 23.—According dwarfed tootler employment in TV to insiders, James C. Petrillo, prexy of the American Federation of Musicians (AFM), may attempt to use AM radio negotiations as a handle ment. Petrillo may certainly be exto break the TV-film impasse.

Current pact with the webs covering AM employment of tootlers expires next January 31. Meanwhile, the meetings between Petrillo and the industry-wide TV committee have produced nothing by way of an agreement, the main obstacle being the AFM's insistence on a 5 per cent royalty on TV films. If Petrillo can tie the TV and AM issues into one package, he may be able to close in on his royalty objective.

As the TV picture shapes up now, however, the package outfits seem to be carrying the production ball, and the outlook for TV is showing signs of paralleling the history of AM ra-

dio, where ad agencies and package outfits took the ascendancy in production away from the broadcasters. If this is going to be the case in video, then Petrillo would seem to have small chance of achieving his royalty goal by dealing with the broadcasters; all he could hope to get from them would be a better scale

and minimums for staff musicians. But the patterns for video are still not jelled—the broadcasting interests may yet shape up as important control factors in the production of TV shows. The TV-industry committee with which Petrillo has been meeting has representation from the networks themselves as well as package producers and indie film companies. It would not be unreasonable to assume, therefore, that the AFM boss may have some basis for hoping that he can pressure for his TV demands via the network moguls.

and TV is the use of canned music in back of live video presentations. There is no way Petrillo can force curtailment of the use of records in this manner, a practice which has

#### **Feist** Sues Acuff Pubbery

NEW YORK, Sept. 23.-Leo Feist Music this week filed suit against the Acuff-Rose pubbery, charging infringement of the recent country hit ditty, M-I-S-S-I-S-S-I-P-P-I Suit was filed in New York Federal Court and asks for an injunction, damages sustained from alleged infringement of renewal rights, an accounting of profits and asks that the defendents deliver to be impounded all existing copies of the allegedly infringed novelty.

The complaint charges that Bert Hanlon, Benny Ryan and Harry Tierney wrote a song called M-I-S-S-I-S-S-I-P-P-I prior to December, 1916. The original publisher was William Jerome. In 1944 renewal rights to the song were turned over to Feist by the writers. December, 1944, and since April 5, 1950, Feist claims to have published and excercised licensing rights on the song. Feist charges unfair competition and unfair trade practices.

to supervise actively the schools with

to the point that it is regarded by the musicians themselves as a complete bust as a new avenue for employpected to pitch for some remedy here when the AM negotiations get under

## Columbia Hypes R&B in Package Deal With Bard

NEW YORK, Sept. 23.—In a major move to hype its rhythm and blues department, Columbia Records completed a package deal with Ben Bard, of Universal Attractions, a leading agency in the r. and b. business, which this week brought to the diskery four of Bard's top attractions. These will be complemented by other of Bard's talents in the future, with a number of deals now in the discussion stage.

First artists to join Columbia's r. and b. roster include the Ravens, Arnett Cobb and his small band, thrush Wini Brown and warbler Herb Lance. These will become the heart of the label's r. and b. set-up, with only Red Saunders and the Five Blue Flames remaining from the diskery's previous roster.

Each of Bard's attractions have been inked for one year, with two one-year options on each paper. The Ravens, a leading r. and b. property, were handed a guarantee reportedly in the vicinity of \$15,000 annually. Another big issue between Petrillo This group, prior to the Columbia deal, had recorded for National Records, as did Miss Brown. Lance has had some recordings on the Sittin' In label, while Cobb, who recently returned to the business after two-year illness, had a disking deal with the Apollo label. Cobb already has sliced four sides for Columbia.

> Columbia currently has no r. and b. artist and repertoire specialist on hand, but pop a. and r. boss, Mitch Miller, who completed the Bard deal, has been handling and will continue to handle the department until such a man is hired. It is understood that he will co-ordinate his r. and b. artist and repertoire work under the advice of Bard, tho the latter holds no official post with the diskery.

## **AFRA Resuming** Diskery Talks

NEW YORK, Sept. 23.—Diskeries this week were in receipt of a letter sent by A. Frank Reel, national executive secretary of the American Federation of Radio Artists (AFRA), asking that diskeries and AFRA get together to resume negotiations covering scale for singers on disks. Sessions had been underway but had been interrupted by summer vacations and AFRA's national convention.

Reel suggested the next meeting take place not later than early in October.

## Confab Seeks Solution for Future Policy

Problems Are Many

(Continued from page 3) ness turned out this week to get a gander at Snader's telescriptions, which were on view at the Hotel Delmonico.

The Sync Deal

The music industry, including Harry Fox and such top publishers as Mills Music, are mulling over the possibility of working out a sync deal which would cut the publishers in for a percentage of the gross. That is, a publisher would be given a flat sum, say \$50 or \$100 for the sync right, but once the producer's sale of the film reached a certain figure say \$5,000, the publisher (and, of course, the writers) would then begin participating in the profits.

This projected deal is also being mulled over, and at this point favorably, by Snader. The latter, of course, has indicated his adherence to the theory that the creators of show business—the actors, musicians, writers and now publishers—should be given an opportunity to share in the returns. This philosophy is implicit in the deals which James C. Petrillo, American Federation of Musicians' (AFM) chief, has concluded with Snader, Gene Autry and other packagers covering the use of musicians. Petrillo's deal calls for 5 per cent of the gross income of TV films to be set aside as a fund. This philosophy, of course, was first put into execution in Petrillo's contract with the record companies.

Percentage Not Set

What the percentage would be for the publishers-if and when Harry Fox works out such a deal—is undetermined at this point. Snader informally mentioned the possibility of a 1 per cent figure. One leading publisher posed the question of whether pubs should be satisfied with less than 5 per cent—which the musicians' fund is now getting. In this connection, it may be pointed out that Petrillo's 5 per cent deal has not yet received industry acceptance. An industry-wide committee, currently seeking to resume negotiations with the AFM chief, will seek either abolition of the 5 per cent levy or a material reduction in the amount.

The music fraternity, however, feels it is groping in the matter and doesn't know how to peg the sync rates. It regards Snader as a pioneer, one who has shown good intent and who merits considerate treatment. Fox, Mills and others are anxious to give Snader a deal whereby he can make money. Fox, queried this week, stated his negotiations with Snader would not "necessarily" be precedental. "We want to feel our way, and we will make adjustments. We want a deal which Snader and those fellows can live with."

However, the urgency of the moment is beyond doubt, for in the immediate months ahead, new packagers and producers are likely to sign with Petrillo-either as individuals or thru the industry-wide TV film committee which has requested resu: ption of negotiations. This will break the

Publishers are worrying over the (See Pubs Con TV on page 43)



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## Instrument & Platter Cuts

#### Seeks Other Concessions

WASHINGTON, Sept. 23.-U. S. delegates to the General Agreement on Tariffs and Trade (GATT) confab Helen O'Connell at Torquay, England, Thursday (28) at Torquay, England, Thursday (28) are prepared to offer other nations import duty reductions on musical O'Connell, one of the top record sellinstruments and phonograph records in exchange for concessions on other commodities, it was disclosed here today.

over the protests of a number of congressmen who have urged the State Department and the Tariff Commission to withdraw until the Korean situation clears up. Another point raised by legislators is that cheap duties will injure U. S. manufacturers of the musical items and hundreds of other products proposed for duty decreases.

Any GATT agreements negotiated will not be subject to Senate ratification, since the reciprocal Trade itial release won't be until November, Agreement Act which was extended last year by Congress permits the Tariff Commission to cut duties without consulting the Senate as is usual in the case of international agreements.

tariff concessions on disks sent into in which Miss O'Connell will be used, this country, U. S. delegates are also he said, will be so different that she ready to offer concessions on stringed instruments and parts (except bows). piano-forte and player piano actions and parts, pitch pipes, tuning forks, metronomes, pipe organs and parts, bridges for fretted instruments, carrillons, violins, violoncellos, and 802 Unity Lists

The net result of any concessions made by the United States will be to lower retail prices of imported articles. The U.S. expects to get reduced tariffs on its own goods in exchange but not necessarily on musical items.

## Rainbow & Polygon **Make Exchange Deal**

NEW YORK, Sept. 23. - Rainbow Polygon will produce pop, bluesrhythm and classical material. The diskery has also set a deal with Tru-Tone of South Africa to handle Polygon there.

The first Polygon pressing of a Rainbow master will be Dick Todd's disking of Daddy's Little Boy. Rainbow in turn will release Polygon's Petula Clark disking of You Are My True Love, published in England by Edward Kassner, who is now in this country. The tune has been assigned to Kassner's Inc., here, pubbery operated by Dave Dreyer.

#### Sambrook for Thesaurus

NEW YORK, Sept. 23.—A. B. Sambrook, most recently with the Cincinnati sales headquarters of the Frederic W. Ziv Company, has been appointed field sales manager of RCA's Thesaurus and syndicated programs, according to Donald J. Mercer, manager of RCA recorded program services.

casting System.

#### Wanted: Fuses

HOLLYWOOD, Sept. 23.—Does Stan Kenton play loud? Peggy Lee showed up for a Cap recording session last week to find all the amplifiers at the diskery's studio had been blown out. Kenton had recorded just prior to

## Capitol Snares

HOLLYWOOD, Sept. 23. — Helen ers of all time, forsakes her sevenyear retirement to join Capitol's talent roster. Miss O'Connell, with Bob Eberle and the Jimmy Dorsey ork, The GATT confab is being held racked up top platter sales with such yesteryear hits as Brazil, Amapola and Green Eyes. Songstress went into retirement in 1943 when she left the Dorsey band to marry.

> Miss O'Connell becomes the first established thrush to enter Capitol's fold. All other vocalists (Margaret Whiting, Kay Starr, Jo Stafford, Peggy Lee, etc.) were built by Capitol. However, Cap artist-repertoire Veepee Jim Conkling said he will use Miss O'Connell in an entirely different manner. Inasmuch as her in-Conkling refused to divulge details. Songstress was recorded last week accopmanied by the Frank DeVol ork.

Conkling said acquisition of Miss O'Connell is not to be interpreted as a replacement for Jo Stafford, who Besides being prepared to offer recently left for Columbia. Manner could not be considered in that light. Conkling had previously stated he would not seek to replace Miss Stafford, but rather continue to build the fem vocalists already in his stable.

## 2MoreNominees

NEW YORK, Sept. 23. - Unity party, opposition faction in Local 802, American Federation of Musicians (AFM), has named Henry Maccaro, New York attorney and musician, and Samuel Kramar, violinist and conductor, as party candidates for veepee and treasurer respectively in the forthcoming local elections December 7. Maccaro and Kramar are Records last week made a reciprocal running mates with William Feinmaster-exchange deal with the newly berg, prominent 802 figure who is reformed Polygon diskery of England. entering the local picture as Unity choice for prexy after several years' absence from the union scene.

Earlier this week the incumbent Blue ticket named Sam Suber, current 802 veepee, as candidate for president; Jack Downey, now an exec board member, for veepee, and incumbent Charles Lucci and Jack Stein for secretary and treasurer respectively.

As indicated in a story in The Billboard several months ago, the Blue ticket is not rerunning Dick McCann, current 802 prexy. Feinberg reported that McCann had been "forced out" and that the action "validates my criticism that the administration is inept and has made no gains for the members."

Meanwhile it was learned that Herman (Tuby) Tivin, sole exec board member to have been elected on the Unity ticket, will continue with Unity as a candidate for reelection. Considerable behind-scenes Sambrook, prior to his connection maneuvering is still going on, involvwith the Ziv company, was station ing several other key politicos who relations manager of World Broad- still have not indicated where their loyalties will be.

## UNESCO Asks With S.G.A.E. Free Imports Deal Covers Part Property

#### Sheets, Disks in Pact

WASHINGTON, Sept. 23 .- A treaty abolishing international duties on sheet music will be forwarded to the Senate by the State Department in the next few weeks for action after the recess, it was learned this week. The pact also provides for ending tariffs on all recordings and newsreels purchased by radio and TV stations and schools.

With Congress slated to return in late November, there is a chance that the treaty can be ratified before the seating of a new Congress in January.

Sponsored by the United Nations Educational Scientific and Cultural Organization (UNESCO), the pact ASCAP's right to the S. G. A. E. further provides for duty-free entry of books, newspapers, magazines, 1950. Thus S. G. A. E. has the rights maps, charts and travel literature, as well as for Braille books and "talking books" for the blind. Disks will be free of tariffs only if consigned to approved educational and cultural groups, with radio-TV stations named as one of the preferred groups. Newsreels, educational films and film strips are also to be duty free if consigned to an approved institution.

#### Early Ratification?

ratification by the United Kingdom, Belgium, France, Luxembourg, the Netherlands and Switzerland, as well as the U.S. Eventually it is hoped that all 59 member nations of UNESCO will ratify the world agreement.

The treaty is the second to be sponsored by UNESCO. The first was designed to abolish duties, quotas and licenses hindering the movement of educational films, recordings and other audi-visual aids. This has been ratified so far by only Norway, Yugoslavia and Pakistan.

## Cap's Scranton **Unit Goes Union**

Records' Scranton Pa., plant got its first union contract last week with conclusion of a contract with the in percentage money. International Association of Machinists (IAM-AFL). After a threevoted overwhelming approval of the a 10-cent raise per hour across the board.

Plant, founded in 1939 as the Scranton Record Company and purchased by Capitol in 1946, had never been organized. Negotiations and contract were concluded without loss of production. Bill Fowler, Cap veepee, negotiated for the Coast major.

NEW YORK, Sept. 23.-Children's Record Guild (CRG) is prepping its entry to the adult disk field by taking over national representation of four longhair LP lines. Outfit, directed by Horace Grenell and Sales Manager Irv Katz, will now handle promotion, maninoff Society disks, representing promotion jaunt.

# Nations Gear for Duty Slashes BMI Signs 3-Year Pacts

NEW YORK, Sept. 23.—Broadcast For Education NEW YORK, Sept. 23.—Broadcast Music, Inc. (BMI), this week inked reciprocal contracts with S. G. A. E. reciprocal contracts with S. G. A. E., the Spanish performing rights society, covering a three-year term beginning January 1, 1951. While it was not revealed what portion of the Spanish society's repertory is covered in the BMI pact, it is understood that the deal does not embrace the entire repertory.

> Negotiations were conducted in Europe by Jean Geiringer, BMI's veepee for foreign relations, and concluded here on behalf of S. G. A. E. by Jacinto Guerrero and Moreno Torroba, prexy and director respectively of the Spanish society.

Meanwhile, the American Society of composers, Authors and Publishers (ASCAP) will be represented in Spain by S. G. A. E. until the end of 1951. The converse is not true; repertory runs out December 31, to both BMI and ASCAP repertories during 1951.

BMI states that several of its affiliate pubbers have indicated an interest in pubbing some Spanish tunes here. If so, this will be in the nature of pioneering, contemporary Spanish music being virtually unknown in the American pop music field.

## The State Department expects early Flanagan Ork Statler

NEW YORK, Sept. 23. - Ralph Flanagan, working his first Gotham location job, has been racking up turn-away business at the Hotel Statler's Cafe Rouge here, according to the hotel's manager, James Mc-Cabe. In his first week in the room, Flanagan drew 2,595 cover customers and in his second week McCabe believes the orkster will hit around 2,400 covers. McCabe told The Billboard that Flanagan's first week was some 50 covers better than Vaughn Monroe's opening week in the room a year ago and represents the best business done in the room since then. However, the hostelry's manager added that Monroe's over-all dinner-HOLLYWOOD, Sept. 23.—Capitol supper volume was stronger than Flanagan's. For Flanagan, the first week represented better than \$1,000

To McCabe the significant factor in the Flanagan engagement has been year negotiation, plant employees that the orkster brought into the Cafe Rouge a heavy percentage of the pact, which grants the 700 workers younger element from the school and college set. It was this element which built the room into one of the topflight name band locations in the country, but in recent years they have stayed away from the Cafe Rouge and other name band spots in this city.

McCabe reported that Flanagan's Saturday (16) night racked up 782 covers and that more than 500 others were turned away. It is reported that CRG in Adult Field the hotel has taken options on Flanagan for a two-week date begin-With 4 Longhair LPs ning December 19 and for four more weeks in April.

> approximately 50 issues per year. Other lines of "unique value" are also being negotiated for.

According to Grenell, these lines will be sold on the retailer-distribber publicity and distributor relations for plan supplemented by a direct-mail the new Polymusic label (see other sales program. Katz leaves October story this issue), Reb, EMS and Rach- 5 for a six-week coast-to-coast sales-

#### Inks Deal With Childcraft

CHICAGO, Sept. 23.—Mercury Records Prexy Irv Green this week launched a powerful bid by the local diskery to become a factor in the kidisk trade by inking an agreement with Bill Hayes and John Dienhart Jr., reps of Childcraft, children's book seg of the Marshall Field empire. Fusion of Mercury and Childcraft had been in the works for the past six weeks (The Billboard, August 26). Childcraft is the juve's guidance and literature division of Field Enterprises.

As their part of the bargain, Childcraft will provide Mercury with any art work found in the 14-volume Childcraft set. It is estimated that this moppet artwork cost the Field Enterprises close to \$100,000, for it represents the work of winners of yearly child art exhibits. The first four 10-inch releases, which are based on familiar Mother Goose rhymes, are encased in sleeves, which will carry art work from that volume in the series. Childcraft intends to direct mail a list of over 100,000 | Selling Pop Chart (September 23 parents, who have purchased the seinformation about the new material available on records. Childcraft currently is working a premium deal for its door-to-door sales force, which | batoner's climb. will utilize a coupon for a free Mercury-Childcraft disk or the disk itself as the door-opener. The firm intends to give the disk free to any parent who listens to the spiel, even if no purchase of the books is made.

Childcraft stresses the child psychology and child guidance factor in its sales promotion just as heavily as it does the children's literature in the series. The Childcraft material in the volumes has all been passed by the regular editorial board of the series, as well as a board of outside experts, who are authorities in the teaching field. These two boards will function in passing on material to be recorded, with Mercury intending to pitch this fact to parents in its promotion. All disks will carry the stamp of approval of these Childcraft experts. Childcraft, which spends \$300,000 per year in slick mag advertising, intends to insert copy on the new Mercury-Childcraft link.

Mercury will reciprocate by inserting material about the Childcraft book series into all its kidisk sleeves. Mercury distribbers will be furnished with more extensive information on Childcraft to instruct retailers concerning the over-all background of the Childcraft series.

First portion of the pact between Mercury and Childcraft calls for a series of 24 10-inch releases during the first year, it was learned. Billing Marshmallow World Sundae," a dion the label will probably read: "The cury Records," with both firms getting equal billing. The first year's releases will be pointed toward the moppet trade, but a Childcraft rep said that his firm is already considering the release of an older children's series, based on history and autobiographies contained in The World Book Encyclopedia, which is also a part of the Field Enterprises.

## Selvin's Construction On Bldg. Is Resumed

NEW YORK, Sept. 23.—Ben Selvin, recently pop a. and r. chief for Columbia Records on the West Coast, has resumed construction of the Selvin Building in Hollywood. The structure will cost \$200,000 and is designed to centralize the pub fra-

# Mercury Sets NBOA To Probe License Fees Stage To Hop

## Into Kidisks Royalty Divvy To Jockey in Anthony Drive

HOLLYWOOD, Sept. 23. — Ray Anthony will cut in a local disk jockey on the record royalties of one of his Capitol waxed tunes as part of an extensive promotional campaign to herald his Coast debut. Batoner mounts the Palladium podium October 10 for a five-week stand. To stir dance crowd attention, Palladium, Capitol Records and Anthony's manager, Fred Benson, are teaming drumbeating forces for an all-out drive said to be the biggest in the Palladium's history. Voyle Gilmore, head of Capitol's Los Angeles Branch, is handling diskery's portion of the campaign. Reason for the big push is twofold: (1) As this is Anthony's initial Coast booking, he's known to dancers here only via his disks. All concerned want to make sure his p. a. pulls in the patrons. (2) Anthony has been a steady climber on the band ladder, delivering solid grosses and disk sales. The Billboard's Bestissue) show's Anthony as the only ries during the past two years, with Glenn Miller-styled band on the list, pegging his Count Every Star in the No. 18 position. Successful Palladium stand is essential in continuing

> Deejay share-the-loot stunt is part of a local platter spinner contest aimed at winning plenty of Anthony air plugs. Jockeys participating in the contest will play Anthony's theme, Man With the Horn. Listener who sends in the correct number of notes | No new hand at snatching song played in Anthony's trumpet solo, wins one of the batoner's King trumpets. Jockey who relays the winning entry will receive a penny per platter royalty of an Anthony original instrumental. Tune is as yet untitled, with winning jockey getting to name the tune. Royalty will be paid by Anthony Music, batoner's pubbery.

Jockey contest will be staged week of October 2, a week prior to Anthony's opening, with letters inviting spinners to participate sent to 25 in the L. A. area. Palladium also will use radio for paid spots airing announcements cut by Margaret Whiting, Peggy Lee, Stan Kenton, Jo Stafford, Kay Starr and Jimmy Wakely. Video also will be used. Anthony will fly in Monday (2) for a few hours' filming of TV spots and will then wing back to his onenighter route. TV medium will also be used via the Don Otis KLAC-TV show originating from the Palladium.

Stunts include a tie-in with Arden Dairy, guaranteeing 800 ice cream outlets will banner "the Ray Anthony rect link with Anthony's current disk Childcraft series, produced by Mer- release, Marshmallow World. Batoner will turn beauty contest judge when he selects from six finalists "sweetest Southern California co-ed" October 18. He will host college paper editors at a combination Coke-party recording session at Cap's studios.

> To dealers, Cap will distribute 5.000 streamers announcing Anthony's Palladium stand. Fifty shops will feature special Palladium windows. Dancery will invite dealers, jockeys and juke box ops to a preview concert-cocktail party Monday (9). Phono ops' co-operation will be sought via distribution of free Palladium ducats.

> ber of top publishers have already contracted for space.

Selvin late this week had not yet accepted any of several offers made chandising of the package. Diskings ternity on the West Coast. A num- him by firms in the music business. will also be available as singles.

## Small Arms Fire In Home Front

No. 1 or No. 2 slot on 75 of his 100 machines. Alternating with the South Korean disk in Hegeman's top and second slots is the King Record by Jimmy Osborne of God, Please Watch Over America.

#### "Stand Up"

NEW YORK, Sept. 23.-Lindsay McPhail, ASCAP writer of San, the Danbury Fair and many other numbers, just completed a tune called Stand Up and Be Counted, lyrics of which follow:

Stand up and be counted, Are you loyal to the Red, White and

Blue? Stand up and be counted,

Now's the time for ev'ryone to prove

he's true. Don't forget there is no middle road

to travel any more: We must do or die to kill the lie that

threatens ev'ry shore; So pledge your allegiance to the flag we adore,

Stand up and be counted now.

#### War I Reprise

HOLLYWOOD, Sept. 23.—Al Piantadosi has just written an anti-Commie tune. Let's Take the Reds Out of the Red, White and Blue is the tag, and Piantadosi says he'll share its royalties with a vet charity. Alex Sullivan provided the lyrics. topics from the headlines, Piantadosi wrote during World War I I Didn't Raise My Boy To Be a Soldier.

#### "Dear Girls"

NEW YORK, Sept. 23.-Mrs. John J. McCormick, widow of the soldier who was killed in Korea and whose poetically inspired letter to his two little daughters made the front pages last week, has given permission to tunesmiths Benne Russell and Peter De Rose to write a song based on the letter. Tune, entitled Dear Little Girls, will quote, in part, from the letter. Robbins Music has pubbing rights.

Mrs. McCormick, who lives in Collingdale, Pa., supports herself and her daughters by working as a seamstress. A portion of the royalties on the tune and an advance have been assigned to her. Russell has invited Mrs. McCormick and the children to come to New York at his expense. They will make appearances on radio and TV to help augment the funds of the fatherless family.

## Mercury Gets Show Albums

NEW YORK, Sept. 23.-Mercury Records is readying for October 15 release an album package to be merchandised on three speeds of the four top tunes from each of the forthcoming big ballyhoo musical legiters, Irving Berlin's Call Me Madam and Frank Loesser's Guys and Dolls.

The package will feature the label's four top artists—Frankie Laine, Vic Damone, Patti Page and Eddy Howard —doing two songs each.

Final release date for songs from the Loesser show is October 15, and this date was used to guide the mer-

## BMI Problem Anti-Red Fight In Spotlight Music Company, has the record in the At Chi Meet

20% Tax To Claim Attention

(Continued from page 3) will have recommendations on terp men's next steps.

To Tell Meet Action

Tom Archer, chairman of the NBOA's music licensing committee, and Tom Roberts, legal counsel, will discuss two conferences held during the past eight months with leading reps of ASCAP. Thus far, details of these meetings have not been disclosed.

Roberts will discuss details of the latest phase of the NBOA's attempt to eliminate ballrooms from the 20 per cent cabaret tax bracket. Last week, Roberts was in St. Louis at the Circuit Court of Appeals. The appearance of Roberts was part of an appeal by the feds of a recent decision by Federal Judge Henry Graven, who ruled that ballrooms were not assessable. Roberts filed a 76-page brief, copies of which will be available to the membership at the convention.

#### Smaller Op

Otto Weber, managing secretary of NBOA, stressed that this year's NBOA confab will be directed primarily at the smaller op-the ballroom owner who handles all the business himself. As a result, speakers will discuss specific problems of operations, with all the speakers, except for one talk, being members of the ops' group. That one talk will be by a rep of The Billboard, who will discuss a new one-nighter chart, which will be inaugurated sometime around November 1. This chart will be an operators' report of how individual dance band dates are running as to business and audience reaction.

Attendance, based on reservations already received from members, looks to hit an all-time peak. Weber reported that a record crowd is expected because of the accelerated response from ops on the West and East coasts. In previous conventions, the greater part of the attendance was made up of Midwest terp ops, but this year an exceptionally strong representation is expected from the California territory.

### NYC Opera Plans To **Tour Midwest Dates**

NEW YORK, Sept. 23.—Having obtained the green light from Chicago Local 10 and the American Federation of Musicians' (AFM) prexy, James Petrillo, for a Chicago season this year (The Billboard, September 23), the New York City Opera Company is proceeding with plans to fill out a short tour of other Midwestern cities. During several days of the Chicago engagement, which runs from November 15 thru December 10, the company will put in appearances at Milwaukee. Several performances have also been booked in East Lansing, Mich., seat of Michigan State University, following the Chicago closing.

Invitations to other cities are being considered, with Detroit an especially strong possibility, according to Morton Baum, chairman of the company's

executive committee.

## ASCAP Availability Ratings Listed for 1st Half of '50

ing chart is a listing of American mine Music, Kanes Music, Martin Society of Composers, Authors and Music, Jewel Music, Allied Music, Publishers (ASCAP) publisher-member availability ratings thru the first half of the current year. In view of the interest among many individual ing away 100 points from Boston pubbers at the moment who are at- Music Company and 50 points from tempting to gain increases in avail- Burke and Van Heusen's pubbery, ability for the third quarter and the which this year split from Edwin H. fact that several pubbers have unofficially been mulling changes in Famous-Paramount interests. Reason the availability system, The Billboard is printing the complete publisher Morris had included his Curtis cataratings list.

Each availability point is equivalent to upward of \$10 come melonsplitting time. This represents 30 per Morris represents the Curtis catalog cent of the annual ASCAP pay-off, points. with seniority counting for 15 per cent and performances 55 per cent. Performance pay-off is made at rates giving considerations of an all-perrunning between 2 and 6 cents per formance system of pay-off are again performance per station for radio, making the rounds. While such a which represents the largest portion change has not been up formally of the performance melon.

First half changes in the availability ratings included raises of 275 potential solutions to the eternal points for Bregman, Vocco, Conn; gripes about availability ratings. Clas-

NEW YORK, Sept. 23.—The follow- | Maxwell-Wirges Publications, Gold-Adrienne Music, Skokie Music and Sunset Music.

> First half reductions included tak-Morris to make a new deal with the points were taken from B-VH is that log, which held 50 availability credits originally, in the six year old B-VH set-up. The 50 points gained by

Meanwhile, the recurrent reports that the pubber brass in ASCAP are before the pubber board, pubbers individually have been discussing 100 points for Oliver Ditson, Inc.; 60 sification meetings are an incessant points for George Simon, Inc.; 50 round of gripes by pubbers who points for Laurel Music; 25 points appear with attorneys and performfor Fred Fisher Music; 250 points for ance logs, demanding to match their Williamson Music (Chappell subsidi- catalogs, song-by-song with those ary); 20 points for United Music; 50 with higer ratings. Since no objecpoints for Edwin H. Morris; 15 points tive measurements are applicable to for General Music, Barton Music, tunes, the board's decisions almost change.

### Add Two More

NEW YORK, Sept. 23.-The Billboard's Honor Roll of Popular Songwriters in the September 16 issue, incorrectly credited Peter De Rose and Charlie Tobias as sole writers of the tune, One More Kiss Then Goodnight. The tune credits should have listed De Rose, Tobias, Lou Herscher and Art Coogan. It's based on an original melody by Herscher and Coogan entitled After All, I Adore You.

always arouse resentment from some quarter.

Further, there is always the possibility that the unhappy ones may get the ear of Uncle Sam and instigate an enforced change in the payoff such as happened with the writer

members of ASCAP.

A voluntarily instituted pay-off putting more emphasis on performance might end the gripes and forestall possible government interest. Some of the discussion has pointed toward a theoretical grading of standard tunes in A, B, C and D brackets, with numbers getting 4, 3, 2 and 1 point per performance according to the durability of and demand for the tune. Current pops might be weighted ½ point in such a set-up.

However, the non-pop publishers would suffer considerably from even such a hypothetical weighting system, and it is the plight of this group that for Galaxy Music, and 10 points each the relative availability values of two is forestalling serious action on a

## Seeks AFM Okay For TV Remotes

(Continued from page 5) personnel running to 17 musicians in exceptional cases. At the present time the AFM does not distinguish between sustaining and commercial shows in video. Scale for both types on a local telecast is \$32 per man for a two-hour period. Scale for both on a web seg is \$38 per man for the same period. The union specifies that this is the minimum period. If a sideman works only a five-minute shot, he must be paid for the minimum two-hour period.

Schreiber pointed out that with such scales it would be impossible for band remotes to remove even the lower budget live and film shows which are telecast after 10 p.m., when band remotes would start. Schreiber has always been a rioneer in working with dance bands for radio, as WGN locally has been the biggest consistent user of band remotes on radio since the days of the first Blackhawk pick-ups in the early 30's.

Talks with AFM reps here have always met the same answer: "The question would have to be taken up with Petrillo in some future meeting." Recently Suber was in New York and attempted to huddle with the AFM prexy himself, but a connection could not be made during his visit.

Other ork execs, together with the GAC reps, when asked about their feelings on such a video set-up, ex-(See Seeks AFM Okay on page 43)

## ASCAP AVAILABILITY RATINGS SECOND QUARTER 1950

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Pickwick Music Corp.
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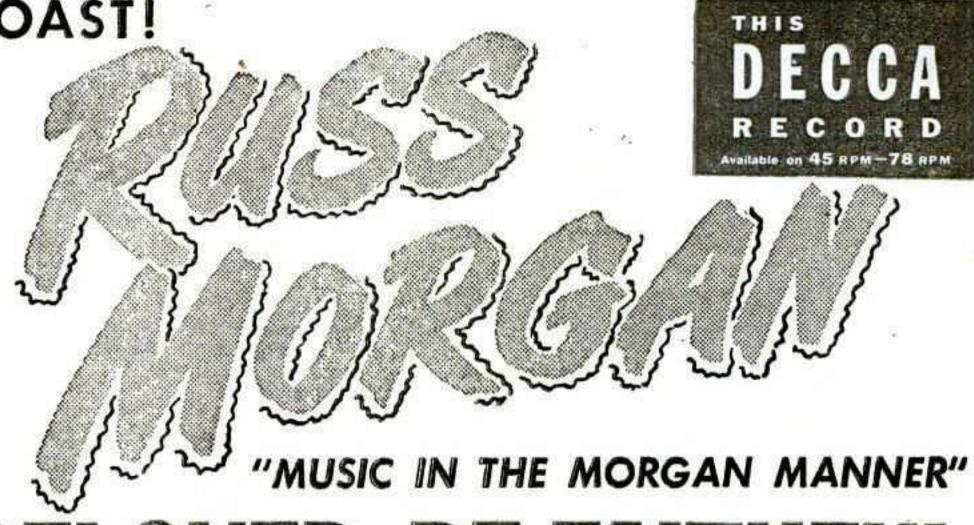
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	AND DESCRIPTION OF THE PARTY OF
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# Acts To Be Heard by Committee PUNKY PUNKIN

(Continued from page 4) will grant hearings to accused persons seeking to put their denials of Communism on the official record, Wood declared that opportunity for formal denials will be afforded "only to those whose names have come up in testimony before the House Un-American Activities Committee."

"The committee," said Wood, "does not intend to open itself to a parade of persons seeking to broadcast denials of charges that were made in places other than the committeesuch places as books, newspapers or magazines."

In this manner, Wood, co-author of the controversial anti-Communist bill that reached the President's desk this week, made it clear that his committee's hearing records are closed to any proffered anti-Communist statements from showfolk mentioned in Red Channels unless their names had also been mentioned in testimony before the House Un-American Activities Committee.

Meanwhile, Hazel Scott made an appearance before Wood's committee yesterday (22) and read the anti-Communist statement she made public last week (The Billboard, September 23), following her unsuccessful attempt to be heard formally at that time. The entertainer, in answer to several questions from the committee in connection with her statement, declared that she has "never been a member of the Communist Party and furthermore I have never entertained such a thought and never expect to become a member." Miss Scott's appearance was the second such by a prominent show-world personality within a month; previously, Josh White was given a hearing at his own request and delivered an anti-Communist statement.

Under existing or proposed statutes, there is no federal body, other than courts of law, for publicity and officially processing formal denials to charges of Communism hurled from any and all quarters. In the Wood-McCarran bill, which Congress passed this week under threat of a presi ential veto, provision was made for creation of a subversive activiti-3 board, but this board has been proposed to act on lists of organizations deemed subversive by the attorney general. Persons listed as members of those organizations would be considered as having Communist ties if they failed to renounce their membership as soon as those organizations were publicly exposed.

#### "Obvious" Guilt

Chairman Wood, in explaining his committee's policy on handling anti-Communist declarations from accused persons, said that the procedure outlined in his legislation would remove the need for "public denials" since anybody failing to withdraw from membership in a subversive organization after that organization has been exposed obviously "would stand guilty of having Communist affiliations no matter what protestations he or she might make to the contrary."

As Congress was acting on the committee chairman's bill, Attorney General J. Howard McGrath took a fresh opportunity in a speech this week to caution against what he described as "vigilante" legislation containing "shrill overtones of hysteria." Addressing the General Assembly of the American Bar Association, Mc-Grath singled out for emphasis the Communist problem specifically as it has affected some segments of the

entertainment world. "We appear to be going thru a policemen and alleged guardians of

disloyal all who disagree or oppose them," said McGrath.

#### Knocks Hysteria

"This hysteria appears in vigilante groups who decree and execute beatings of purported Communist sympathizers; or who, in more polite circles, intimidate radio advertisers into silencing performers who they say have Communist leanings.

"Another manifestation is the recent proposal to investigate the fitness of the federal judiciary because of displeasure with a decision directing the release on bail of Harry Bridges pending his appeal of a conviction for perjury."

McGrath indicated that some provisions of the Wood-McCarran bill would have an effect of sending Communists underground rather than restraining or exposing their operations and the identities of their operatives. "Proposed registration of Communist Party and front organizations' memberships, and labeling of their printed political publications," he said, "count for little in fighting wily persons trained in and bent upon intrigue and deception.

"Techniques of supression and compelling adherence to the 'party line' are the very mark of Communism itself in lands where it holds sway," the attorney general said. "We cannot afford to be misled into believing we will be providing machinery to combat espionage and sabotage by adopting such techniques."

### Merle Miller Heads ACLU Smear Study

(Continued from page 4) appointed this week to head ACLU's examination of the problem of blacklisting in the radio and TV industries. The investigation will be conducted under the supervision of Patrick Murphy Malin, ACLU executive director, who stated: "We are concerned with the general problem of blacklisting, from whatever quarter it emanates, and our inquiry will cover every angle that will bring the true facts to the attention of the public."

ACLU's interest in the problem was heightened when Actress Jean Muir, several weeks ago, was dropped from an NBC-TV show by her sponsor, General Foods. The protests were motivated by the inclusion of Miss Muir's name in Red Channels, which lists 151 radio and TV performers and their alleged Communist ties and sympathies.

Malin states that ACLU is opposed to supressing any publication and is also opposed to suppression of persons who are listed in a private publication because of alleged beliefs or associations.

#### FIRST FED ANTI-

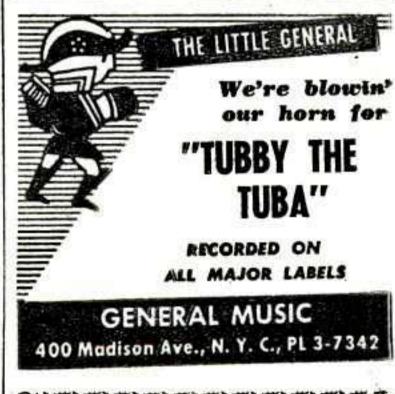
(Continued from page 4) bill. The bill, vetoed by President Truman soon after it was overwhelmingly passed in both chambers, moved swiftly back on the track again after the House by a top-heavy vote overrode the President's veto and sent the bill on to the Senate for similar action.

Among major provisions of the bill is requirement that any radio or TV program sponsored by an organization on the attorney general's subversive list should be preceded by a statement identifying the sponsor as a member of the Communist front. The attorney general is required to report to the subversive activities board regularly on organizations listed as subversive, with the organizations period of public hysteria, in which mandated to file regular reports on many varieties of self-appointed membership, income, etc. Once a subversive list is publicized, any Americanism would have us fight members who decline to disaffiliate subversion by prescribing an ortho- themselves will be deemed by the doxy of opinion, and stigmatizing as govenment as having Communist ties.













# Daddys Little Boy

A GREAT NEW
SENTIMENTAL
SONG STORY
THAT'S BOUND TO
TUG AT YOUR

HEART STRINGS!

INTERPRETED

BEAUTIFULLY

by

Jan Garber, and his Orchestra

With Vocal By

Roy Cordell

CAPITOL RECORD 78 rpm No. 1202 . 45 rpm No. F1202







D. C. Department Store Plugs National Symph Ork

Season subscriptions to the National Symphony Ork concerts may now be purchased—and charged—at the Hecht store in Washington. The department store is offering the service as a non-profit boost to aid support for the ork, which has a 26-concert season in the works.

New Demagnetizing Record Brush Invented by LeMire

A new record brush which cleans plastic disks by demagnetizing dirt and lint has been devised by disk dealer Ernie LeMire. LeMire, owner of the Record Exchange shop, New York, has set up a new outfit, LeMire Products, to assemble and merchandise the product. The brush itself is composed of a piece of specially treated plastic cloth, similar in appearance to velvet. The thread is made by Dupont. The product will retail for \$5. National distribution has not yet been set up.

Nat Cole Trio To Return From Europe End of October

Nat Cole will head back to New York from overseas the last week in October. The Cole trio, following a London Palladium engagement, is staying in Europe a week longer than planned to do additional concerts in the Scandinavian countries and on the Continent.

Hefty Kenton Grosses on 1-Nighter Tour

Stan Kenton is racking up top grosses on his current dancery tour. First week of one-nighters (four dates) the batoner grossed \$16,177 and pulled out a take for himself amounting to \$9,706.50. Batoner went into percentages (60 per cent against \$1,500 guarantee) on all dates.

New York:

Steve Gibson and the Red Caps, after summering at the Martinique, Wildwood, N. J., locate for the next five weeks at Chubby's, across the river in Collingswood, N. J. . . . Local maestro Joe Frasetto signed by Kitty Kallen to conduct for her when she opens at New York's Waldorf-Astoria Hotel's Wedgwood Room in October. . . . Herbie Collins takes over the stand at suburban Drexelbrock Room. . . . Lenny Herman comes up from Atlantic City later in month for a return trip to the Warwick Hotel. . . . Lon Chassy leaves his orchestra behind to front a band in Hot Springs for the season. . . . Milt Meyers takes over the organ console at the Sheraton Hotel's new Persian Room. . . . Andy Arcari, accordion soloist, forming a new music publishing company—but music strictly for accordionists. . . . Beryl Booker, 88-er formerly with the Slam Stewart Trio, and bongo-banging warbler Dottie Smith have become regular members of the Cats 'n' Fiddle unit. . . . Mike Pedecin returns his Men of Rhythm to town for a spell at Ciro's. . . . Elliott Wexler plotting to build a big band Hollywood: around his piano-vocal protege, Buddy Greco, who opens single this week at Marty Bohn's Nut Club here.

Dick Bradley, head of Tower Records, Chicago, in town last week, signed orkster Bernie Mann to a Tower disk pact, and a personal management deal. Bradley returned to Chicago Monday (25), then will fly to the Coast, and back to New York within 10 days. He'll organize a new distribbing set-up on the Coast. . . . Polka maestro-impresario Bill Gale has canceled his recent deal with General Artists Corporation (GAC), and will now book his "Polka Band Parade" units personally. . . . Cartoonistinventor Rube Goldberg has cleffed a new kiditty, "The Noise Song," which Ben Bloom is publishing. Goldberg has also cartooned the title page.

Bob Macrae, RCA Victor Records' merchandising manager, just back from the Coast, where he planned Victor's continuing tie-ups with the Disney Studios, on the next Disney flick, "Alice in Wonderland." . . . Larry Fotine, playing a one-nighter at the Ritz Ballroom, Bridgeport, Sunday (17), drew 650 persons. . . . Puerto Rican warbler Bobby Capo, a Seeco artist, is making two films in Mexico. . . . Vince Mondi, Major Bowes's original one-man band, and former Atlantic disker, has started his own label, Mondi Records. The first release was due last week. . . . Felix Popper has joined the music staff of the New York City Opera as an assistant conductor.

Saxie Dowell is handling Chicago exploitaton for Broadway Music's "I'm Praying to St. Christopher." . . . The Wally Wanger Dance Studios are plugging the "Elephant Rock," terp step tied in with the tune of that name being plugged by Joe Schuster of Ostrow Music. . . . National Records has added pop bary George Nolan and blues-balladeers Helen Page and Melvin Moore. . . . Mel Torme starts a week at the Click in Philadelphia Saturday (2). . . . Broadcast Music, Inc. (BMI), has been getting strong sheet music action on a tune which hasn't been recorded-"One More Kiss Goodnight," an e.t. of which is used as Galen Drake's theme on WCBS, with Drake plugging the tune on his shows.

Jerry Blaine is throwing a cocktail party for Sylvia Froos and Dick Brown at the Cosnat offices here Thursday (28). . . . BMI threw a luncheon at the Headquarters Restaurant Tuesday (19) for Eustis Beckles, first BMI employee to enter the service since the present emergency began.

Harry P. O'Brien has been appointed manager of the RCA Exhibition Hall, the Radio City showroom of the Radio Corporation of America. He fills the vacancy left by Howard Davis, who moved to NBC as television director for WNBT, New York flagship. . . . Warbler Connie Haines, following her performance in "Duchess of Idaho," has been assigned the female lead in MGM's next big technicolor musical, tentatively tabbed "The Strip." Pic, starring Mickey Rooney, goes into production mid-November.

British thrush Anne Shelton, who records for London Records, arrived Saturday (23) for a month of radio, TV and disk-promotion appearances. ... Violinist-orkster Frank York has formed a new eight-piece crew and opens at the Chicago Hotel Sherman's new Porterhouse Room October 1. Lenny Green is booking the outfit, which features thrush Yole O'Bryn. . . . Wild Bill Lange, comedy drummer formerly featured with Milt Britset indefinitely at the Magic Bar, Minneapolis.

#### Hartford:

Landerman brothers' orchestra is booked into Hotel Bond for the 11th consecutive year. . . . The 16-member Sam Kaplan band is again playing at the State, Hartford's only pic-vaude theater. Seven of the members, incidentally, are members of the Hartford Symphony Orchestra.

Le Roy and his trio are booked into Kid Kaplan's Restaurant Thursday, Friday and Saturday nights for an indefinite stay. . . . Buddy James, of Hartford, who has been a sideman, arranger and vocalist for Tony Pastor, will leave to study for the priesthood.

"Connecticut" has become music. A march song, named after the State and written by two Hartford musicians, has been accepted by bandmaster Alexander T. DeFronzo, of the Connecticut National Guard. Lyrics by Peter J. Doran, music by Henry R. Hallbauer.

#### Detroit:

Mary K. Sarlow is having a master of her new number "Your Heart Should Tell You," cut by the Taynell Revue at Indianapolis. . . . Franz Geisz and His Seven Wonders have cut "I Dreamed I Was a Matador," novelty number, backed by the "Flower Valley Waltz" for Gold Rain Records. . . . The Gotham Trio has cut "No Moon, No Stars, No You," rhythm number, backed by "Reckless" as the first release for the new Studio Records label.

Sweet Tone and Studio Records are independent labels, not subsidiaries of Grand Central Music Company, as indicated recently in this column.

Philadelphia:

Tunesmiths Frank Capano, Morty Berk and Max Freedman get Don Cornell to introduce their latest "If I Had Another Chance," on wax. . . . Warbler Earl Plummer has joined Steve Gibson and The Red Caps at Chubby's, across the river in Collingswood, N. J. . . . Art Wendell back with the relighting of the Oakes Ballroom for the new season. . . . Since the "Mister Roberts" play at the Forrest Theater doesn't want a pit orchestra to play between acts, the four men which the playhouse had to hire under music union's rules play for stubholders downstairs in the lounge. Americana Records Company set up here by Philip E. Edwards and Robert W. Steinhilder, locating at 3722 Mt. Vernon Street. . . . Scott-Crosse, handling independent record labels, adds Good Time Jazz to its label listings. . . . Fran Warren for the reopening of the Click next week. Jackie Davis debuts the town's only jump organology, bringing his Hammond to Lou's Moravian music spot. . . . Milton Saunders, who spends most of the year at Tavern-on-the-Green in New York's Central Park, first-timing it here in town at the Hotel Warwick.

Eddie Wolpin, head of Paramount's music subsids, here to set up fall release dates on new material. . . . Nelson Eddy and Eleanor Steeberblended voices for a Columbia "New Moon" album. . . . Freddy Martin flies his band from San Francisco for a Hollywood four-sided disk date with RCA Victor's Henri Rene. . . . Jack Perrin, formerly with Hill & Range, teamed with Henry Russell to form two pubberies, Ivy Music (ASCAP) and Sunflower (BMI). Russell, musical director on NBC's "Hall of Ivy," airshow, combined with Vick Knight to pen "Halls of Ivy" tune and "Drink, Drink, Drink" ditty, both in the pubberies' catalogs. . . . Paramount contact man Tubby Garron gets his song salute in the T. P. Mitchell ditty, "Chubby Tubby's Polka," a tune Garron will be plugging. Songstress April Stevens inked exclusively by Society Records, with initial disks including "Don't Do It," "The Sweetest Day" and "Voodoo." . . . Irving Bibo, author of "Old Man Atom," has increased his collar temperature over remarks that his tune is Commie-flavored and is launching a campaign in an effort to prove that his song has only world peace at

Regular quarterly dividend of 65 cents per share was declared by Capitol Records on its \$2.60 cumulative convertible preferred stock, payable October 1 to stockholders of record September 15. . . . Capitol Records' legit Steinwayer, Leonard Pennario, returns for a second air shot on the "Telephone Company Hour" November 13. . . . After a six-month absence, trumpet-saxman Jack Ordean rejoins Abbey Browne's ork, currently at Charley Foy's Supper Club, San Fernando Valley nitery.

#### On the Sound Track:

Composer-critic-commentator Deems Taylor, who narrated Walt Disney's "Fantasia," will again hit the soundtrack. He was signed by Rudolph Polk and Bernard Luber for a special prolog and commentary for the first batch of reels in the classical artists series to be distributed by 20th Century-Fox. Films feature Artur Rubinstein, Jascha Heifetz, Jan Peerce, Nadine Connor and Gregor Piatagorsky. Irving Reis will direct filming of Taylor's prolog in New York. . . . There's a lot of excitement brewing over a tune out of a Walt Disney soundtrack. Melody is part of the background score in Disney's "Beaver Valley." Catchy tune caught the ear of Disney music topper Fred Raphael, who immediately ordered Don Raye to pattern lyrics to the Paul Smith music. Result is "Jing-aling, Jung-a-ling," which is being covered by all the majors. . . . Franz Waxman, back from European concert tour, returns to start scoring George Stevens's "An American Tragedy." His "Sunset Boulevard Suite," from the pic's score, has been prepped for disking. . . . Columbia's Morris Stoloff assigned George Duning to score Ed Small's "Lorna Doone." Duning just completed music chores on "Harriet Craig," Joan Crawford starrer. . . . Frederick Hollander will score Columbia's "Born Yesterday." This marks Hollander's first trip to the Columbia lot since 1942 when he cleffed scores for "You Belong to Me," "Here Comes Mr. Jordan" and "Talk of the Town." Prior to the "Born Yesterday" assignment, Hollander was at RKO. . . . Judy Canova has been pegged for two high budget features on Republic's production sked. . . . Monogram has two musicals in the works, "Rhythm Inn" and "Casa Manana." . . . Dimitri Tiomkin, back from Gotham where he completed scoring Laurel Productions' "Mr. Universe," is at work on Stanley Kramer's "Cyrano de Bergerac." . . . Production number rehearsals are under way at Metro on "Show Boat." . . . Malu Gatica, who just completed a singing stand at Mocambo, was inked by ion, Al Trace and Denny Beckner, has joined Willie Fischer's Logjammers, Universal-International to portray a French cafe vocalist in "Prisoner of War."

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## DON CHERRY

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# Stand by for M-G-M'S



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Week Ending September 22 Based on reports received last three days of

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

This Week

1. GOODNIGHT, IRENE

Published by Spencer (BMI) Records available: J Allison, Cap 1122; Alexander Brothers, Mer 5448; R Foley-E lubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.

Electrical transcription libraries: Ray Anthony, Lang-Worth.

2. MONA LISA

By Jay Livingston and Ray Evans Published by Famous (ASCAP)

From the Paramount film, "Captain Carey, U. S. A." Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L Holmes Ork, MGM 10689; C Spivak Jrk, London 619; V. Young Ork, Dec 27048; B Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Culley Ork, Atlantic 918.

Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth: Dick Jurgens, Associated.

3. PLAY A SIMPLE MELODY

By Irving Berlin

Published by Irving Berlin (ASCAP) Records available: & & B Crosby-M. Matlock's Ali Stars, Dec 27112; G. Gibbs-B Crosby Ork, Coral 60227; P. Harris-W. Schart Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039;

By Huddie Ledbetter and John Lomax

R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016. Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

4. SAM'S SONG

By Jack Elliot and Lew Quadling Published by Sam Weiss (ASCAP)

Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixleland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.

Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.

5. ALL MY LOVE

By Paul Durand, Mitchell Parrish and Henri Contet

Records available: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792.

Electrical transcription libraries: Allan Holmes-Johnny Corvel, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzak; Patti Page, Lang-Worth.

6. BONAPARTE'S RETREAT

By Pee Wee King

Published by Acuff-Rose (BMI) Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McAuliffe, Col(78)20706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E Grant, Cap(78)1158, (45)1158.

7. CAN ANYONE EXPLAIN?

By Bennie Benjamin and George Weiss Published by Valando (ASCAP)

Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V Damone, Mer 5474; L. Green-The Honeydreamers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)38927, (33)1-759; Soft Notes, Mer 5464; E. Fitzgerald-L. Armstrong,

Electrical transcription libraries: Ray Anthony Ork, Lang-Worth.

Electrical transcription libraries: Skinnay Ennis, Standard.

Electrical transcription libraries: Jack Rivers, Standard.

8. LA VIE EN ROSE

By Pierre Louiguy and Mack David

Published by Harms, Inc. (ASCAP) Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768. (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachrino Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork. Cap(78)890, (45)F-890; V. Young, Dec 24816.

TZENA, TZENA, TZENA

(\*Copyright in dispute) Records available: A Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.

Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Urk, Thesaurus

10. HARBOR LIGHTS

By Jimmy Kennedy and Hugh Williams Published by Chappell (ASCAP)

Records available: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911, K. Griffin, Col 38889; S. Kaye, Col 38963; 3. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488.

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

\*Jenkins, Decca Records; Miller, Columbia Records; Damone, Mercury Records; Cates, Coral Records; Flanagan, Victor Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Cromwell Music. Mills Music claims it owns copyright to music by Issachar Miron and Julius Grossman and has other lyrics by Mitchell Parrish which have not to date appeared on records. The Zionist Organization of America has also made claims to the music.

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This week's New Keleases

Release 59-39

Ships Coust to Coust, Week of October 1

#### POPULAR

FREDDY MARTIN (Dance to the Music of) The Ocarina Where Do I Go From You?

20-3926-(47-3926)\* BOB DEWEY

Get Happy Somebody's Crying

20-3927-(47-3927)\*

BOB DEWEY

Beloved, Be Faithful 20-3928-(47-3928)\* Home

VAUGHN MONROE

Dream a While Dream a Little Dream of Me 20-3929-(47-3929)\*

PERRY COMO and BETTY HUTTON with Mitchell Ayres and His Orchestra A Bush and a Peck

She's a Lady 20-3930-(47-3930)\*

PERRY COMO with Mitchell Ayres and His Orchestra So Long Sally

Marcheta

20-3931-(47-3931)\*

FRANKIE CARLE

What Can You Do? **Humpty Jumpty** 

20-3923-(47-3923)\*

#### COUNTRY

CHARLIE MONROE and His Kentucky Pardners

Sugar Cane Mama Down in Caroline

21-0391-(48-0391)\*

KITTY WELLS and the Tennessee Mountain Boys

How Far Is Heaven My Mother 21-0384-(48-0384)\*

#### WESTERN

SONS OF THE PIONEERS What This Country Needs Where Are You?

21-0388-(48-0388)\*

#### NATIONAL SPECIAL-POP SPECIALTY

JOHNNY VADNAL Rob 'Em Blind-Polka 25-1175-(51-1175)\* Petite Waltz

\*45 r.p.m. Nos.

NOTE: All records in this panel are listed alphabetically by song title



. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

. . . designates that record is one of RCA Victor's "Certain Seven" - among the leading numbers on the trade paper best selling retail sale charts (week of Sept. 23). Obviously, sure things!

Bonaparte's Retreat

Count Every Star 

Cuddle Buggin' Baby 

Goodnight, Irene 

I Need You So 

😝 I'm Movin' On Hank Snow ......21-0328-(48-0328)\*

La Vie En Rose 

Music, Maestro, Please 

**Patricia** 

Thinking of You 

Why Fight the Feeling 

The Red We Want Is the Red We've Got



No. 8 Disc Jockeys' Pick, Billboard, Sep-

No. 3 Country and Western Disc Jockeys'

Can Anyone Explain

tember 23rd.

Pee Wee King

Larry Green-Honeydrcamers

Cincinnati Dancing Pig

Pick, Billboard, September 23rd.

indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

Let's Do It Again

Frankie Carle 20-3899-(47-3899)\* No. 8 Retailers' Pick, Billboard, September

Lovebug Itch-Prison Without Walls

Eddy Arnold 21-0382-(47-0382)\* No. 1 Country and Western Disc Jockeys' Pick, Billboard, September 23rd.

Mister Touchdown, U. S. A. Hugo Winterhalter 20-3913-(47-3913)\* Billboard Picks, September 23rd.

TIPS

A BUSHEL AND A PECK SHE'S A LADY

20-3902-(47-3902)\*

21-0379-(48-0379)\*

Perry Como and Betty Hutton 20-3930-(47-3930)\*

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The stars who make the hits

Meron Records RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY PCA VICTOR DIVISION

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PLATURE



London . . . . Lorry Raine
Columbia . . . Sammy Kaye
Decca . . . . Tommy Dorsey
Mercury . . . Frankie Laine
Victor . . . . Tony Martin

Others soon to follow



London . . . . Lorry Raine

Columbia . . . Sammy Kaye 🎉

Decca . . . . Tommy Dorsey

Others soon to follow

BOURNE, Inc.
799 SEVENTH AVE. NEW YORK 19.

# Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Based on reports received last three days of Week Ending September 22

#### BEST-SELLING SHEET MUSIC

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

POSITION

		This	The Control of the Co
11.	1	1.	GOODNIGHT, IRENE / (R)Spencer
16	2	2.	MONA LISA (F) (R)Famous
13	3	3.	PLAY A SIMPLE MELODY (R)Berlin
9	4	4.	LA VIE EN ROSE (R)
12	5	5.	SAM'S SONG (R)Sam Weiss
4	6	6.	ALL MY LOVE (R)Mills
4	8	7.	CAN ANYONE EXPLAIN? (R)
2	12	8.	THINKING OF YOU (F) (R)Remick
18	9	9.	COUNT EVERY STAR (R)
6	10	10.	BONAPARTE'S RETREAT (R)
17	11	11.	THIRD MAN THEME, THE (F) (R)
1	_	12.	OUR LADY OF FATIMA (R)
9	7	13.	TZENA, TZENA, TZENA (R)
6	14	14.	NO OTHER LOVE (R)
18	-	15.	I WANNA BE LOVED (R)Supreme

#### ENGLAND'S TOP TWENTY

Blowner.	OSITI		
	The second	t   This	
to da	te Wee	k Weel	*************************************
9	1	1.	SILVER DOLLAR
15	2	2.	BEWITCHED
7	3	3.	HAVE I TOLD YOU LATELY?LeedsDuchess
5	8	4.	SAM'S SONG Sterling Sam Weiss
6	4	5.	IF I WERE A BLACKBIRD Box & Cox
16	5	6.	DADDY'S LITTLE GIRL
3	12	7.	MONA LISA New World Famous
7	6	8.	SENTIMENTAL ME Cinephonic Knickerbocker
6	9	9.	ONCE IN A WHILE
24	7	10.	MY FOOLISH HEARTSun
19	10	11.	DEARIE Campbell-Connelly Laurel
11	11	12.	IF I LOVED YOU Williamson
9	15	13.	CANDY AND CAKE
16	13	14.	I REMEMBER MY FIRST LOVEArcadiaLeeds
20	14	15.	QUICKSILVER
2	18	16.	ASHES OF ROSES Campbell-Connelly
11	19	17.	YOUR HEART AND MY HEARTLawrence Wright
20	16	18.	LET'S DO IT AGAINLennoxRobbins Music
1	_	19.	I ONLY HAVE EYES FOR YOUFeldmanRemick
1	-	20.	HAPPY TIMES Feldman Harms, Inc.

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

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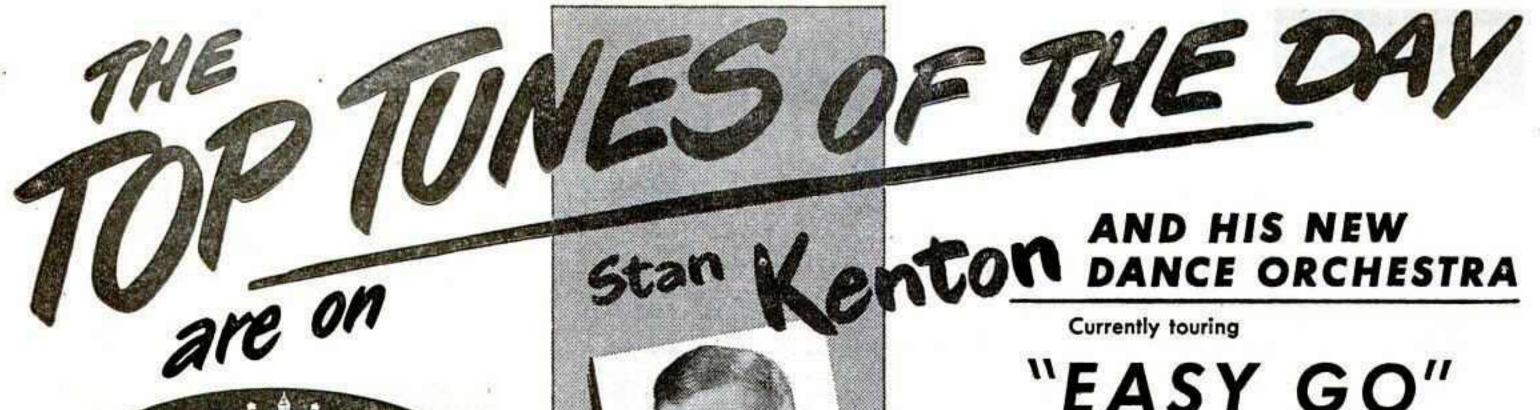
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Address ..... Bill me



Dept. 9-30-PC





78 45

	10	40
TOP POPS!	RPM	15022500000
"MONA LISA" Nat "King" Cole	1010_	_F1010
"BONAPARTE'S RETREAT" Kay Starr	936 _	F936
"AIN'T NOBODY'S BUSINESS," "I'LL NEVER BE FREE" Starr-Ernie	1124	_F1124
"SOMETIME," "NO OTHER LOVE" Jo Stafford	1053	_F1053
"NOLA," "JEALOUS" Les Paul	1014_	_F1014
"ORANGE COLORED SKY," "JAM-BO" Nat Cole, Stan Kenton	1184	_F1184
"GOOFUS," "SUGAR SWEET" Les Paul	1192_	_F1192
"I'LL ALWAYS LOVE YOU" Dean Martin	1028_	_F1028
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford	1142	_F1142
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony		

## WESTERNS!

HANK THOMPSON  "Humpty Dumpty Boogie"	_1198_	_F1198
STATESMEN QUARTET "Led Out Of Bondage"	_1189_	_F1189
TEX RITTER "Coal Smoke, Valve Oil, and Steam"_	_1188_	F1188
TENNESSEE ERNIE "Cincinnati Dancing Pig"	_1174_	_F1174
TEX WILLIAMS "Wild Card"	_1166_	_F1166
LEON PAYNE "Did I Forget To Tell You"	_1164_	_F1164
HANK THOMPSON "When God Calls His Children Home"_	_1163_	_F1163
JIMMY WAKELY "Mona Lisa"	_1151_	• _F1151
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!"	_1150_	_F1150
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone"	952 .	F952





Currently touring

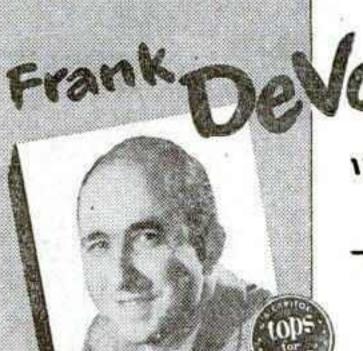
"EASY GO"

coupled with

THEN YOU KISSED ME"

78 rpm 1191

45 rpm F1191



and His Orchestra DREAM AWHILE" coupled with DER AND PAINT"

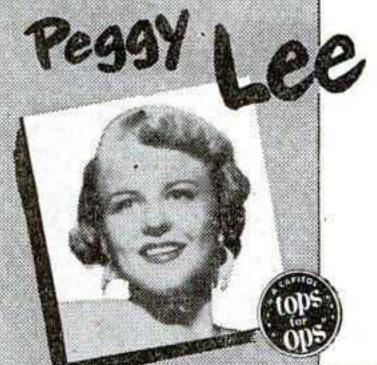
78 rpm 1143

45 rpm F1143

"LOVE LETTERS IN THE SAND" coupled with "THIS YEAR'S KISSES"

78 rpm 1178

45 rpm F1178



Lee "ONCE IN A LIFETIME"

coupled with

"LIFE IS SO PECULIAR"

78 rpm 1244

45 rpm F1244



with orchestra conducted by Sonny Burke

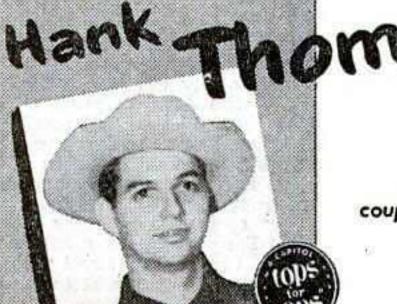
"RECIPE FOR ROMANCE"

coupled with

"DO-DO-DO"

78 rpm 1177

45 rpm F1177



"HUMPTY-DUMPTY

**BOOGIE**"

Its boogle beat has made it tops among Hank's Radio Requests

coupled with

DADDY BLUES"

78 rpm 1198

45 rpm F1198



Week Ending September 22

Billboard TRADE SERVICE FEATURE

### RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk Jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the

Honor is fro	Roll m a f	Hits, Music Popularity Chart, Part 1. (F) Indicates tun; (M) Indicates tune is from a legit musical.	ne
Week		N   This   Week	
12	1	1. GOODNIGHT, IRENE G. Jenkins-Weavers Dec(78)27077, (45)9-27077—B	92
17	2	2. MONA LISA	AP
10	3	3. SIMPLE MELODY Gary-Bing Crosby  Dec(78)27112,  (45)9-27112—ASC	
15	4	<ol> <li>BONAPARTE'S RETREAT. K. Starr Cap(78)936 (45)F-936—B</li> </ol>	
6	10	5. ALL MY LOVE	AP
10	5	6. SAM'S SONG	
5	8	7. CAN ANYONE EXPLAIN?. R. Anthony	
6	15	8. CAN ANYONE EXPLAIN?. Ames Bros	
. 9	7	9. GOODNIGHT, IRENEF. Sinatra	
3	15	10. I LOVE THE GUY S. Vaughan	
19	13	11. COUNT EVERY STARR. Anthony Cap(78)979, (45)F-979; Cap(78)859, (45)F-859—ASC	
2	20	<ol> <li>I'LL NEVER BE FREEK. Starr-Tennessee Err Cap(78)1124.</li> </ol>	ie

Cap(78)1124, (45)F-1124-ASCAP RED WE WANT IS THE R. Flanagan...... RED WE'VE GOT..... V(78)20-3904, (45)47-3904-ASCAP ALL MY LOVE ...... P. Faith Col(78)38860, (33)1-752-ASCAP BONAPARTE'S RETREAT. G. Krupa..... V(78)20-3766, (45)47-3766-BMI I'M FOREVER BLOWING G. Jenkins-A. Shaw... BUBBLES..... Dec(78)27186, (45)9-27186-ASCAP THINKING OF YOU..... D. Cherry..... Dec(78)27128, (45)9-27128 18. NO OTHER LOVE......J. Stafford...... Cap(78)1053, (45)F-1053-ASCAP TZENA, TZENA, TZENA.. G. Jenkins-Weavers... Dec(78)27077, '45)9-27077-ASCAP DREAM A LITTLE DREAM J. Owens...... Dec(78)27096-ASCAP GOODNIGHT, IRENE..... J. Stafford...... Cap(78)1142, (45)F-1142-BMI 22. MUSIC, MAESTRO, F. Laine..... PLEASE ..... Mercury(78)5458,

(45)5458X45-ASCAP

(45)F-1184-ASCAP

(45)5454X45-ASCAP

(45)F-962—ASCAP

(33)1-784-ASCAP

(45)47-3819-ASCAP

(45)F-1190-ASCAP

(45)5466X45-ASCAP

(45)30178

ORANGE COLORED SKY.. King Cole & Trio-S.

24. TZENA, TZENA, TZENA..V. Damone-R. Selbey.

25. STRANGERS ...... L. Raine.....

SAM'S SONG..........J. (Fingers) Carr....

HARBOR LIGHTS......S. Kaye.....

LA VIE EN ROSÉ......T. Martin.....

HARBOR LIGHTS....... R. Anthony......

OUR LADY OF FATIMA...R. Hayes-K. Kallen..

Kenton

Cap(78)1184,

Mercury(78)5454,

London(78)753,

Cap(78)962,

Col(78)38963.

V(78)20-3819,

Cap(78)1190,

(Mercury(78)5466,

## Vox Jox

WESTERN WAX WHIRL . . . Don Potwin, KIMA, Yakima, Wash., was recently signed by the Fairway Cafe on his late night show. Don plugs an "Astro-Guide for Fishermen," which is given away by the cafe. . . . Frank Allen, the "Night watchman" over WREN, Topeka, Kan., is boasting eight sponsors these days. . . . Jack Clifton, WADC, Akron, recently was signed to do the commercials on the Lynn Sheldon TV show for the Rogers Jewelry Stores. . . . Eddie Thomas, formerly with KAMQ, Amarillo, Tex., has been added to the staff of KAYL, Storm Lake, Ia. . . . Benny Rubin has started a deejay show on WENR, Chicago, daily from midnight to 12:55 a.m. . . . Bob Corron is doing a 45-minute, across-theboard program under the monicker, "Robert the Record Rotator," with the last quarter-hour sponsored by the winners getting a certificate of a down payment on an appliance currently being pushed.

Steve Starwyck, KGRH, Fayetteville, Ark., has started a fan club for George Shearing. . . . Jay Giles, until recently program director and announcer at WCNT, Centralia, Ill., has left that outlet and is now with WOY, CBS station in Decatur, Ill. . . . Ken Rowland, KSAL, Salina, Kan., pens, "Watch this 'Lady of Fatima'." He's received a flock of letters proclaiming it a honey of a tune.

READER DOINGS ... Jazz Record Shop, Philadelphia, has linked with a feverish pitch demonstrated by Philadelphians where the Phillies baseball team is concerned. Half of the back wall in the store has been given over to a display of the ball team, including pictures, a baseball cap, and to make the music tie-up more pronounced, copies of sheet music and records of the team's song, "Fightin' Phils." Whenever the team loses a game, however, black crepe covers the record shop display until the ball team wins again.

The Block Drug Company, for Minipoo Shampoo and Omega Oil, bought a daily five-minute segment, starting October 2, of the LeRoy Miller "Breakfast Club" on WFIL, Philadelphia, placing thru Redfield-Johnstone, New York ad agency. . A switch in deejay chores was announced at KYW, Philadelphia, where Jack Pyle, who conducted the noon-time "Midday Revue," changes with Bob Benson, who handled the early morning "Musical Clock." . . . Bosh Pritchard, Philadelphia Eagles football star who did a deejay turn on WDAS, Philadelphia, last year, will take to the WPEN mikes here this fall with a daily football show called "Eagles' Nest." . . . Dan Osborne comes up from West Virginia to replace Bob Horn on WIP, Philadelphia, Horn is switching to WFIL in that city. Osborne takes over the Horn chores from 11 p.m. to 1 a.m.

HERE AND THERE . . . Ed WFGM, Fitchburg, Mass., reports that one hour of his 4-6 p.m. "Penny Serenade" is sold solidly in quarter-hour blocks. Harvey Murphy, formerly with WTOR, Torrington, Conn., has joined the announcing staff of WFGM, replacing Tal Hood, who left to join the Marine Corps. . . Wayne Bell, deejay with WFTM, Maysville, Ky., since January 1, 1948, has joined the army. . . . Eddie Chase, who has the "Make Believe Ballroom on CKLW, Windsor, Ont., drew a record 1,634 replies from five states for a one-time spot announcement, asking identification of a tune. The prize was a \$50 discount on a purchase of major appliances at a local store to the first 20 answers. . . . Don McLeod, of WJBK, Detroit recently had his first family addition—Carol Ann. . . . John Wrisley, who does an early morning, six-a-week deejay show over WTAG and WTAG-FM, Worcester, Mass., spins the favorite platters of the Boston Braves and Red Sox. In addition to playing what the average listener wants, Wrisley also occasionally airs the favorites of Worcester's mayor and various other city officials. . . . WTAG's Pen Brown six nights a week is treating jazz fans to rare Dixieland recordings from his private library. Pen worked with many of the old jazz names himself when he was attached to the Boston Jazz Society Band. . . . Mil- on Grant's program despite a rush of other enton Grat's "Cavalcade" program on WINX, Wash- gagements while in the nation's capital.

## SONGS WITH GREATEST RADIO AUDIENCES (ACI)

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. Patman'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. This 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 rights on the tune

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١	(Beginning Friday, Sept. 15, 8 a.m., and ending Friday, Sept. 22, 8 a.m.
١	All My Love (R)Mills—ASCAP
١	Beloved Be Faithful (R)Pickwick—ASCAP
ı	Bonaparte's Retreat (R)
	Can Anyone Explain? (R)
	Can't We Talk It Over? (R)Advanced-ASCAP
	Count Every Star (R)
	Daddy's Little Boy (R)Beacon—BMI
	Dream a Little Dream of Me (R)
	Goodnight, Irene (R)Spencer—BMI
	Harbor Lights (R)
	Honestly, I Love You (R)Shapiro-Bernstein-ASCAP
	I Cross My Fingers (R)
	I Don't Care If the Sun Don't Shine (R)Famous-ASCAP
	I Love the Guy (I Love the Girl) (R)Shapiro-Bernstein-ASCAP
	I Wanna Be Loved (R)Supreme—ASCAP
9	I'll Always Love You (F) (R)Famous—ASCAP
	La Vie En Rose (R)
	Mona Lisa (F) (R)Paramount—ASCAP
	Nevertheless (F) (R)
1	No Other Love (R)
7	Our Very Own (F) (R)Spitzer-ASCAP
į	Play a Simple Melody (R)Berlin-ASCAP
	Punky Punkin (R)
	Sam's Song (R)Sam Weiss-ASCAP
	Sometime (R)
	Sweetest Words I Know (R)Life Music-BMI
	Red We Want Is the Red We've Got, The (R)Odette-ASCAP
200	Tonight Be Tender to Me (R)Life Music-BMI
	Tzena, Tzena, Tzena (R)
	Why Fight the Feeling? (F) (R)Paramount—ASCAP
	You Wonderful You (F) (R)

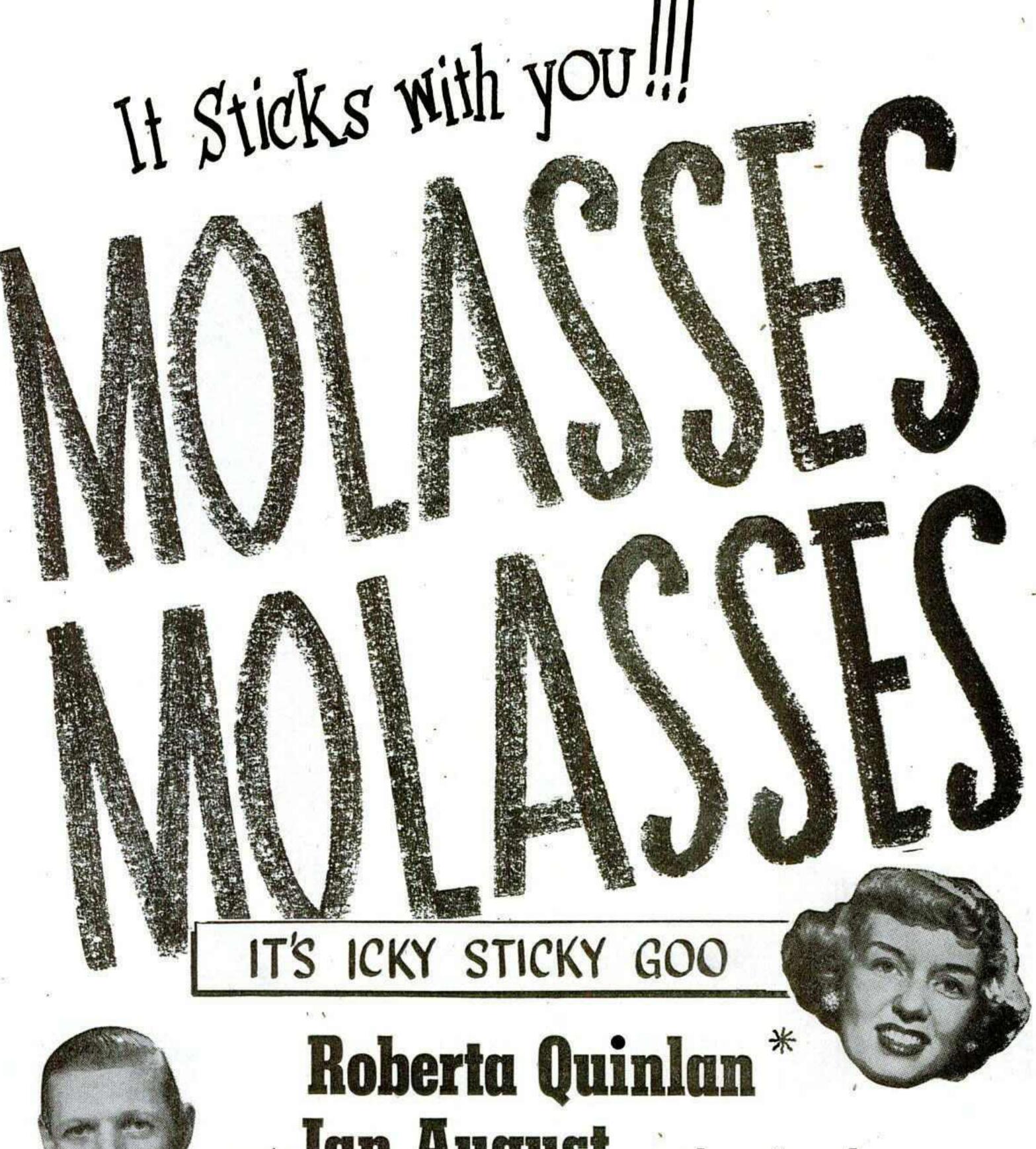
## SONGS WITH MOST

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Week of September 14 to 20

	Week of September 14 to 20	Tot.
	At a second seco	Pts.
1.	I Love the Guy-Shapiro	6
	Sam's Song—Sam Weiss	
	Just Say 1 Love Her-A. B. C	
	I Don't Care If the Sun Don't Shine-Famous	
	Hoop-Dee-Doo—Morris	
	Can't We Talk It Over?—Remick	
	Mona Lisa—Paramount	
	You Wonderful You-Miller	
	Gone Fishin'—Feist	
	I Wanna Be Loved—Supreme	
	La Vie En Rose—Harms	4
	Tzena, Tzena, Tzena—Copyright in dispute	
	Let's Do It Again—Robbins	
	Cincinnati Dancing Pig-Old Hickory	
	Count Every Star—Paxton	
W. 172.0	Don't Rock the Boat-Morris	
	Play a Simple Melody—Berlin	
	Teasin'—Leeds	
	Can Anyone Explain?—Valando	
	Can't We Talk It Over? (R)Advanced-AS	
	High on the List-Burke-Van Heusen	
	I Cross My Fingers—United	
	If You Were My Girl-Duchess	
	1 Still Get a Thrill-Words & Music	
	Life Is So Peculiar-Burke-Van Heusen	
	Old Piano Roll Blues-Leeds	
	Orange Colored Sky—Frank	
	Our Very Own—Spitzer	
	Picnic Song—Chappell	
	Third Man Theme—Chappell	20

ington, recently pulled a surprise when actor Jose Ferrer turned up on the program as a disk jockey. Ferrer made the stop-off at WINX to be opyrighted material



and Jan August at the pianola

with orchestra and vocal group conducted by MARTY MANNING

Confidentially! Slow this record down with your finger or speed control and hear how the "Icky Sticky Voice" was conceived.

backed by

MERCURY 5504 and 45 rpm 5504×45

"ORANGE COLORED SKY"





## Retail Record Sales

Based on reports received last three days of Week Ending September 22



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

POSITION
Weeks   Last   This
to date Week Week

to date	e Week	Week		169
13	1	1.	GOODNIGHT, IRENEG.	Jenkins-Weavers
			Tzena, Tzena, Tzena D	ec(78)27077;
			Victorial Albertant Dictorial 65	(45)9-27077-BM
17	2	2.	MONA LISANat	"King" Cole

			Them All	and the second second	F-1010—ASC
10	4	3.	SIMPLE MELODY Sam's Song	The second secon	Crosby
			CHMICASUMA	(45)9	-27112-ASCA
10	3	. 4.	SAM'S SONG	Gary-Bing	Crosby

			Simple Melody	Dec(78)27112;
				(45)9-27112-ASCAP
16	5	5.	BONAPARTE'S RETREAT K	. Starr
			Someday Sweetheart .	Cap(78)936;

			Donnesdy Direction C	(45)F-936-BMI
14	6	6.	TZENA, TZENA, TZENA.	. G. Jenkins-Weavers
	86		Goodnight, Irene	Dec(78)27077;
		-00	927 2. 24.	(45)9-27077—ASCAP

			Roses Remind Me of You	Mercury(78)5455; (45)5455X45—ASCA
8	7	8.	CAN ANYONE EXPLAIN? A	Ames Bros
11/1/03			Sittin' 'n' Starin' 'n'	Coral(78)60253;
			Rockin'	(45)9-60253-ASCA
4	12	9.	HARBOR LIGHTS	. Kaye

			Sugar Sweet	Col(78)38963;
			Dogar Direct	(33)1-784—ASCAP
9	-	10.	LA VIE EN ROSET.	V(78)20-3819;
			W.	(45)47-3819-ASCAP
6	8	11	I'LL NEVER BE FREE K Ain't Nobody's Business	Starr-Tennessee Ernie Cap(78)1124;

			But My Own	(45)F-1124ASCA
4	10	12.	OUR LADY OF FATIMAR	. Hayes-K. Kallen
		10	Honestly, I Love You	Mercury(78)5466; (45)5466X45—ASCAI
era-c		18112471	ALL CONTROL OF THE PROPERTY OF	
14	9	13.	NOLAL	. Paul
			Jealous	Cap(78)1014:

			Jealous		3)1014; )F-1014—ASCAI
6	11	13.	NO OTHER Sometime	LOVEJ. Staffo	rd 3)1053;
5	15	15	MUSIC, MA		F-1053—ASCA

PLEASE ..... F. Laine .....

Dream a Little Dream Mercury(78)5458;

(45)9-27048-ASCAP

(45)5429X45-ASCAP

			of Me	(45)5458X45—ASCA
6	21	16.	BONAPARTE'S RETREAT. G	
	96		My Scandinavian Baby	V(78)20-3766; (45)47-3766—BN
5	21	17.	I'LL ALWAYS LOVE YOU D	Martin

5	21	17.	I'LL ALWAYS LOVE YOU.	D. Martin
1			Baby, Obey Me	Cap(78)1028;
				(45)F-1028—ASCAP
2	14	18.	I'M FOREVER BLOWING	G. Jenkins-A. Shaw
			BUBBLES	Dec(78)27186;
			You're Mine You	(45)9-27186-ASCAP

			You're	Mine Y	U	(45)9-27186-ASCA
12	30	19.			TZENAM.	Miller
			Sleigh		(	Col(78)38885;
- 5			94			(33)1-706-ASC

9	30	19	GOODNIGHT, IRENEF. S My Blue Heaven Co	Sinatra
13	13	21.	MONA LISAV. N	(33)1-718—BMI Young ec(78)27048;

3	25	21.	OUR LAUT OF FAILMA	K. Foley
			Rosary	Dec(78)14526;
			3	(45)9-14526-ASC
1	1100	23	DREAM A LITTLE DRE	AM F. Laine
		1		Mercury(78)5458;

1		23	DREAM A LITTLE DREAM F. Laine
		100	OF ME Mercury(78)5458;
			Music, Maestro, Please (45)5458X45-ASCAP
1	-	23.	PATRICIA
			Watchin' the Trains Go V(78)20-3905;

	2500	-			
			Watchin	the Trains Go	V(78)20-3905;
0.000			By		(45)47-3905-ASCA
13	-	25	VAGABOND	SH0ES V	. Damone
			I Hadn't	Anyone Till	Mercury(78)5429;

2	18	26	LA VIE EN ROSE	. Bing Crosby
			I Cross My Fingers	Dec(78)27111;
			TOOLDY WHAT DESTRONATED WAS DOWN	(45)9-27111-ASCAF
8	-	26.	SOMETIME	
			I Was Dancing With	Dec(78)27102*

			Someone		50 2002000 40	(45)9-	27102-ASCAP
2	26	28.	THINKING	OF	Y0U	). Cherry	********
			Here in N	My A	rms .	Dec(78)	
						(45)9-	27128-ASCAP

				ATTO TO ALL MA
1	-	28.	GOODNIGHT, IRENE	Dennis Day
			All My Love	V(78)20-3870;
				(45)47-3870-

21	7523			(45)47-3870-BMI
9	26	30.	SOMETIME	
			Stars Are the Windows	Col(78)38781;
400			of Heaven	(33)1-600-ASCAP

ORANGE COLORED SKY. King Cole Trio-S. Kenton Cap(78)1184; Jam-Bo

(45)F-1184-ASCAP

## Dealer Doings

NEWS AND CHATTER . . . Brentano's, New York, Record Bar ran a cocktail party to introduce Jacqueline Francois, Vox Polydor recording artist. . . . The personal appearance of Frankie Laine and Patti Page at the Riverside Theater, Milwaukee, created a terrific demand for their disks according to the Cudahy Record Shop . . . The major recording companies could do well for themselves and their dealers if they would come up with more good blues singers according to L. R. Perry's Little Record Shop, Tunica, Miss. . . . Fisher Appliance, Milford, Del., staged a successful personal appearance of "Little" Jimmy Dickens. . . . Disk business is picking up, according to the House of Music, Stockton, Calif., and a big winter season is predicted. . . . The Ferguson Music Center, Memphis, opened a branch store in the downtown part of the city. The new shop carries best selling disks only.

WINDOW DISPLAYS . . . Weinberg Music Store, Lexington, Va., dressed up the windows to welcome the college crowd back to town. In addition to the usual banners and school colors, the shop displayed sheet music and record copies of the "Washington and Lee Swing" and the "V. M. I. Spirit." . . . United Artists Record Shop, San Francisco, set up a traffic-stopping display of puppet figures of "Doodles and Spider" TV pantomime characters well known on the West Coast. . . . Dressing a window to duplicate the Treasure Island set used in the motion picture has sold plenty of disks for Fisher Appliance, Milford, Del. . . . Home Furniture Company, Bristol, Va., reports that many slow-moving long playing disks sell well if displayed in the window. The same goes for foreign language disks that people are "surprised" to find available in the local disk shop.

BEST SELLER BINS . . . Pamela M. Parandes, J. Rosenblatt and Company, Hartford, Conn., makes excellent use of The Billboard's weekly list of best selling pops by posting it over a bin that holds the top 20 releases and billing the display as "The Nation's Top Hits." The disks in the bin are numbered and labeled according to The Billboard listing with the numbering changed each week as hits move up and down the chart. The bins have become selfservice merchandisers that move a load of hit disks each week.

HANDLE RECORDS? . . . "We feel many dealers overlook the customers' desire to handle records. They will pick up several disks from racks, put them on the counter and handle them. We even keep a few records in a stack on the counter as bait-and it works. They'll often disregard the racks of pop numbers and finger thru the stack on the counter until they find the one or two hits we've placed there."-Cosden & Evans, Dover, Del.

TRADE TALK . . . "One speed is actually all we need. Two speeds is certainly more than enough." . . . Burgers Music, Port Jervis, N. Y. . . "Selling year-old, dead stock Western records at three for a \$1 gets customers into the store so that they'll buy the new ones at regular prices."-Colonial Music Shop, Frederick, Md. . . "In this area Columbia is getting disks to the dealers at the same time as they ship to disk jockies. It's something we've been crying for. Why don't the others follow?"-Ann Arbor Music Center, Ann Arbor, Mich. . . . "Both 45 and 33 r.p.m. albums don't seem to follow any selling pattern."-King & Folk, Port Angeles, Wash. . . . "The record business is in a terrible state. I will say that if somebody doesn't do something about it, the record business will be a dead duck." -Eddie's Music House, Lake Charles, La.

#### CHILDREN'S RECORDS

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

#### POSITION

Weeks | Last | This to date Week Week

> CINDERELLA (Two Records) I. Woods and Others...V(78)Y-399; (45)WY-399 HOPALONG CASSIDY AND THE SINGING

BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks.....

Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059 3. TREASURE ISLAND (Two Records)

B. Driscoll......V(78)Y-416; (45)WY-416

4. LITTLE TOOT (One Record) 119 Don Wilson-The Starlighters....

5. BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance-"Pinto" Colvig.....

...... Cap BBX-34; DBX-114

6. BUGS BUNNY IN STORYLAND (Two Records) Mei Blanc-A. Livingston ..... Cap DBX-3021

7. BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May.....

....... Cap(78)CAS-3072; (45)CASF-3072 8. BOZO AND THE BIRDS (Two Records)

P. Colvig-B. May .... . . . . . . . . . . Cap(78)DBX-3033; (45)CBXF-3033 9. WOODY WOODPECKER AND HIS TALENT SHOW

(Two Records) M. Blanc-B. May ..... 

PECOS BILL (Three Records) 42 15 Rey Rogers-Sons of the Pioneers..... V Y-375

6 12 11. ADVENTURES OF LITTLE ORLEY (Two Records) Uncle Lumpy-Fred Waring and Pennsylvanians BAMBI (One Record)

S. Temple-Chorus, P. Smith Director ... V Y-395 39 7 13. HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)

Bob Smith-H. Rene .... V(78)Y-397; (45)WY-397 9 13. PETER AND THE WOLF (Two Records) 

18 — 15. TOM AND JERRY AT THE CIRCUS (Two Records) F. DeSales and C. Biever......MGM 51

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums

#### Best Selling 33 1/3 R.P.M.

Last This Week Week 1. YOUNG MAN WITH A HORN Doris Day-H. James......Col(78)C-198; (33)CL-6106 2. SOUTH PACIFIC Mary Martin-Ezio Pinza. Col(78)MM-850; (33)ML-4180 3. THREE LITTLE WORDS 4. ANNIE GET YOUR GUN B. Hutton-H. Keel..... MGM(78)50; (33)E-509 5. HARMONY TIME 5. GUY LOMBARDO TWIN PIANO, VOL. II G. Lombardo.........Dec(78)A-753; (33)DI-5193 7. GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE G. Lombardo.........Dec(78)A-762; (33)DL-5235 8. DANCE DATE WITH LES BROWN SUMMER STOCK Original Cast..........MGM(78)MGM-56; (33)E-519 10. GUY LOMBARDO WALTZES

#### Best Selling 45 R.P.M.

Last This Week Week

THREE LITTLE WORDS 

G. Lombardo Ork......Dec(78)A-509; (33)DL-5003

2. ANNIE GET YOUR GUN (Four Records) B. Hutton-H. Keel ..... MGM(78)50; (45)G-1001 3. RALPH FLANAGAN PLAYS RODGERS AND HAMMER-STEIN (Three Records)

R. Flanagan...........V(78)P-268; (45)WP-268 4. TOMMY DORSEY PLAYS COLE PORTER (Three Records)

5. SAMMY KAYE PLAYS IRVING BERLIN (Three Pecords)

THREE LITTLE WORDS (Three Records) A. Previn-B. Bain-L. Pratt-R. Collier ...

......V(78)P-291; (45)WP-291 7. DAILY'S DIXIELAND BAND (Three Records) 

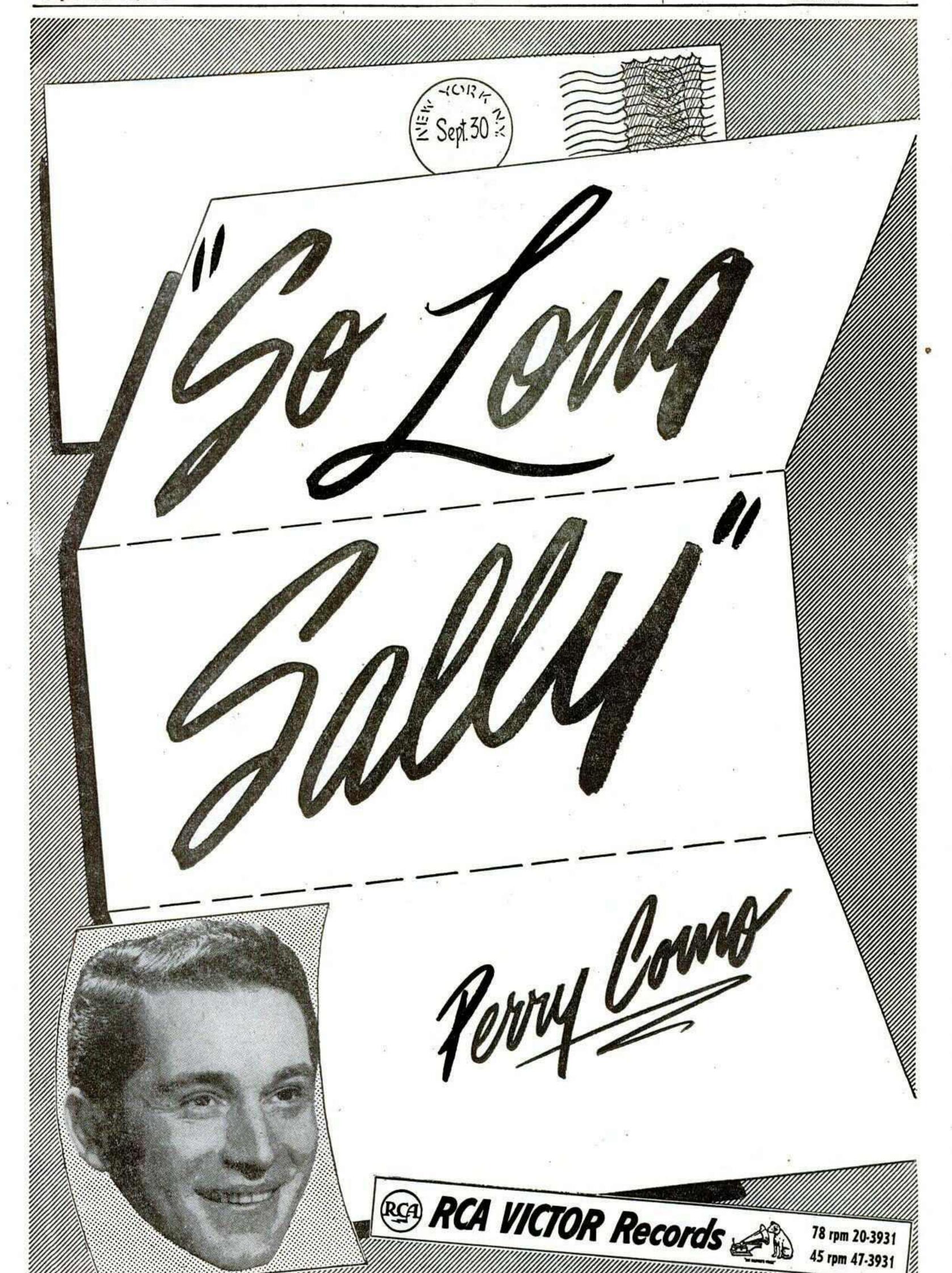
8. GLENN MILLER (Four Records) Glenn Miller..........V(78)P-148; (45)WP-148 9. THEME SONGS (Four Records) S. Kaye-T. Dorsey-T. Beneke-L. Green-V. Monroe-

F. Martin-Three Suns-W. King

10. HONKY TONK PIANO (Three Records) R. Turner-M. Ash-L. Busch....

......Cap(78)CC-187; (45)CCF-187

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#### STOCK THESE BEST-SELLING ALBUMS AND SINGLES!



Chansons Parisiennes with Orchestra Columbia LP Record FL-9501 or 78 rpm album F-5.

Chansons Parisiennes-Volume 2 Columbia LP Record FL-9507 or 78 rpm album F-9.

Edith Piaf Sings Columbia LP Record FL-9510 or 78 rpm album F-12.

La Vie En Rose Un Refrain Courait Dans La Rue 38912, 7-inch 331/3 LP Record 1-743 or 4004-F.

La Vie En Rose (in English) The Three Bells 38948 or 7-inch 331/3 LP Record 1-776.

Les Trois Cloches Perrine Etait Servante 45001-F.



Originator of 331/2 LP Records for Uninterrupted Listening Pleasure

## Billboard MUSIC POPULARITY CHARTS, Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R P M classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums

## Best Selling LP Classical Titles

Control of the State of the Sta	This Week	
1	1.	Bernstein: Peter Pan, J. Arthur, B. Karloff, M. Handerson, P. Hillias, J. Marks
1 <del>111</del> 8	2.	Rachmaninoff Concerto for Piano and Crk, No. 2 in C Minor, A. Rubinstein, NBC
		Symphony Ork, V. GolschmannV(33)LM-1005
3	3.	Beethoven: Concerto No. 1 in C Minor for Piano and Ork, W. Gieseking, Phil-
		harmonic Ork
2	4.	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz OrkCol(33)ML-4308
5		Bach: Well-Tempered Clavicord, W. LandowskaV(33)LM-1017
-		Borodin: Polovtsian Dances, L. Stokowski, director, Symphony OrkV(33)LM-1054

## Best Selling 45 RPM Classical Titles

3	1.	conductor
1	2.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork, E. Ormandy, conductor
2	3.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor
4	4.	Copland: Ballet Suite From Billy the Kid, RCA Victor Symphony Ork, L. Bernstein, director
5	4.	Brahms: Concerto in D Opus 77, Y. Menuhia, Lucerne Festival Ork, W. Furtwangler,

#### Advance Classical Record Releases

(Includes Semi-Classics)

S. Bach: Cantata No. 131, Aus Der Tiefe Album- | I'll Never Love You-M. Lanza (Be My) V(78)19-1561 Robert Shaw Chorale-RCA Victor V(78)DM-1425, (45)WDM-1425, (33)LM-1100

Last This

Bach: Little Fugue in G Minor-W. Schatzkamer (Organ) V(78)12-1287, (45)49-1339

Bach: Organ Prelude in G Minor-W. Schatzkamer (Bach: Little) V(78)12-1287, (45)49-1339 Be My Love-M. Lanza (I'II) V-(45)49?1353,

(78)10-1561 Erna Berger Sings Mozart and Schubert Album-E. Berger-G. Schick-O. Shumsky-D. Oppenheim (V(78)

DM-1423; (45)WDM-1423 Bizet: (1) Entrance to Carmen, (2) Habanera-G. Swarthout (Seguidille V(78)12-1213, (45)49-1251

Bizet: Seguidilla and Duet-G. Swarthout (Bizet: Entrance) V(78)12-1213, (45)49-1251 Christmas Festival, The-Boston Pops Ork-A. Fiedler, Cond. (Parts I and II) V(78)12-1289, (45)49-1341

Duparc: L'Invitation Au Voyage-D. Maynor (Duparc: Phildyle) V(78)12-1251, (45)1279 Duparc: Phidyle-D. Maynor (Duparc: L'Invitation)

V(78)12-1251, (45)1279 Estrellita-N. Merriman (My Message) V(78)10-1550,

(45)49-1276 Gounod: Funeral March of a Marionette-Boston Pops Ork-A. Fiedler, Cond. (Halvorsen: March) V(78)-

12-1288, (45)49-1340 Great Operatic Love Duet Album-L. Albanese-R. Merrill-J. Melton-RCA Victor Ork-Royal Philharmonic

Ork, Sir Thomas Beecham, Cond. V(78)DM-1433, (45)WDM-1433 Heart of the Ballet Album, The-L. Stokowski Sym-

hony Ork (1-12") V(33)LM1083-Adam-Giselle, Chopin-Les Sylphides, Delibes-Sylvia, Tchaikovsky-The Nutcracker, Tchaikovsky-Swan Lake, Weber-Le Spectre de la Rose

Heart of the Violin Concerto Album-M. Mischakoff-RCA Victor Ork, E. Leinsdorf, Cond. V(78)DM-1428, (45)WDM-1428, (33)LMX-1101

(45)49-1353

Jeanette MacDonald Favorites Album-J. MacDonald-RCA Victor Ork, R. Russell Bennett, Cond. V(78)DM-1431, (45)WDM-1431

Moussorgsky: Highlights From Boris Godounoff Album-B. Christoff-The Philharmonia Ork, I. Dobrowen, Cond. V(78)DM-1436, (45)WDM-1436

Mozart: Idomeneo, Re di Creta-Vienna Symphony Ork, Meinhard Von Zallinger, conductor (4-12") Haydn Society 2020 album

Music by Max Steiner Album-M. Steiner, director (Tchaikovsky Familiar) (1-12") Cap(33)P-255 Musical Comedy Medleys Album-Boston Pops Ork, A.

Fiedler, Cond. (4-7") V(45)WDM-1411; Annie Get Your Gun, V(45)49-1330; Brigadoon, V(45)49-1328; Kiss Me, Kate, V(45)49-1331; South Pacific, V(45)49-1329

My Message-N. Merriman (Estrellita) V(78)10-1550, (45)49-1276

Old Vienna Album-H. Traubel-RCA Victor Ork, F. Black, Cond. (V(78)DM-1427, (45)WDM-1427, (33)LMX-39

On Wings of Song-Karin Branzell (1-10") Remington (33)RLP-149-6 album

Operatic Arias-Elizabeth Wysor-Vienna Symphony Ork, A. Fekete, conductor (1-10") Remington (33)RLP-149-2 album

Operatic Arias Album-F. Tagliavini-I. Tajo-RCA Victor Ork, J. Paul Morel, Cond. (V(78)DM-1432, (45)WDM-1432

Operatic Arias by Licia Albanese Album-L. Albanese-RCA Victor Ork, V. Trucco, Cond. V(78)DM-1420, (45)WDM-1420

Prokofiev: Overture on Hebrew Themes and Quintet for Winds and Strings, Opus 39-The Paris Chamber Ork (1-12") Period(33)SPLP-512

(Continued on page 105)

#### Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sale potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-59.

FRANCK: SYMPHONY IN D MINOR-San Francisco Symphony Ork; Pierre Monteux, Cond. Victor (33) LM 1065

This is a transfer from shellac and should prove a fine LP catalog item. The recording is prime, a fine example of how a good waxing can be enhanced by tranfer to LP. The work is, of course, a universal symphonic favorite. Monteux reads it inspiredly, giving it the emotional treatment on the grand scalethe manner that is most appropriate to this soulful work.

www.americanradiohistory.com

MOZART: SYMPHONY NO. 41 In C MAJOR and MOZART: SYMPHONY NO. 38 in D MAJOR-Sir Thomas Beecham, Cond. -Royal Philharmonic Ork (1-12")

Columbia (33) ML4313 This is the first 38 ("Prague") on LP, altho the "Jupiter" is well represented. The competition for the fine Beecham reading comes from Toscanini, with whom some Mozartian purists find fault, and from Bruno Walter, whose version, also on Columbia, is about five years old. Krips's

(Continued on page 105)



# RCA VICTOR Records.

Presents

The Star of MGM's "THE TOAST OF NEW ORLEANS"

ALBUMS of the songs from the film

Three Red Seal Records

LA TRAVIATA (The Drinking Song)

MADAME BUTTERFLY (Love Duef)

L'AFRICANA (O Paradiso)

CARMEN (Flower Song)

MARTA (M'Appari)

DM/WDM-1417

An Album of New Popular Songs on Two Red Seal Records

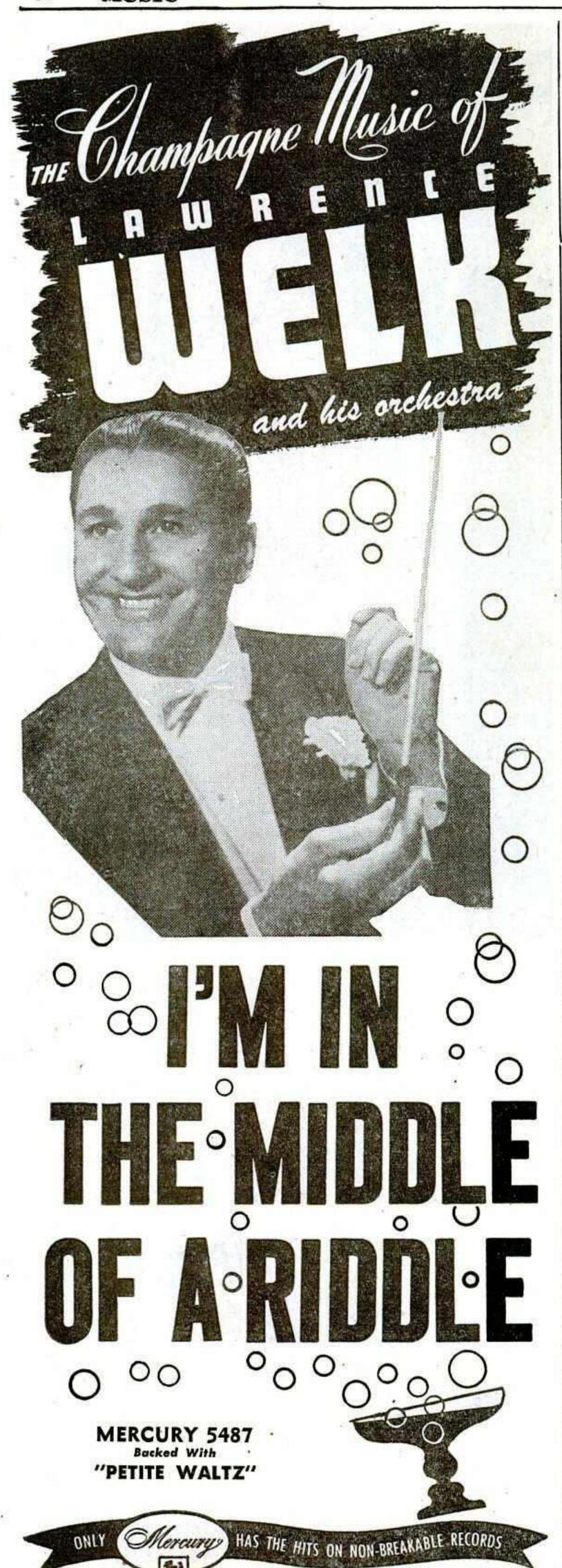
BOOM BIDDY BOOM

THE TOAST OF NEW ORLEANS

TINA LINA

THE BAYOU LULLABY





CHICAGO, ELINOIS . A MERCURY RECORDS OF CANADA LTD, FORONTO, CANADA

## Billboard MUSIC POPULARITY CHARTS **Juke Box Record Plays**

Based on reports received last three days of Week Ending September 22

#### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation' juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

Weeks	OSITIO   Last e Week	This	
12	1	T.	GOODNIGHT, IRENEG. Jenkins-WeaversDec(78)27077, (45)9-27077—BMI
16	3	2.	MONA LISA
10	2	3.	SIMPLE MELODY
10	4	4.	SAM'S SONG Gary-Bing Crosby Dec(78)27112, (45)9-27112—ASCAP
18	6	5. 6.	BONAPARTE'S RETREAT K. StarrCap(78)936, (45)F-936—BMI CAN ANYONE EXPLAIN? Ames Bros
5	8	7.	CINCINNATI DANCING PIG R. Foley
			(T. Brewer, London 768; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3906; H. Carmichael-J. Gray, Dec 27201; D. Jurgens Ork, Col 38965)
6	11	7.	I'LL NEVER BE FREE
5	15	7.	ALL MY LOVE
10	12	7.	MONA LISA V. Young
4	9	11.	HARBOR LIGHTS
14	5	12.	TZENA, TZENA, TZENA
3	12	13.	I'M FOREVER BLOWING BUBBLESG. Jenkins-A. Shaw
8	22	14.	(J. Lee, Cap 1149; The Palmers, Tone 502) GOODNIGHT, IRENE
			PATRICIA
			V(78)20-3905, (45)47-3905—ASCAP (D. Jurgens Ork. Col 38965)
12	9	16.	NOLA L. Paul Cap(78)1014, (45)F-1014—ASCAP  (G. Lombardo, Dec 27178)
8	26	16.	GOODNIGHT, IRENE
2	-	16.	LA VIE EN ROSE
13	22	19.	SAM'S SONG
12	12	20.	BONAPARTE'S RETREATG. KrupaV(78)20-3766, (45)47-3766—BMI
6	22	20.	MONA LISA
2	6778	20.	OUR LADY OF FATIMA R. Hayes-K. Kallen
			(R. Foley-A. Kerr Singers, Dec 14526; S. Sweetland, MGM 10737; T. Bennett, Col 38926; F. Elliott, London 752; Frieling Sisters, King 15057; K. Roberts, Coral 64053; L. Vincent, Pearl 600)
3	16	23.	I'LL ALWAYS LOVE YOUD. Martin
1	_	23.	(D. Shore, Col 38848; M. Tilton, Coral 60258) HARBOR LIGHTS
O-CUT	26		Col(78)38889, (33) 1-710—ASCAP CINCINNATI DANCING PIGV. Damone
1			Mercury(78)5477, (45)5477X45—ASCAP I NEED YOU SO
6347	No.	Disti	(Ivory Jo Hunter, MGM 10663; C. Hogan-G. Evans Ork, London 779)
7	-	25.	COUNT EVERY STAR
			(H. Jeffries, Col(78)38732, (33)1-555; D. Haymes-A. Shaw, Dec 27042; S. Stitt, Prestige 718; Blenders, Dec 48158; H. Babbitt, Coral 60214; H. Winterhalter Ork, V(78)20-3697, (45)47-3221)
2	K)—	25.	SIMPLE MELODY
2	10	20	MADROD LIGHTS I Bud Varmedists

29. HARBOR LIGHTS......J. Byrd-Harmonicats.....

29. TZENA, TZENA, TZENA...... M. Miller.........

Mercury(78)5461, (45)5461X45-ASCAP

.....Col(78)38885, (33)1-706-ASCAP

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.



AL (JEALOUS HEART) MORGAN

**Vocal and Piano with Orchestral Accompaniment** 

"UTTLE RED GABOOSE"

"ROSIE THE ELEPHANT"

No. 783 — 78 rpm No. 30196 — 45 rpm 75¢ plus tax

2 GREAT SIDES ... THAT STARTED THE REVIVAL!

LORRY RAINE HARBOR LIGHTS" MUSIC, MAESTRO, PLEASE"

RECORDS

Copyrighted material





- ★ FRANK GALLAGHER 15067 SANTA FROM SANTA FE NOW YOU'RE IN MY ARMS
- ★ FREDDY MILLER 15069 HOW DID I GET THIS WAY! THE KNICK KNACK MAN
- \* ANDY IONA 15070 THE ROSES WILL REMEMBER THE FIVE HULA LESSONS



#### CEDIA & RILLES

- \* WYNONIE HARRIS 4389 ROCK MR. BLUES BE MINE, MY LOVE
- **★ TINY BRADSHAW** 4397 I'M GOING TO HAVE MYSELF A BALL BUTTERFLY
- \* LUCKY MILLINDER 4398 WHO SAID SHORTY WASN'T COMING BACK! CLAP YOUR HANDS
- ★ SONNY THOMPSON 4399 BLUES FOR THE NIGHT OWLS HARLEM RUG CUTTER
- ★ RUSSELL JACQUET 4400 TROPICAL FEVER EIGHT BALL
- **★ THE TRUMPETEERS** 4403 NOBODY'S FAULT BUT MINE THIS IS A MEAN OLD WORLD



- ★ SHORTY LONG 889 FOOLISH PRIDE CALM, COOL AND COLLECTED
- ★ MOON MULLICAN 894 NINE-TENTHS OF THE TENNESSEE RIVER
- ★ GRANDPA JONES 896 DARK AS A DUNGEON COME AND DINE

**WELL OH WELL** 

- ★ HAWKSHAW HAWKINS 897 HANDCUFFED TO LOVE
- STOP, PLEASE STOP ★ DEWEY PRICE 898 IF YOU WERE ONLY IN MY ARMS
- SWEET MEMORIES \* YORK BROTHERS
- 901 ROAD OF SADNESS KILL HER WITH KINDNESS

JOHNNY LONG 15030 ALL THE WAY CHOO CHOO UNIVERSITY OF NORTH CAROLINA MEDLEY



## Billboard MUSIC POPULARITY CHARTS Folk (Country & Western) Record Section PEATURE

Based on reports received last three days of Week Ending September 22

## MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

#### POSITION

Weeks | Last | This

to dat	le Weel		
11	1	1.	I'M MOVIN' ON
8	2	2.	GOODNIGHT, IRENE
4	6	3.	CINCINNATI DANCING PIGR. Foley
6	4	4.	MONA LISA M. MullicanKing 986—ASCAP
26	5	5.	I'LL SAIL MY SHIP ALONE M. Mullican King 830-BMI
18	3	6.	WHY DON'T YOU LOVE ME?H. WIIIlamsMG'M 10696-BM1
3	10	7.	GOODNIGHT, IRENEM. MullicanKing 886-BMI
1	-	8.	I'LL NEVER BE FREE
12	7	9.	CUDDLE BUGGIN' BABYE. ArnoldV(78)21-0342; (45)48-0342—BMI
3	,	10.	(REMEMBER ME) I'M THE ONE WHO S. Hamblen

## BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed as 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 customer's purchase country and Western records.

#### POSITION

		t   Thi: k Week	
13	1	1.	I'M MOVIN' ON
8	2	2.	GOODNIGHT, IRENE E. Tubb & R. Foley
4	3		CINCINNATI DANCING PIGR. FoleyDec(78)46261, (45)9-46261—ASCAP
18	4	4.	WHY DON'T YOU LOVE ME?
29	5	5.	I'LL SAIL MY SHIP ALONEM. MullicanKing 830—BMI Moon's Tune
14	6	6.	CUDDLE BUGGIN' BABYE. ArnoldV(78)21-0342, (45)48-0342—BMI
5	7	7.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU
2	9	8.	I'LL NEVER BE FREE
1	itti	9.	LOVEBUG ITCH E. ArnoldV(78)21-0382, (45)48-0382—BM1
15	8	10.	THROW YOUR LOVE MY WAY E. Tubb
	-	10.	MONA LISA

## ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES -

Alabama Jubilee Howington Brothers (I'm on) Atlantic | I'm on Pins and Needles-Howington Brothers (Ala-

Boot Heel Drag-Bob Wills and His Texas Playboys (Faded) MGM 10786

Buddy, Stay Off of That Wine-Eddie Marshall and His Trail Dusters (I Could) V 21-0385 Calm, Cool and Collected-Shorty Long (Foolish) King

Faded Love—Bob Wills and His Texas Playboys (Boot) MGM 10786

Foolish Pride-Shorty Long (Calm) King 889 God Bless You, Darling-Wiley Jordan-J. Lanes Ork

(I Feel) Bullet 719 Gray Eagle-J. Dieson (Leather) 4 Star 1497 Guilty Feeling-T. Preston (Road) 4 Star 1516 I Could Lose These Blues-Eddie Marshall and His

Trail Dusters (Buddy) V 21-0385 I Feel Like the World Belongs to Me-Wiley Jordan-J.

Lane Ork (God) Bullet 719 I Like That Kind-A. Williams (My Tight) Decca 46264

bama) Atlantic 726

Johnny's Got a Sweetheart-Anita Carter with ork

(There's) Columbine 109

(Somebody's Crying) V 21-0387 Leather Britches-J. Dieson (Gray) 4 Star 1497 My Tight Wad Daddy-A. Williams (I Like) Decca

46264 Out of Business-"Little" Jimmy Dickens (When)

Col 20744 Road to Heaven-T. Preston (Guilty) 4 Star 1516

Somebody's Crying-Anita Carter with ork (Johnny's) V 21-0387 There's a Star in the Sky-W. Graves-The Rhythm

Rangers (You're) Columbine 109 Up Jumped the Devil-J. Dieson (San Antonio) 4 Star

When That Love Bug Bites You- "Little" Jimmy Dickens (Out of) Col 20744 You're Gonna Be Sorry-W. Graves-The Rhythm Rangers

## It's Adams Records Now; Was Admiral

NEW YORK, Sept. 23.-Admiral Records henceforth will be known as Adam Records, Inc. The new monicker was selected as the winner in a contest run by the diskery following objections by the Admiral Radio-TV Corporation to the use of the name.

The winner was submitted by deejay Micky Else, WWPA, Williamsport, Pa., along with the slogan "First with the best," which the diskery will use in a forthcoming national distrib, ad and promotion pitch.



## FREE

DISK JOCKEYS—COIN OPERATORS

**RAINBOW #30099** 

Authentic Tap Dance

Eddie "Piano" Miller with Rhythm Accompaniment

RAINBOW RECORDS New York, N. Y. 767 10th Ave.

#### は、自然のなどのでは、 THE MULCAYS Jimmie, Mildred and Helen

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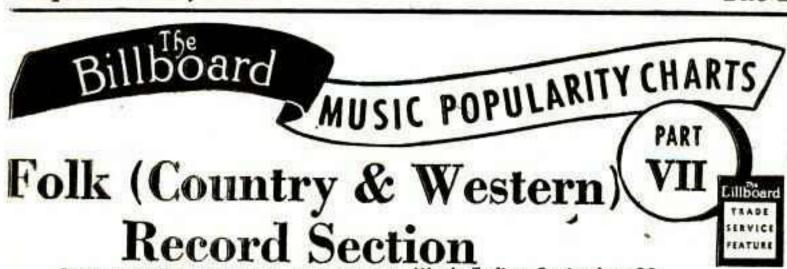
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Based on reports received last three days of Week Ending September 22

### COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

29	9	10.	I'LL SAIL MY SHIP ALONEM. MullicanKing 830-BMI
13	8		ENCLOSED, ONE BROKEN HEARTE. Arnold
11	570		CUDDLE BUGGIN' BABYE. ArnoldV(78)21-0342; (45)48-0342—BMI
Ť.,			CINCINNATI DANCING PIGR. FoleyDec(78)46261; (45)9-46261—ASCAP
1	7		MONA LISAM. MullicanKing 886—ASCAP
2350		275.02.0 ****	V(78)21-0382, (45)48-0382—BMI
1	_	6.	LOVEBUG ITCHE. Arnold
19	4	5.	WHY DON'T YOU LOVE ME?H. WilliamsMGM 10696—BMI
3	5	4.	I'LL NEVER BE FREE
7	3	3.	GOODNIGHT, IRENE
9	2	2.	(REMEMBER ME) I'M THE ONE S. Hamblen
14	7		I'M MOVIN' ON
Weeks to dat	s   Last	t   This	
	POSITI	ON	

#### FOLK TALENT AND TUNES

By Johnny Sippel

#### ARTISTS' ACTIVITIES

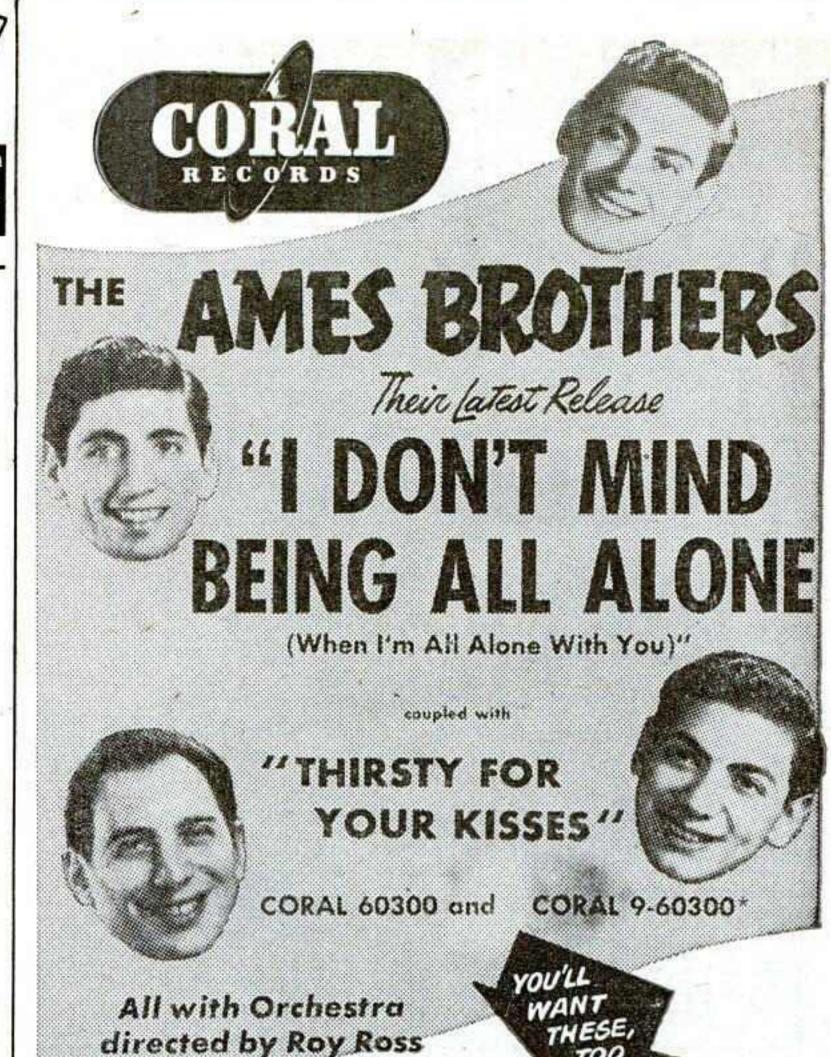
Will Lenay, WSAI, Cincinnati, returned recently to the mike after three weeks of Alaska vacationing. His parents live in Anchorage. . . . Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., reports that he is working on his fall indoor promotions. Montana Slim (Victor) topped all dates last year, doing 3,000 people. . . Duke Bowman, WLOH, Princeton, W. Va., jokingly offered to give a free permanent to any woman listener who showed up at the station with a permanent wave kit. Seventeen women responded and Bowman did the beautician's chores. . . . Rusty Harp, one of the 101 Ranch Boys, is now doing d.j. work at WSBA, York, Pa. . . . Sally Starr, WJMJ, Philadelphia, is now doing four hours of spinning per day. Her hubby, Jesse Rogers, has inked for two more years with Victor. Miss Starr is using a weekly favorite gimmick, with listeners sending in votes. She calls the winner by long distance and talks to him during her show. . . . Jack Strong, formerly at WKYW, Louisville, has moved to WVJS, Owensboro, Ky. . . . John Myers and Ramblin' Lou, of WJJL, Niagara Falls, N. Y., have formed a comedy team to work live dates at fairs, schools and theaters. . . . Lucky Boggs has replaced Bud Davis as spinner at WREN, Topeka. . . . Tex Ritter will headline the Livestock Show at his hometown, Nederland, Tex., September 21-23, according to Ken Ritter, KTRC, Beaumont, Tex., his nephew. . . . Clyde Caldwell, KFVD, Los Angeles, reports that Ann Jones may join a Wichita, Kan., radio station. . . . Pete Taylor, WKDN, Camden, N. J., is now doing 14 hours of h. b. disks per week. . . . Bill Crutchley, WPAQ, Mount Airy, N. C., reports that his station has rented a tent to experiment with a weekly jamboree of the station's talent.

#### DISK JOCKEY DOINGS

Danny Stiles, formerly with WGPA, Bethlehem, Pa., has switched to WHOL, Allentown, Pa. . . . Cousin Hank Murphy is doing the "1220 Ranch" show daily on WFAX, Falls Church, Va. . . . Jack Murphy conducts the "Sagebrush Symphony" daily over WBIP. Booneville, Miss. . . . Pat Fagan, WUSJ, Lockport, N. Y., emsees the "Kinfolk Jamboree," a weekly show from the local Skateland Arena, featuring Smokey Pleacher and a host of traveling units. . . . Uncle Dudley is spinning h. b. wax over a three-station network in Mississippi, emanating from KTFS, Texarkana, Tex. . . . Ted (Granpappy Tootwhistle) Conner, WFMJ, Youngstown, O., reports that Denver Bill Clark is becoming a disk jockey. Conner is managing Clark. . . . Frank Harmon, WRFC, Athens, Ga., reports that General Mills is planning a promotion on Johnny Lee Wills, who does an e. t. series for the flour concern. . . . Dick Jones, KULP, El Campo, Tex., reports that Fuzzy Whitener's Blue Bonnet Boys have left the station for KCTI, Gonzales, Tex. . . . George Sanders, KFVD, Los Angeles, has completed work in a Columbia pic short, "Screen Snap Shots," to be released soon. . . . Lee Stewart, WHAT, has added another hour to his daily sked at WHAT, Philadelphia, for a TV concern.

Charlie Cummins, KVOP, Plainview, Tex., is booking talent for the weekly Hi Plains Round-Up, staged at Reece Airforce base. . . . Cliff Mercer, WLOU, Louisville, did his d. j. show from Kentucky State Fair September 10-16. . . . Chuck Summers is handling the h. b. spinning at WLIN, Merrill, Wis., replacing Jack Larkin, who has switched to pop. . . . Art Barrett, WSAP, Norfolk, reports that the Norfolk Drive-In Theater is using h. b. names, having booked Little Jimmie Dickens. . . . Smokey Smith, KRNT, Des Moines, reports that Dusty Rivers and the Wagonmasters, KMBC, Kansas City, Mo., were his guests last week. . . . Happy Ison, WTIP, Charleston, W. Va., dedicated the week of September 20 to plugging Jimmie Skinner, the new Capitol disker.

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



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> CORAL 60209 and CORAL 9-50209\*

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BOSTON, MASSACHUSETTS HOUSTON, TEXAS Mutual Distributors, Inc.

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CHARLOTTE, N. C. F & F Enterprises

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Remco, Inc. CINCINNATI, OHIO

Hit Record Dist. Con

CLEVELAND, OHIO Benart Dist. Co.

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DETROIT, MICHIGAN Polonia Dist. Co.

EL PASO, TEXAS

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Billboard TIPS ON TOPS Says: "Blues and Rhythm Standout"



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AL 3064



2 New Original Vocals

by the Blues Sensation of the South

BILLY WRIGHT

SAVOY #761

FORE DAY BLUES

GREAT NEW HIT BY "MR. HUCKLEBUCK"

\* Paul WILLIAMS

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Exclusive Sales Agents for U.S., Canada, Central and South America

Billboard MUSIC POPULARITY CHARTS Rhythm & Blues Records

Based on reports received last three days of Week Ending September 22

Records listed are rhytem 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 customer's purchase rhythm and blues records.

POSITION Weeks | Last | This to date Week Week

8	1	1.	BLUE LIGHT BOOGIE (Parts I and II). L. Jordan Dec(78)27114; (45)9-27114
15	.4	2.	HARD LUCK BLUES
22	3	3.	PINK CHAMPAGNEJ. LigginsSpecialty 355—BMI Sentimental Lover
. 3	5	4.	DECEIVIN' BLUES
13	10	5.	MONA LISA
18	9	6.	WELL, OH WELLTiny BradshawKing 4357—BMI I Hate You
2	8	7.	LOVE DON'T LOVE NOBODYR. BrownDeLuxe 3306 Dreaming Blues
6	2	8.	BLUE SHADOWSL. FulsonSwingtime 226 Low Society Blues
1	_	9.	SHOTGUN BLUESLightin' HopkinsAladdin 3063
7	6	10.	I LOVE MY BABYL. DarnellRegal 3274—BMI My Kind of Baby
1	-	10.	SAFRONIA-B

#### 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.

POSITION Weeks | Last | This

		7-4
te Wee	k   Week	
2	1.	
		Dec(78)27114; (45)9-27114
1	2.	MONA LISANat "King" Cole
		Cap(78)1010; (45)F1010—ASCAP
3	3.	EVERYDAY I HAVE THE BLUESL. FulsonSwingtime 196
9	4.	I'LL NEVER BE BLUEP. Gayten-A. LaurieRegal 3258-ASCAP
4		HARD LUCK BLUESRoy BrownDeLuxe 3304—BMI
7	5.	BLUE SHADOWSL. FulsonSwingtime 226
5	7.	PINK CHAMPAGNEJ. LigginsSpecialty 355—BMI
6	8.	WELL, OH WELLTiny BradshawKing 4357—BMI
_	9.	SAX SHACK BOOGIEA. MilburnAladdin 306
10	10.	CUPID'S BOOGIELittle EstherSavoy 750
	2 1 3 9 4 7 5 6	1 2. 3 3. 9 4. 4 5. 7 5. 5 7. 6 8.

10. DECEIVIN' BLUES............J. Otis-Little Esther-M. Walker Savoy 759

Gotham 248

Be Mine in Love-W. Harris (Rock Mr.) King 4289 Cadillac Baby-Roy Brown and His Mighty Men

('Long) De Luxe 3308 Empty Hand-B. Wright Ork ('Fore Day) Savoy 761 'Fore Day Blues-B. Wright (Empty) Savoy 761 Gonna Make a Change-I. Wade-J. McShann (Keep)

Peacock 1532 Hand Me Down My Walking Cane-Arthur (Big Boy) Crudup (Lonesome) V(45)50-0100; (78)22-0100

I Ain't Gettin' Any Younger-M. Davis (Kitchen) Decca

I'm Going To Have Myself a Ball-T. Bradshaw (Butterily) King 4397 I'm Sitting on Top of the World-Jake Vaughan (Why)

Decca 48172 I'm Through-The Robins (You're) Savoy 762 Jeep's Blues-P. Williams Hucklebuckers (Paul's)

Savoy 758 Keep Your Man at Home-I. Wade-J. McShann (Gonna) Peacock 1532

Apollo Theatre Jump-Earl Bostic Ork (The Man) | Kitchen Blues-M. Davis (I Ain't) Decca 48174 Lonesome World to Me-Arthur (Big Boy) Crudup (Hand Me) V(45)50-0100; (78)22-0100

> 'Long About Sundown-Roy Brown and His Mighty Men (Cadillac) De Luxe 3308

> Louise-F. Mitchell Ork (Roll) Derby 747 Man I Love, The-Earl Bostic and his ork (Apollo) Gotham 248

> Paul's Boogle-P. Williams Hucklebuckers (Jeep's) Savoy 758

> Rififn' With Griffin-The Griffin Brothers (Street) Dot 1010

Rock Mr. Blues-W. Harris (Be Mine) King 4389 Roll 'Em Boogie-F. Mitchell Ork (Louise) Derby 747 Sad Journey Blues-F. Dixon Ork (She's) Peacock 1544 She's Understanding-F. Dixon Ork (Sad) Peacock-1544 Street Walkin' Daddy-Margie Day With the Griffin

Bros. (Riffin' With) Dot 1010 Why, Oh Why, Oh Why?-Jake Vaughan (I'm Sitting) Decca 48172

You're Fine But Not My Kind-The Robins (I'm Through) Savoy 762

#### RHYTHM & BLUES RECORD REVIEWS

**JEROME** RICHARDSON (Bobby Plater's Ork) Bullet 329

Phillips Sent Me Compact, swinging riffer with good, boppish solos,

She's Gone Again

Uneven warbler in the Hibbler style does a dreary job with a bluesy ballad.

65--65--65

73--73--73

68--69--68--67

33--33--33

PERCY MAYFIELD Specialty 375

and a frenzied beat. Please Send Me Someone To Love Blues chanter has a gospel quality in his treatment of this blues with a philosophical bent. Affecting

job, with tight combo work. Strange Things Happening Routine blues here, with slow riff orking the saving 66--66--64--68

quality. Mona Lisa 72--74--72--70

FRANK CULLY ORK Atlantic 918

JIMMY LIGGINS

Specialty 374

Cully blows a pretty, dreamy tenor solo on the pop hit, with rhythm backing. Side has to buck the Nat Cole version, which is an r & b as well as pop smash.

My Silent Love rhythm backing.

Same treatment-lyrical tenor sax on heavy echo, Saturday Nite Boogie Woogie Man 83--83--82--84

for a sing-talk chant of a winning lyric by Liggins. Should score in the boxes particularly well.

63--65--60--65

Sincere Lover's Blues Weak slow blues effort by Liggins is enhanced by the steady beat and forceful orking of this small crew.

Insinuating medium riffing serves as a fine backdrop



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 Determined operators, (3) for disk Jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change

depending on results of a survey of the music now being conducted. N. S. Indicates a record is not suitable for approval within the market.

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

ARTIST LABEL AND NO.

TUNES COMMENT

84--89--87--77

80--80--80--NS

82--85--80--82

85--86--84--84

77--80--75--75

77--80--75--75

70--70--68--72

68--68--65--70

70--70--68--73

81--81--78--83

87--88--87--87

82--85--82--80

84--85--81--85

75--77--72--75

70--70--70--70

74--78--73--71

77--84--80--67

POPULAR

HOUR OF CHARM-PHIL SPITALNY V 20-3920

Our Lady of Fatima This ascending reverent plea for peace here is accorded Its most sympathetic treatment with the Spitalny female choir lending added religioso feeling. Class treatment could make for a big family trade item in spite of Its late arrival on the market.

Ave Maria Evelyn's magic violin solos and the Hour of Charm choir sings the Schubert version in Latin to make for a sturdy standard family item.

ELLA FITZGERALD- Can Anyone Explain? LOUIS ARM-STRONG (Sy Oliver Ork) Decca 27209

A pair of all-time greats get together for a clambake with a currently hot ballad. A delightful waxing which should grab a share among these talents' following at the very least.

Dream a Little Dream of Me Ella and Louis make a masterful disking of this revived lovely. A future collectors' item, this one should draw heavy play with spinners, ops and fans.

DAVID ROSE ORK MGM 30259

Rose of Bel-Air Pretty mood original by Rose which is enhanced by the rich, string heavy orking. Fine dinner and allnight spinner stuff.

Dance of the Spanish Onion Remake of one of Rose's favored originals is close to the initial disking but is a livelier recording.

TOMMY TUCKER ORK MGM 10785

Powder and Paint Bouncy slicing of a clever but lightweight novelty Item.

They Put the Lights Out Another bright novelty item of slight substance is done up in neat, bounce fashion by the Tucker organiza-

(Mike Di Napoli) MGM 10793

FRANK PETTY TRIO I Tore Up Your Picture When You Said Fine sounding disking of this colloquial sounding trio

> of a light, old-hat ditty. Save Your Sorrow This grand oldie is treated to a spirited rundown in the old-fashioned tradition embraced by this fine trlo.

Good tavern trade bet.

BILLY ECKSTINE (Russ Case Ork) MGM 10796

Blue Christmas This persuasive, plaintive seasonal ballad is done warmly and simply by Billy. Should help move the song again and should draw solid reaction from Ecksting followers. Could also score heavily in rhythm and blues territories.

The Lonely Shepherd Billy is at his singing best for this unusual melancholy ballad. Buddy Baker's orking creates a strong background flavor. Fine fare for the Eckstine legions.

TOMMY DORSEY ORK Decca 27211

T. D.'s Boogie Woogie T.D.'s debut on Decca is a live, swinging sequel to his original smash "B. W." slicing. One of the orkster's finest recent efforts and a good bet for the boxes and spinners.

Opus Two Another sequel, Sy Oliver's follow up to his "Opus One," is a fairly routine riffer played with bite and spark by the T.D. ensemble spotting a Charlie Shavers horn go.

ETHEL SMITH (The Catana Bando Carioca) Decca 27197

A pretty bolero by Alfred Newman Is essayed tastefully by the skillful organist.

The Samba Polka Attractive trick original by Miss Smith will have appeal for the non-discriminating samba bugs. Bando Carioca rhythm gives the workout extra drive.

DANNY KAYE Decca 27199

The Tubby the Tuba Song Kaye does a delightful job with this song drawn from the smash kid item. Should attract kiditty family trade.

PoPo the Puppet Another cute item in the kiditty field cleffed by Mrs. Kaye (Sylvia Fine) is done up brown by the versatile comic warbler.

FRANKIE YANKOVIC Hokey Pokey Polka (and His Yanks) Columbia 38984

Slight polka effort by Yankovic figures to please his Midwestern polka belt followers.

Beloved, Be Faithful (Carl Paradiso)

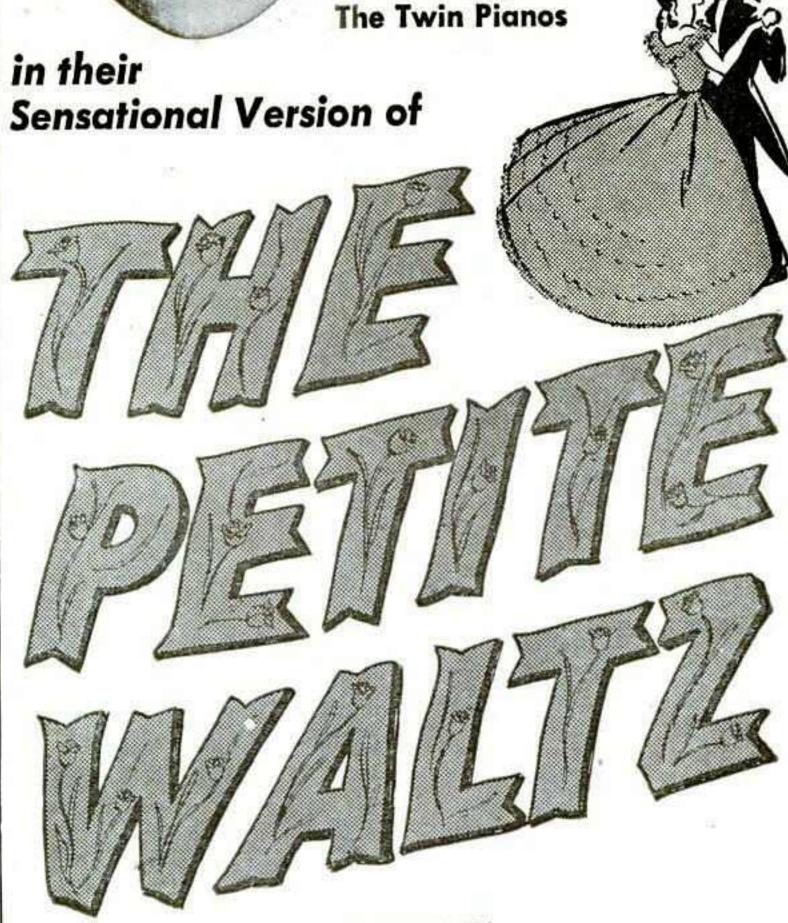
Fine, even tempoed reading of a waltz which is showing the symptoms should be up among the winners If the song hits.

(Continued on page 36)

"Sept. 16, 1950 BILLBOARD PICKS"...



and His ROYAL CANADIANS



featuring

COUPLED WITH

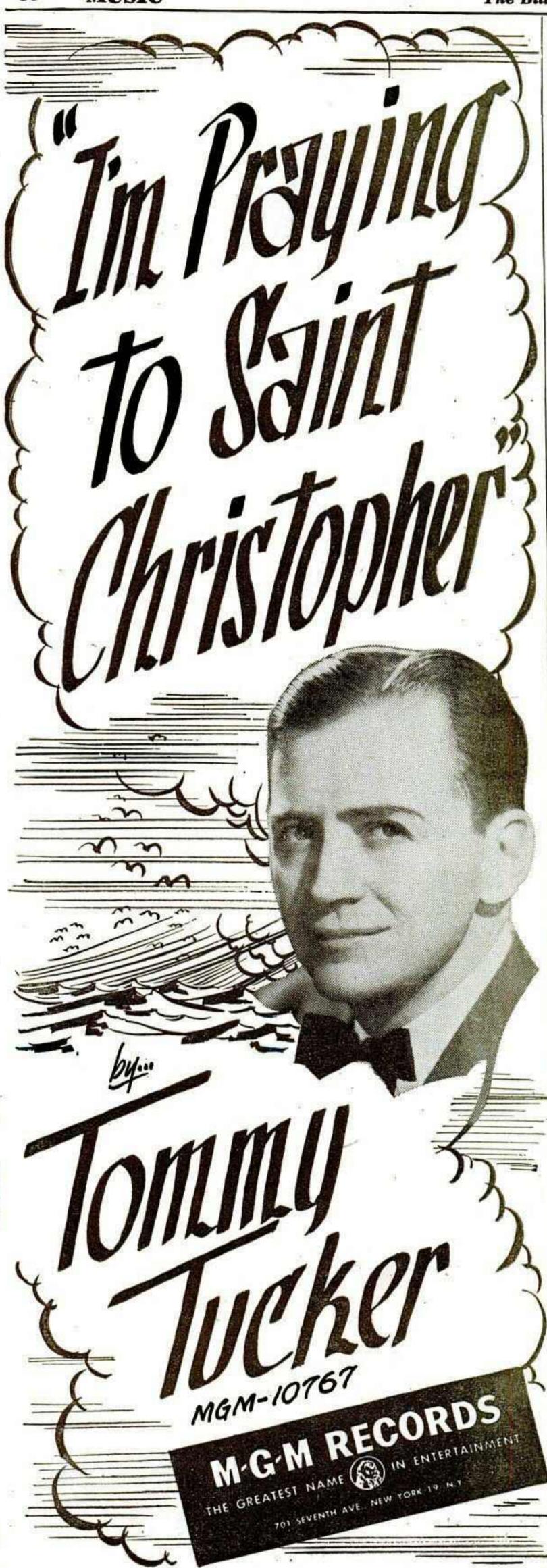
## HARBOR LIGHTS

DECCA 27208 (78 rpm) DECCA 9-27208 (45 rpm)



~ -

70



### Record Reviews

(Continued from page 35)

ARTIST

TUNES

LABEL AND NO.

COMMENT

#### POPULAR

GUY LOMBARDO ORK (and His Royal Canadians)

(Kenny Gardner) Decca 27208

The Petite Waltz

Lombardo may have a sequel to his "Third Man" waltz import.

PEARL BAILEY (GH Down in the Cellar The effervescent Miss Bailey is mis-mated to a catchy Evans Ork) Columbia 38969 rhythm ditty.

LES BROWN ORK Sixpence (Four Hits and a Miss)

RAY BLOCH ORK Signature 15285

Columbia 38967

AL TRACE ORK (Nancy Wright) Columbia 38932

ROBERTA QUINLAN (Harry Geller Ork)

THE MARINERS (Archie Blever

Ork) Columbia 38966

JAN GARBER Capitol 1202

JANET BRACE (Milton DeLugg) King 15016

ANTON KARAS Columbia 12478-F

CORDON MAC RAE-FRANK DE VOL ORK

Capitol 1193

EDDIE GRANT Capitol 1183

NAT KING COLE-STAN KENTON ORK Capitol 1184

CHARLIE SPIVAK ORK-London 780

DICK JURGENS ORK (Al Galante) Columbia 38970

www.americanradiohistory.com

Harbor Lights

Typical Lombardo dance treatment of this hit revival figures to score with the ork's hefty following.

slicing in this delightful disking of a catchy French

He Didn't Have the Know-How No How Clever Johnny Mercer lyric is handled lightly and handsomely by Miss Bailey. For her admirers, tho.

Riff setting for the nursery rhyme makes for an effective dance etching of the jump variety. The Brown crew turns in a crisp, clean workout. Cabin in the Sky

This great oldie is attractively essayed for dancers by the precise Brown ork. A good one for the spinners. Hora Staccata Bloch and crew race thru the bit of instrumental

exotica capably. Harlem Nocturne Slow, Ellington-mood standard by Earle Hagen is done

attractively by the Bloch ork. Sticks and Stones

When (Bob Vincent) This one's a ballad, but the impact is just as light.

An inconsequential Trace offering.

You Wonderful You Miss Quinlan turns in a pleasant turn with this Mercury 5480 attractive ballad from the "Summer Stock" score.

Punky Punkin (The Happy Pumpkin) This catchy kiditty is handled most attractively by the thrush. Should please the family trade. Minnegua

The fine vocal group of the Godfrey show delivers a lush harmonizing of a pretty tone-poem type ballad in the tradition of "Land of the Sky Blue Waters." Beyond the Reef

Pretty ballad evokes South Pacific lagoons, masterfully chanted by the quartet. Daddy's Little Boy

The oncoming sequel to "Daddy's Little Girl" gets fine, sugary waltz treatment here, plus a vocal that sells the song. Should see heavy juke duty.

Longing Attractive oldie is offered in danceable 4/4 fashion, with vocal duet and splashy piano cadenzas.

Oceana Roll Nothing special in this modern version of the ancient An Orange Colored Sky

Promising new tune, which De Lugg co-authored, gets a lesser rendition here.

Vienna, City of My Dreams
The zither wizard of "Third Man" fame essays the familiar hunk of nostalgia in atmospheric, but otherwise undistinguished style.

More fine Viennese schmaltz. Could do okay in the right brauhauses, and among new zither addicts.

Honestly, I Love You MacRae sells the buoyant ballad forcefully. If the tune goes, this disking should be up with the winners. Just the Way You Are (The Ewing Sisters)

Clever, rhythmic novelty by Ralph Freed, writer of "How About You?", has similar charm. MacRae and gals handle it in light, relaxed fashion.

Cincinnati Dancing Pig Colorful, gimmicky organ solo of the rhythm novelty has strong corn appeal. Regular organ addicts should go for the effects.

All My Love

Another competent pipe-organ effort. Fairly potent coupling of two promising tunes. Orange Colored Sky

Combination of Cole's intimate style with Kenton's ensemble blasting makes for the perfect contrasts called for by this intriguing ditty. Should score, particularly with collegians and fans.

Nat goes Latin, with heavy mambo motion in Kenton's crew. Okay for Kenton and Cole regulars, but nothing momentous. Moonlight on the Ganges

Plodding, uninspired instrumental job. High on the List Tommy Lynn warbles warmly and well on this pretty Burke-Van Heusen ballad; ork backing does nothing for him tho.

Under a Polkadot Sky Neat jingle gets a dancey medium-tempo rendition from warbler Galante and the fine Jurgens crew.

Just a Baby's Prayer at Twilight Simple, straightforward, effective warbling by Galante and smooth orking on one of yesteryear's memorable

(Continued on page 99)

80--80--80

RATINGS

0

Ş

JOCKEY

88--88--88

1

65--65--65--65

68--69--68--68

78--80--77--78

77--80--75--75

67--70--66--65

71--73--70--70

58--57--57--59

56--54--56--57

68--69--67--67

75--78--78--70

80--80--80

80--80--80

84--84--85

77--77--76--78

60--62--58--60

61--62--60--62

65--66--65--65

68--68--67--68

77--77--78

81--83--80--81

74--72--75--75

75--75--75

89--89--88--89

73--76--73--72

45--45--45--45

64--65--64--63

72--72--72

80--80--80

He's a singer!



Ir's a Hir!

Perry 

Betty and

with Mitchell Ayres Orchestra

# TABUSHEL AND APEGK



RCA VICTOR Records



78 rpm 20-3930

45 rpm 47-3930



# MOLASSES, MOLASSES

and

## EV'RYBODY CLAP HANDS

Lenny Carson and the Whiz Kids



6207 Santa Monica Boulevard, Hollywood 38, Cal.

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# Billboard MUSIC POPULARITY CHARTS MUSIC POPULARITY CHARTS MARY X THE RECORD POSSIBILITIES

#### THE BILLBOARD PICKS:

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

A BUSHEL AND A PECK......Betty Hutton and Perry Como.....Victor 20-3930

Johnny Desmond......MGM 10800

Doris Day.......Columbia 39008

A real zippy, zingy, catchy bounce novelty ditty—the first to pop up from Frank Loesser's much heralded "Guys and Dolls" score—lives up to advance praises in these varied and striking readings. The Hutton-Como version is lighthearted and buoyed with some special material asides; Desmond's is an out-and-out rhythmic pitch and Doris's is handed a deft full-bodied ork treatment. Should be a big song

Here's a new nit-witty ditty with a kiddie twist on the "icky sticky goo" which should make a hit-and-run national clean-up. It started on the Discovery disking and Mercury jumped on it quickly, with both hustling for quick merchandising. Tune actually is a switch on the "Tisket A-Tasket" melody. London has Teresa Brewer on the song.

The consistent four freres Ames have a likely coupling in this ballad coupling. "Alone" is a simple, retentive oldie, and "Thirsty" is a new one. Both have strong schmaltz appeal.

Spitalny's initial Victor waxing, with his full complement of "Hour of Charm" girls, is the religious-toned opus that has already hit heavy pay dirt via Red Foley on Decca and a Richard Hays-Kitty Kallen version on Mercury. This polished, full-blown choral conception, in the fashion of his fabulously successful hymn album, should hit a new high for the maestro.

#### 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 disk jockeys think tomorrow's hits will be:

1. MR. TOUCHDOWN U. S. A. Hugo Winterhalter. Victor 20-3913

2. NEVERTHELESS
3. BACK IN YOUR OWN BACKYARDPatti PageMercury 5463
4. BELOVED, BE FAITHFUL
5. GOOFUS
6. PATRICIA
7. THE SHOW MUST GO ON
8. GET OUT AND GET UNDER THE MOON Maria and Nat King Cole Capitol 1176
9. MY SILENT LOVEVictor 20-3916

### THE RETAILERS PICK:

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

COMMITTER S MICH DEL
1. YOU'RE MINE, YOU Gordon Jenkins Ork-Artie Shaw Decca 27186
2. I NEED YOU SO
3. GOOFUS
4. PETITE WALTZ
5. ORANGE COLORED SKYBetty Hutton
6. I'M FOREVER BLOWING BUBBLES Eddy Howard
7. SAVE YOUR SORROW

#### 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.	ORANGE COLORED SKY
2.	BELOVED, BE FAITHFUL
3.	THINKING OF YOU
4.	LET'S DO IT AGAINVictor 20-3899
5.	HARBOR LIGHTS Guy Lombardo Ork Decca 27208

#### THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk lockers think temperature hits will be:

Jockeys think tomorrow's nits will be:	
1. I THOUGHT SHE WAS A LOCALLouis	Innis
2. PRISON WITHOUT WALLSEddy	Arnold
3. TROUBLE THEN SATISFACTION"T"	Texas Tyler 4 Star 1514
4. CRAZIEST FEELINGJesse	James 4 Star 1520
5. THE ROSARY	Foley

MAIL IT NOW! If you have not yet mailed this week's pop that questionnaire, please do it now.

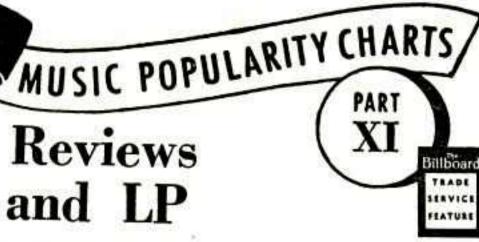
LONDON RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN LONDON RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN ON TAP FOR YOU, ALL FALL AND CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN LONDON RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN LONDON RECORDS, HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN RECORDS HAS A DOUBLE HIT ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN RECORDS HAS A DOUBLE HIT-ON TAP FOR YOU, ALL FALL AND WINTER CLAIRE HOGAN SINGS "BABY-O, BABY-O" AND "EV'RYBODY CLAP HANDS" ON LONDON "EV'RYBODY CLAP HANDS" AND "BABY-O, BABY-O"-ON LONDON-SUNG BY CLAIRE HOGAN



782-78 rpm 30195-45 rpm



Record Reviews Album and LP



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 re-suits of a survey of the music trade now being conducted.

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

#### THE RATES (100 points—the maximum)

40-69 .....satisfactory 

#### THE CATEGORIES

Max. Pts. 1. Production Idea (grouping of selection continuity) 2. "Name Value" ......15 3. Caliber of Material ......15 4. Manufacturers' Distribution Power ....10 tising promotion. film, legit and other plugs) 6. Interpretation ......15 7. Record Quality ...... 5

8. Manufacturers' Production Efficiency.. 5

9. Packaging .....10 (art work, binding, wrapping)

#### POPULAR

SARAH VAUGHN-(1-10") Columbia (33) 6133

East of the Sun, Nice Work If You Can Get It, Come Rain or Come Shine, Mean to Me, It Might as Well Be Spring, Can't Get Out of This Mood, Goodnight My Love, Aln't Misbehavin'.

This first Sarah Vaughan album is a distinct disappointment. It shows up most of the singer's flaws and only few of her virtues. Her tendency to pull out coy phrases becomes decidedly annoying, particularly on her rhythm efforts. The naive charm of her lovely voice quality certainly has never been more negatively presented. And, to boot, she has been recorded with a small, allstar octet of boppers-an accompaniment stage out from which she graduated some years back. Miss Vaughan's most positive moments occur at those points when she pours out the songs as they were writ. Some of these tunes served as recorded stepping stones in her career on several indle labels. The original versions are infinitely superior. Miss Vaughan's faithful following will probably want this set nevertheless.

On 78's, where they like Sarah.

**JOCKS** If they like Sarah, sides are usable.

86

SUMMER STOCK-Judy Garland-Gene Kelly (4-10") MGM 56

Mem'ry Island; If You Feel Like Singing, Sing; Happy Harvest, Friendly Star, Dig-Dig-Dig Dig for Your Dinner, Get Happy, You Wonderful You,-Heavenly Music.

The new MGM flick shows early symptoms of a hit; this sound track album figures to do equally as well. Judy Garland and Gene Kelly sell their numbers with their usual show-wise sense of timing and projection. Phil Silvers joins Kelly on a pair of duets, Dig and Heavenly, displaying his affable, friendly comic style. Gloria Haven gets a side in Mem'ry Island, a ballad. Best of the score's new tunes are the ballads, You and Star, in that order. The MGM waxery has evolved a very successful promotional formula for their sound-track albums, getting full co-operation from the parent corporation in all the details of exploitation. No reason why this set shouldn't do as well as other recent albums.

RECORD BIZ HEADACHES?

CHARLES AND THE SHOP OF THE SAME

custom

RCA) record

sales

JUKES You and Star good singles.

**JOCKS** Worthy addition to filmusic libraries.

#### GEORGE SHEARING AND HIS QUINTET (4-10") Album ....M 55

Tenderly, November Seascape, As Long as There's Music, Strolling, September in the Rain, Changing With the Times, East of the Sun.

Jazz fans-of the modern persuasion, that is, -need no introduction to the unique Shearing quintet: Shearing, piano; Denzil Best, drums; Margie Hyams, vibes; Chuck Wayne, guitar; John Levy, bass. Album is a fine sampling of their wares, which are in general of two types: uptempo boppers, with superb unison passages, topnotch solos, and smart brush work by Best; slow, thoughtful jobs, usually showcasing Shearing's intricate, inventive plano. Some sides have appeared and sold well as singles.

JUKES **JOCKS** Any singles for the Jazz Jox will like. hipper locales.

MUFFIN-Annette Mills (2-10") London JS 2

The British "Singing Lady," creator of England's most popular puppet characters and kiddle | Could Be-R. Case Ork (All My) MGM 10792 here. Tho the material is delightful-this set consists of a series of tunes about various characters-Miss Mills projects them with a veddy British accent. Today's hep moppets will undoubtedly ask "Is she kidding?"

JUKES Not suitable

JOCKS Okay for BBC

#### RELIGIOUS

PERRY COMO SINGS HIS FAVORITE SONGS OF WORSHIP-With chorus and St. Patrick's Boy's Choir; Cond. by Mitchell Ayres (3-7") Victor (45) WP 293

The Rosary, Prayer of Thanksgiving, Mother Dear, O Pray for Me, Holy God We Praise Thy Name, Rock of Ages, Bless This House.

Como's relaxed, devotional approach to these hymns, coupled with the rich organ and choir sound, should make this package a potent draw. One disk, Bless This House coupled with The Rosary, was released as a single some weeks ago and is one of Victors top sellers. Set should be a Christmas leader.

JUKES Not suitable.

**JOCKS** Good holiday and devotional fare.

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## Billboard MUSIC POPULARITY CHART **Advance Information** Billboard TRADE SEPTION

## ADVANCE RECORD RELEASES

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

#### POPULAR

All My Love-R. Case Ork (Could Be) MGM 10792

America, the Beautiful-J. Pickens-H. Winterhalter Ork (God Bless) V(45)47-3903, (78)20-3903 Beer and Pretzel Polka-D. Fitzsimmons Ork (Polka

Time) Crystal 291 Beloved, Be Faithful-V. Damone (Take Me) Mer 5486 Beloved, Be Faithful-Frankle Yankovic & His Yanks

(Hokey Pokey) Col 38984 Best Thing for You, The-P. Como-M. Ayres Ork

(Marrying for) V(78)20-3922, (45)47-3922 Beyond the Reef-B. Crosby-L. Murray Ork (Harbor Lights) Dec 27219

Beyond the Reef-M. Whiting-J. Wakely (Bushel and) Cap 1234

Blue Christmas-B. Eckstine (The Lonely) MGM 10796 T. D.'s Boogle Woogle-T. Dorsey Ork (Opus Two) Dec 27211

Bottomiess Blues-L. Richardson (That Old) DeLuxe 3307

Bushel and a Peck-M. Whiting-J. Wakely (Beyond the) Cap 1234

Cabin in the Sky-L. Brown Ork (Sixpence) Col 38967 Cake Walk, The-Lester Lanin Ork (The Charleston) Coral 60297

Call on the Phone, A-L. Campbell (Don't Want) MGM

Can Anyone Explain?—E. Fitzgerald-L. Armstrong (Dream a) Dec 27209 Catana-E. Smith (The Samba) Dec 27197

Charleston Rag, The-L. Lanin Ork (The Cake) Coral

Cherokee-D. Howe Trio (If You're) Crystal 268 Clap Your Hands-L. Millinder Ork (Who Said) King

Conversation With a Mule-Arthur Smith (Mandolin

Boogie) MGM 10791

High) Col(33)1-778, (78)38950

Dance of the Spanish Onion-D. Rose Ork (Rose of) MG:1 30259 Deed I Do-Bobby Byrne Ork (Thinking of) Coral

60298 Don't Want Nobody Hangin' Around-L. Campbell

(A Call) MGM 10787 Down in the Cellar-P. Bailey-G. Evans Ork (He Dldn't) Col 38969

Dream a Little Dream of Me-E. Fitzgerald-L. rmstrong (Can Anyone) Dec 27209

Fiery Bear, The-J. Holden and F. Kay (What Would) V21-0386

Finish Your Drink and Go-Dixieland Ramblers (Mabel Is) Crystal 287

For the First Time-B. Brewer (You've Got) Dec 27204 Four-Twenty A.M .- B. Farrell-R. Case Ork (There You)

MGM 10790 Glory of Love, The-Andrews Sisters-G. Lombardo

(Rainy Day) Dec 27202 God Bless America-J. Pickens-H. Winterhalter Ork

(America, the) V(45)47-3903, (78)20-3903 Harbor Lights-B. Crosby-L. Murray Ork (Beyond the) Dec 27219

Harbor Lights-G. Lombardo (The Petite) Dec 27208 Harbor Lights-L. Raine-C. Parman Ork (Music, Maestro) Lond 781

Harbor Lights-D. Washington-J. Carroll's Ork (I

Cross) Mer 5488

Harlem Nocturne-Ray Bloch Ork (Hora Staccata) Signature 15285

Harmony Favorites Album-The National Male Quartet (1-10") Col(33)ML-2136-Beautiful Dreamer; Don-

key Serenade, The; Mighty Lak a Rose, On the Road to Mandalay, On Wings of Song, Ol' Man River, Sylvia, Water Boy He Didn't Have the Know-How No How-P. Balley-G.

Evans Ork (Down In) Col 38969 Here Comes Santa Claus-H. Babbitt (My Two) Coral

60272 Here Comes Santa Claus-K. Griffin (Rudolph, the) Col 38981

High On the List-C. Spivak Ork (Moonlight on) London 780 Hokey Pokey Polka-Frankle Yankovic & His Yanks

(Beloved, Be) Col 38984 Holiday Forever-R. Brooks Ork (More Than) Dec 27205 Hora Staccata-R. Bloch Ork (Harlem Nocturne) Sig-

nature 15285 How High the Moon-D. Ellington Ork-W. Herman

(Cowboy Rhumba) Col(33)1-778, (78)38950 Cross My Fingers-D. Washington-J. Carroll Ork

(Harpor Lights) Mer 5488 Didn't Mind Being All Alone-Ames Bros.-R. Ross Ork (Thirsty) Coral 60300

Had a Talk With the Wind and the Rain-J. Shaw-R. Case Ork (I've Got) MGM 10789 May Be Wrong-E. Garner (There Is) Atlantic 673

I Need You So-C. Hogan-G. Evans Ork (My Heart) London 779

Still Miss You-J. Garber-R. Cordell (The Ocarina) Cap 1212 Tore Up Your Picture When You Said Goodbye-Frank Petty Trio (Save Your) MGM 10793

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Ain't We Got Fun-Mac Perrin (The Sardines) Signa- If Memories Were Money-O. Waters (If We Had) Coral 64060

If We Had It To Do All Over Again-O. Waters (If Memories) Coral 64060

If You're Gonna Take Your Time-D. Howe Trio (Cherokee) Crystal 268 I'm Afraid To Love You-K. Armen-E. Sheldon Ork

(St. Louis) London 776 I'm in the Middle of a Riddle-L. Welk Ork (Petite

Waltz) Mer (5487 Isle of Golden Dreams-G. Kalnapau (Pagan Love)

Dec 27207 It All Begins and Ends With You-P. Brito-R. Case Ork (It's Love) MGM 10788

It Was Nice While It Lasted-V. Lynn-B. Farnon Ork (They're Playing) London 742

It's Love-P. Brito-R. Case Ork (It All) MGM 10788 I've Got a Feeling I'm Falling-J. Shaw-R. Case Ork (I Had) MGM 10789

I've Got a Feelin' You're Foolin'-Ruby Wright-M. De-Lugg Ork (Pony Boy) King 15062 Jolly Old Saint Nicholas-J. Day (Old Christmas)

Coral 64058 Keep Me in Love-B. Rose Ork (Tie a) Wrightman

1050-P Keyboard Capers Album-H. Chittison (1-10")-Col(33)CL-6134—Can't We Be Friends?, Dancing on the Ceiling, Isn't It Romantic?, Let's Fall in Love, Memories of You, On the Sunny Side of the Street, September in the Rain, They Can't Take That Away From Me

Lipstick on My Collar-B. Houston (Tenor Gultar) Crystal 284

Lonely Shepherd, The-B. Eckstine (Blue Christmas) MGM 10796 Looks Like a Cold, Cold Winter-M. Carson-A. Ackers

Ork (Rainy Day) V(45)47-3921, (79)20-3921 Mabel, Is the Male Boat In?-A. Francis (Finish Your)

Crystal 287 songs, is unlikely to duplicate her success over Cowboy Rhumba-D. Ellington Ork-W. Herman (How Mandolin Boogle-Arthur Smith (Conversation With)

MGM 10791 Marrying for Love-P. Como-M. Ayres Ork (The Best) V(45)47-3922, (78)20-3922

Moonlight on the Ganges-C. Spivak Ork (High On) London 780

More Than You Know-R. Brooks Ork (Holiday) Dec 27205 Music, Maestro, Please-L. Raine-C. Parman Ork

(Harbor) London 781 My Heart Is Out of Town-C. Hogan-G. Evans Ork

(I Need) London 779 My Two Front Teeth-H. Babbitt (Here Comes) Coral

60272 Ocarina, The-J. Garber (I Still) Cap 1212

Old Christmas Card, An-J. Day (Jolly Old) Coral 64058

Opus Two—T. Dorsey Ork (T. D.'s Boogle) Dec 27211 Pagan Love Song-G. Kainapau (Isle of) Dec 27207 Petite Waltz, The-G. Lombardo (Harbor) Dec 27208 Petite Waitz, The-L. Welk Ork (I'm in) Mer 5487 Polka Time in Them Thar Hills-D. Fitzsimmons Ork (Beer and) Crystal 291

Pony Boy-Ruby Wright-M. DeLugg Ork (I've Got) King 15062

Popo the Puppet-D. Kaye (The Tubby) Dec 27199 Powder and Paint-T. Tucker Ork (They Put) MGM 10785 Rainy Day Refrain, A-Andrews Sisters-G. Lombardo

(Glory of) Dec 27202 Rainy Day Refrain, A-M. Carson-A. Ackers Ork (Looks Like) V(45)47-3921, (78)20-3921

Rose of Bel-Air-D. Rose Ork (Dance of) MGM 30259 Rose Room-D. Hudson Ork (Yearning Just) Bullet 1089

Rudolph, the Red-Nosed Reindeer-K. Griffin (Here Comes) Col 38981 St. Louis Blues-K. Armen-E. Sheldon Ork (I'm Afraid)

London 776 Samba Polka, The-E. Smith (Catana) Dec 27197

Sardines Had a Whale of a Time, The-Mac Perrin (Ain't We) Signature 15284 Save Your Sorrow-Frank Petty Trio (I Tore) MGM

10793 George Searing & His Quintet Album (4-10") MGM 55-Tenderly, November Seascape, Summertime, As Long as There's Music, Strolling, September in the

Rain, Changing With the Times, East of the Sun Sixpence-L. Brown (Cabin in) Col 38967 So Long, Sally-T. Dorsey Ork (You're Not) Dec 27210 Song of India-Roy Smeck (Ukulele Dream) Gotham 805

Take Me in Your Arms-V. Damone (Beloved Be) Mer 5486 Tamburitza Boogie-L. Jordan (Trouble Then) Dec

27203 Tenor Guitar Polka-Shorty Marquis (Lipstick on)

Crystal 284 That Old Feeling-D. Richardson (Bottomless Blues) DeLuxe 3307 That's a Man Ev'retime—M. Hutton & J. Douglas

(Would You) MGM 10783 There Is No Greater Love-E. Garner (I May) Atlantic 673

There You Are-B. Farrell-R. Case Ork (Four-Twenty) MGM 10790



# The Honor Roll of Popular Songwriters



By Jack Burton

## No. 73—RAY HENDERSON (Part II)

#### PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 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.

(Continued from last week) 1 ... Al Jolson, who introduced DeSylva's first song, 'N' Everything, persuaded Buddy in 1919 to come to New York, and Al, who is not infallible in picking winners at the track, had far better luck in backing Buddy DeSylva, who six months later cashed his first royalty check-for

\$20,000.

The old order constantly changes in Tin Pan Aley, and DeSylva, Brown and Henderson fell heir to the laurels formerly worn by Gus Edwards, Harry Von Tilzer and Fred Fisher I'm a Dreamer Aren't We All, If I in the creation of popular songstunes that caught the fancy of Rudy radio headliners of the 1920s. But picture, Sunny Side Up. their success wasn't limited to the popular song field. They also took Broadway in stride, Ray Henderson succeeding George Gershwin as the composer for George White's annual Scandals and with Brown and De-Sylva as lyricists, matching the great Gershwin's best with such songs as Birth of the Blues, Black Bottom, Life Is Just a Bowl of Cherries, This Is the Missus, That's Why Darkies Were Born and My Song.

They also were represented on Broadway by Good News, which ran for 551 performances and is still fondly remembered by Broadway ticket agencies as one of the top buys with money bags that jingled, and of all time; Manhattan Mary. Brown, DeSylva & Henderson was in which Ed Wynn starred; Hold sold to Warner Bros., which also Everything, Follow Through and bought the catalogs of Harms, Wit-Flying High. They also took over the producing reins themselves in addition to working for George White, ing out musical films. Florenz Ziegfeld, Charles Dilling-

ham, Schwab & Mendel and other Broadway biggies.

In Hollywood, as well, Brown, De-Sylva and Henderson attained eminence when the films first became articulate, and their Sonny Boy, sung by Al Jolson in The Singing Fool, kept the presses working overtime. The song, written in an hour and a half after a frantic telephone call from the Coast by Jolson, touched the nation's heart and sales zoomed past the million-copy mark. They hit again the following year with Had a Talking Picture of You and Keep Your Sunny Side Up, all in-Vallee, Paul Whiteman and other troduced in Janet Gaynor's starring

Then, after five phenomenal years, came the depression. The country ceased buying popular songs, but listened to them instead for free over their loud speakers. The sound tracks wooed bargain-seeking millions from legitimate theaters and vaude houses to movie palaces that gave away dishes with drama and crockery with comedies. But none of the firm's members had reason to jump out of windows nor were they plagued by the cooking odors that emanated from the Brass Rail restaurant on the ground floor of their headquarters. A good fairy came out of the West mark and Remick in order to have musical grist for the mills then grind-

Buddy DeSylva emigrated to Holly-

#### SONGWRITERS COMING UP!

RAY HENDERSON—PART III In Subsequent Issues The Billboard Will Present

> ARTHUR SCHWARTZ MILTON AGER CON CONRAD BILLY ROSE HARRY WARREN HARRY M. WOODS ALLIE WRUBEL RALPH RAINGER

wood, where he produced such early Shirley Temple films as The Little Colonel, The Littlest Rebel, Captain January and Poor Little Rich Girl, returning to Broadway in the 1930s to bankroll DuBarry Was a Lady and Panama Hattie, both with music by Cole Porter, and Irving Berlin's Louisiana Purchase.

Lew Brown also found a new and rewarding field for his talents on the West Coast, producing The Tarnished Angel, Carolina, Stand Up and Cheer, The Music Goes Round and Vogues of 1938. He also continued his collaboration with Ray Henderson, and together they wrote and produced Strike Me Pink, starring Jimmy Durante, in 1934, returning to the popular song field in 1946 with An Old Sombrero and An Old Spanish Shawl.

Today the firm of DeSylva, Brown & Henderson is "just a memory," to lift a phrase from one of the trio's biggest hits, but Ray Henderson's songs aren't referred to in the past tense. They have a vitality that makes for longevity, as evidenced by the enduring popularity of Good News, a smash Broadway show back in 1927 and a top-grossing picture in 1947, and the reception accorded Together. The latter was written and introduced in 1928, and when it was revived 16 years later, the Clef Club awarded it a citation as one of the 10 bestselling songs of a year that produced such outstanding numbers as Don't Fence Me In, Bell Bottom Trousers. I'll Be Seeing You, I'll Walk Alone and Swinging on a Star.

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#### Popular Songs

1922—GEORGETTE

Lyrics by Lew Brown and Buddy DeSylva. Shapiro, Bernstein & Company, Inc. This song was introduced in the "Greenwich Village Follies."

1923—ANNABELLE

Lyrics by Lew Brown. Shapiro, Bernstein & Company., Inc. THAT OLD GANG OF MINE Lyrics by Billy Rose and Mort Dixon.

Bourne, Inc. (Available on the following records: Decca 25078, Ted Weems orchestra; Decca 24236, Frank Froeba; Decca 24026 in A-1923, Charles Baum orchestra; Columbia 36704 in C-99, Buddy Clark; Columbia 20275, Frank Novak.)

1924—FOLLOW THE SWALLOW

Lyrics by Billy Rose and Mort Dixon. Remick Music Corporation. (Available on Decca 24029 in A-1924, Bob

Grant orchestra.) YOU'RE IN LOVE WITH EVERYONE BUT THE ONE WHO'S IN LOVE WITH YOU

Lyrics by Mort Dixon. Mills Music, Inc. (Available on Rainbow 90088, Dick Todd.) I WONDER WHO'S DANCING WITH YOU TONIGHT

Lyrics by Billy Rose and Mort Dixon, Remick Music Corporation.

WHY DID I KISS THAT GIRL?

Lyrics by Lew Brown. Shapiro, Bernstein & Company, Inc.

#### 1925—\*ALABAMY BOUND

Lyrics by Bud Green and B. G. DeSylva. Shapiro, Bernstein & Company, Inc. (Available on the following records: Decca 24033 in A-1925, Basil Fomeen orchestra; Decca 24597, Eddie Cantor; London 450, A. J. Powell Banjo Octet.)

'BAM, 'BAM, 'BAMMY SHORE Lyrics by Mort Dixon. Remick Music Corporation.

FIVE FOOT TWO, EYES OF BLUE Lyrics by Sam Lewis and Joe Young. Leo Feist, Inc.

(Available on the following records: Decca 24033, in A-1925, Basil Fomeen ochestra; Tower 1456, B. Strong orchestra; Columbia 38452; Tiny Hill orchestra; Decca 24615, Guy Lombardo; MGM 10398, Art Mooney orchestra.)

DON'T BRING LULU

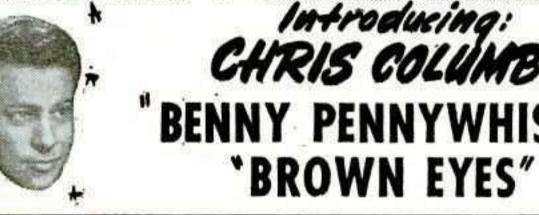
Lyrics by Billy Rose and Lew Brown. Remick Music Corporation.

(Available on the following records: Decca 24032 in A-1925, Basil Fomeen orchestra; Dana 2041, T. B. Lack orchestra and Wayfarers; Capitol 57-699, B. Stone orchestra.)

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(Continued next week)

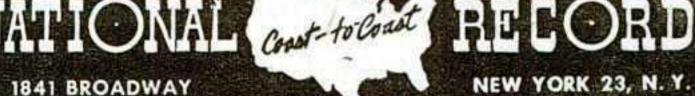




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"UGLY WOMAN" NATIONAL"

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NATIONIAL

# Ominous Silence on Color Jack-Equipped TV Has FCC Brass Puzzled

(Continued from page 7) final standards for the field sequential color system, or it will issue a notice of further proposed rule making proposing to adopt standards for that color system." The guess here continues to be that the manufacturers' replies will be such that the FCC will be constrained from adopting immediate final standards.

Meck Bearish CHICAGO, Sept. 23.-Color television will be confined to occasional special shows for years to come, John S. Meck, president of John Meck Industries and Scott Radio Laboratories, told his dealers this week.

Pointing out that color movies are shown only occasionally, Meck said, "The same thing will be true of color TV, when it comes some time in the future. The cost of producing a show for color will be much greater than at present, and present costs are con-

# Avco Uses Acts To Push Goods

(Continued from page 3) route. On average, three shows a week are offered. Only expense not absorbed by Avco is an estimated \$500,000 to be spent by distributors

along the route for banquets. Complete stage settings and props are carried in two baggage cars for the musical comedy-like show which offers six skits in which Crosley equipment is used. These skits, in a subtle manner, emphasize features of the equipment which Crosley wishes to stress in its message to

dealers. In the talent line-up are a choral group of eight men and eight women whipped together by Robert Lenn, who also does the group's arrangescores by Tom Jones, of the Al Goodman band, and directed by Charles Drew, an associate of Jones. Musicians are recruited in each town visited. Emsee for the show is Phil Howard, supplied by Radio Talent, Inc., New York. The remaining talent, supplied by the Max Richard office, New York, includes the following: Johnny Kane, Paul Larson,

Parker McCormick and Al Hender-

son. All play legit roles in sketches. Following the Detroit debut the show appeared at the Public Auditorium, Cleveland, September 7; Erlanger Theater, Buffalo (8); Playhouse, Albany, N. Y. (14); Opera House, Boston (17); Academy of Music, Philadelphia (19), and Hellinger Theater, New York (22). On the schedule are the Mosque Auditorium, Newark, N. J. (24); Lyric Theater, Baltimore (26); Mosque Temple, Pittsburgh (28); Reynolds Auditorium, Winston-Salem, N. C., October 2; Peabody Auditorium, Daytona Beach, Fla. (4); Tower Theater, Atlanta (6); Municipal Auditorium, Birmingham (9); Columbus, O.; Taft Auditorium, Cincinnati (13); Kiel Auditorium, St. Louis, (16); Municipal Auditorium, Memphis (18); Municipal Auditorium, New Orleans (20); Music Hall, Houston (22) Texas Theater, San Antonio (24); Majestic Theater, Dallas (26); Municipal Auditorium, Oklahoma City, Okla. (29); Municipal Auditorium, Kansas City, November 1; Opera House, Chicago (3); Civic Auditorium, Milwaukee (6); Municipal Auditorium, St. Paul (8); Municipal Auditorium, Omaha (10); KRNT Theater, Des Moines (13); Civic Auditorium, Denver (15); Capital Theater, Salt Lake City (17); Music Hall, Seattle (22); Municipal Auditorium, Portland, Ore. (24); Opera House, San Francisco (28); and Ebell Theater, Los Angeles, December 5.

sidered high. Few sponsors could afford to put on shows daily or weekly in color."

He said color is likely to be used much more for commercials than for programs.

RTMA's Stand NEW YORK, Sept. 23.—The Radio-Television Manufacturers' Association (RTMA) this week notified the FCC that the decision as to whether they will build TV sets incorporating bracket standards "must be left to the individual determination of each manufacturer." The notification was in the form of a letter signed by RTMA President Robert C. Sprague. and approved by the association's board of directors. The RTMA action came as the result of a three-day industry conference held in New York.

Among other action taken by the RTMA was a decision to distribute to all member manufacturers a proposed code of advertising and selling ethics, prepared by the sales managers' committee. After receipt of members' comments on the code, the RTMA will take final action. Compliance with the code, however, will be strictly voluntary.

# MiniatureTube Plant Set in Cincy by RCA

CINCINNATI, Sept. 23.—A new plant for making miniature-type electronic receiving tubes will be set up here by the RCA Victor division of the Radio Corporation, it was announced this week. The plant, formerly occupied by the Rich Ladder & Manufacturing Company, covers 17 acres, and the buildings provide 180,-000 square feet of floor space.

Walter A. Buck, vice-president in charge of the RCA Victor division, said that the plant would be the third RCA factory for the making of rements, and a 30-piece orchestra using ceiving tubes, the others being located at Harrison, N. J., and Indianapolis. The tubes to be manufacradio and TV sets.

The miniature receiving tubes, first requirements.

# Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-Combination equipped sets. models which include record changers are not listed because of space limitations

Andrea Saybrooks, Mayfield, Sutton and Normandy models.

Arvin All sets Bendix All sets Capchart All sets DuMont

Al. sets

Freed

Models 54, 101, 103, 104 General Electric Models 19C-105, 19C-106 and 24C-101.

Hallicrafters All sets Hoffman All sets Industrial Television All sets Mattison All sets Meck Models XQR, XTR and XSTP Mercury All sets

Olympic Diplomat and Broadmoor models Pilot

All sets RCA Victor All sets Regal Models CD36, 16T36, 19C36 Scott All sets Stromberg-Carlson All sets Tele King All sets Video Products Corporation

Westinghouse

Aradley model developed by RCA in 1939 for a pocket-sized radio set, are currently used widely in the radio electronics

field. Buck said that the new plant will be designed to keep pace with tured here are of a type used in both the expanding electronics industry and to provide for increasing military

# DuMont Official Says Phono Jack Left Off TV Sets Snags Customer's Full Investment

tional sales manager of Allen B. Du-Mont Laboratories, Inc. "Anywhere from \$25 to \$150 of the amount the jack and the sound system. set buyer spends for his receiver can be charged to the sound system," points out Stickel. "Not being able to play phonograph records thru that system is sort of like buying a new car that doesn't have tires on the wheels. Sure it will run — but I wouldn't want that car."

"We at DuMont know from actual all sets. spot-check surveys that the record changer or phono jack on our sets is actually widely used by the ultimate owner. We also know that the public is becoming much more interested in the television set as a home entertainment unit rather than as a TV set only. The radio and record-playing parts of the console are becoming much more important. For that reaof console combinations manufac-

NEW YORK, Sept. 23.—Because ers forget to sell sets as complete some television set manufacturers home entertainment units. Nothing won't spend the additional 50 or 75 has been found yet that will show off cents to include a phono jack on their the accoustical quality of a television video chassis, the customer invest-|set as will a good phonograph record ment in the speaker, baffle and am- that's been pre-selected for the type plifier is never fully realized. That is of customer being sold. The DuMont the opinion of Walter L. Stickel, na- sales manual suggests that all dealers attach a record-playing unit to the TV set and demonstrate the phono

That DuMont execs are sold on the use of the phono jack is evidenced by the fact that all sets have always been equipped with phono jacks. When manufacturers were under pressure to reduce prices on TV sets, DuMont engineers were instructed to find a way to include the jack in

"As far as DuMont is concerned," says Stickel, "the phono jack is one of the last things we'd remove from the set if we had to cut cost corners. The television set is and always will be important for audibility as well as viewability. I know this-if I were a layman I'd want a phono jack on any set I bought. There doesn't seem to be a single good reason why all son, we are increasing the percentage television manufacturers don't use that inexpensive little phono jack on tured as against the total production." all sets that don't have record Stickel claims that many TV deal- changers."

# Predicts Video Set Output of 6½ Mil in 1950

CHICAGO, Sept. 23.-The television industry, comprising some 100 companies, will produce over 6,500,-000 sets in 1950, compared with 3,100,000 in 1949, according to the annual industry forecast of Television Shares Management Company, investment advisor and sponsor of Television-Electronics Fund, Inc.

Company estimate puts RCA in top spot, Philco second, and Admiral third. Output of the top 10 will almost double the production of the entire industry in 1949, figures indicate.

The top 10 manufacturers in 1950, and estimated units are:

RCA, 950,000; Philco, 900,000; Admiral, 850,000; Motorola, 650,000; Zenith, 475,000; Emerson, 450,000; General Electric, 425,000; DuMont, 275,000; John Meck, 200,000; and Hallicrafters, 190,000.

Company estimates were scaled down slightly from earlier figures because of the war situation. They predict consumer demand for sets in 1950 may exceed 7,000,000 units.

# Uruguay Shy Bucks, Buys Sets From Eng.

WASHINGTON, Sept. 23. - The dollar shortage is aiding Britain in easing the U.S. out of the Uruguayan radio market, the Commerce Department reported this week. Last year, the U. S. provided only 34 per cent of the South American nation's radios as compared to 76 per cent in 1948. Britain increased its share from 11 per cent in 1948 to 40 per cent in 1949.

The U.S. share of the radio parts market in Uruguay declined from 85 per cent in 1948 to 57 per cent last year, while Britain's proportion was jumping from 4 per cent to 33 per cent. Commerce said the shifts are attributed to the dollar shortage and not to lack of demand for U.S. prod-

# N. Y. Store Finds 75% Just Looking

NEW YORK, Sept. 23.—Almost 25 per cent of the people who shopped in a radio-TV appliance store here did not have a specific purchase in mind when shopping. More than half of those who did have a purchase in mind wanted a television set, but only 25 per cent of those made the purchase. These are some of the highlights of a survey of 200 customers taken by an independent research organization.

Of the 200 shoppers questioned, 162 had a specific purchase in mind. Of the 162 shoppers, 104 wanted a television set, and of the 104 prospective video set buyers only 26 made the purchase. Of the 78 shoppers who did not buy sets, 40 decided on the brand by the time they finished their shopping tour.

Among the shoppers checked, 85 reported annual incomes in the \$3,000 to \$4,999 bracket and 64 in the \$5,000 to \$7,499 range. Seventy-seven were white collar workers, and 64 were classified as either skilled or unskilled labor. Ninety-one of the shoppers owned their own homes.

Second most wanted purchase was a refrigerator. Only five of the 200 wanted a radio or radio-phono combination. Only one of the five made the purchase.

(Continued from page 11)

following facets of the situation:

Should the sync right be given outright, or for a limited perica? The indication at present is that some limitation is preferred—say the sync right will be granted for five or 10 years.

(2) This type of sync right is the same as that which is granted for regular motion picture use. Therefore, publishers would have to consider the possibility that film companies would ask for the same type of deal accorded the TV packagers. Currently, film rates vary, according to the value of the film, and according to whether the use is visual, unlimited, etc. On Snader's productions, many of the uses are construed as full vocal and visual, and also instrumental.

(3) In the event : percentage-ofthe-gross deal cannot be worked out, pubs are considering giving the licenses on a rental fee by the year. This type of deal would construe a packager's films as in the nature of a library service.

(4) The fact that films are likely to be made for TV and/or motion pictures has also become a problem. Currently, for instance, Irving Mills is considering how to handle the licensing of a foreign picture which is scheduled for release in the United States on TV and in theaters. When last contacted he thought he would handle the matter via two licenses.

#### Some Deals Made

The above are some of the problems confronting the pubbers in a changing show business. Snader, meanwhile, has been given the green light by Mills Music, with payment subject to whatever deal is finally worked out with Fox. Snader is also understood to be on the verge of a deal with the Warners publishing group, the deal being subject to final clearance by the Music Publishers' Holding Corporation's attorneys.

Snader, when queried, stated that, heretofore, prices for such sync rights as he obtained in the past have varied —some as low as \$20 and some ranging to \$75 per tune for exclusive American use. Snader, who regards favorably a percentage deal, said he would conclude any deal which a third party would consider equitable.

Among those present at Snader's screenings were Harry Fox; Henry Jaffe, theatrical attorney and personal manager; Lee Finburgh, professional manager for Bourne Music; Isaac Levy, radio magnate, and Jack Bregman, publisher.

#### SEEKS AFM OKAY

(Continued from page 14)

pressed considerable interest. Christensen pointed out that in his work as a location booker, he made a number of the major cities in the Midwest and South which were now getting network TV shows. In cities where the DuMont network's Cavalcade of Bands show hit, he has noticed considerable comment from ork buyers in these cities on bands which appeared on the Cavalcade show. While video gives a real promotional push to any band, it's especially important to a new ork or an old ork making a comeback, it was pointed out. The Cavalcade seg is the only band show on any of the four major TV webs, outside of the Wayne King weekly show over NBC. Thus, only 53 opportunities are available for bands to show their wares on TV with King dominating the picture with his weekly show. Band bookers feel that interest in competitive segs of the entertainment biz, such as roller derbys, varied sports activities and the act field will get the jump on dance bands unless the union can offer some scale arrangements for remotes or some new gimmicks to employ bands on commercial teleshows can be worked out.

# People, Products and Prices

RTMA Membership Reaches 302

With the acceptance of five applications last week, the membership rolls of Radio-Television Manufacturers' Association (RTMA) rose to 302. New members are Constantine Engineering Laboratories Company, Mahwah, N. J.; General Ceramics & Steatite Corporation, Keasbey, N. J.; Wright Zimmerman, Inc., New Brighton, Minn.; Tele-Tone Radio Corporation, New York, and Trad Television Corporation, Asbury Park, N. J.

Simpson Lists Sound Equipment in New Catalog

A new catalog has been issued by the Mark Simpson Manufacturing Company, Long Island City, N. Y., listing the firm's line of sound equipment. Included in the Simpson line are individual amplifiers and complete sound systems for fixed, portable or mobile installations. Power of the various systems listed include eight, 18, 27, 36 and 52watt.

Emerson Introes \$99.95 AM-Phono Table Set

Emerson introduced a new radio-phono table model last week to list for \$99.95. The new set includes a three-speed automatic record changer and is available in a mahogany cabinet. Shipments to distributors and dealers will start shortly, according to Charles Robbins, vice-president in charge of sales.

Arvin Hikes Table Model Prices Except for FM Sets

Price increases ranging from \$1 to \$5 on all table model radios were announced this week by Arvin Industries. The two Arvin FMonly sets remain unchanged in price. In addition, the company raised the price on four radio-phono consoles by \$20.

Steelman Exec Branch Starts Move to New Plant

Steelman Radio & Phonograph Company, New York, started the move of its executive offices last week to a new plant in Mount Vernon, N. Y. The new Steelman factory, comprising 30,000 square feet will supplement the company's present plant in the Bronx, N. Y., and is designed to keep the Steelman production capacity at its peak.

RTMA Sets 30th Yr. Bally Fund for Radio-TV Week

Radio-Television Manufacturers' Association (RTMA) last week appropriated funds to publicize the 30th anniversary of broadcasting during National Radio and Television Week, October 29-November 4. As usual, the campaign for the week will include the opening of the nationwide "Voice of Democracy" contest for high school students. RTMA's advertising committee agreed to provide television sets as prizes in the "Voice of Democracy" local contests.

Detroit Distribs Spend Heavily for TV Advertising

Bernard Besman and John S. Kaplan, of Panamerican Distributors, Detroit, are launching a heavy advertising campaign for Kaye-Halbert Television, for which they recently took over Michigan-Ohio distribution. Lead-off item is purchase of 15 minutes daily and a half hour each on Saturday and Sunday on the "Jack the Bellboy" program on WJBK at a cost of around \$1,300 per week—picking up the time just vacated by Muntz TV. In addition, 1,000 bus and streetcar cards are being put out.

Delort To Sponsor WASH-FM Symph Hr. on LP Disks

Delort Radio Engineering Company, Washington, which like the Shrader Manufacturing Company is producing custom-made high fidelity radio-phonograph sets, will sponsor a full-hour program of symphonic music on LP records over WASH-FM Sunday afternoons starting at 12:15. Shrader, the capital area's pioneer manufacturer of custom-built hi-fi sets, has been a regular sponsor of classical music broadcasts over WQQW and WAQW-FM for some years.

# Military Spending Opens Up New Fields for Sales Firms

the sharply increased military spending program about to get underway, manufacturers in the amusement field have their best chance since the war of procuring federal contracts. A survey of government purchasing procedures this week disclosed that numerous opportunities are opening up for makers of radio-TV equipment, musical instruments, coin machines and supplies.

Federal purchasing experts stated there are two ways for manufacturers to get in on government contractsby selling directly to Uncle Sam and by obtaining subcontracts from larger firms having government contracts. Procedure in both cases is apt to be laborious, it was admitted, but the returns are usually well worth while. This week, alone, for example, total contracts of all kinds to the tune of nearly half a billion dollars were announced.

Included in the awarded contracts were The Hallicrafters Company's \$2,500,000 for furnishing special radio sets to the Signal Corps; Molded Insulation Company, \$138,000, for fur-

WASHINGTON, Sept. 23 .- With | Corps; Cincinnati Electronics Company, for making receivers worth \$677,000, for the Air Force, and to Curtiss Candy Company, \$27,000 for furnishing candy bars to the Oakland, Calif., Quartermaster.

Start in Commerce

The place to start for any manufacturer, large or small, who wants to get in on federal contracts is a field office of the Commerce Department. In these offices, located in 50 of the nation's major cities, are kept up-todate information on what the government is buying and who is getting (See Military Spending on page 104)

# Coy To Address Chicago TV Men

WASHINGTON, Sept. 23.-Chairman Wayne Coy, of the Federal Comas promising to stimulate vastly the at the Edgewater Beach Hotel. development of TV commercially. Coy is slated to deliver three talks in will address the Chicago Television nishing transmitters to the Signal Chicago starting with a speech be- Council.

# Diskeries, FM Face Tough Job Selling TV Men

43

NEW YORK, Sept. 23.—Both the phonograph record and FM broadcasting interests have a big selling job to do on television set manufacturers. it was disclosed this week in a spot check of 754 video receivers being marketed by 75 television manufacturers. That the public has lost all interest in receiving short wave broadcasts was also quite evident in check which showed only eight video sets able to pick up short wave. Of the 754 sets now on the market only 126 will receive FM programs, and only 135 sets are equipped with three-speed record changers.

Of the total sets checked, 168 were table models. Able to pick up AMonly programs were 50 receivers, while 28 were FM-only sets and 98 were equipped with AM-FM tuners. Only eight projection sets are now being manufactured. Of the 754 video models, only 130 sets are not equipped with some form of built-in antenna.

## 10% Tax on TV Goes in November 1

WASHINGTON, Sept. 23.—Application to TV sets of the 10 per cent manufacturers' tax on radios goes into effect November 1, House Ways and Means Committee aids said this week. This represents a month's postponement, since it had been figured earlier that the tax would be effective October 1.

The new revenue bill, which contains the excise levy, has an involved formula for figuring when the TV tax starts. Boiled down, it means that had the tax bill been signed early this week, the tax would have started October 1. However, delay in getting the measure out of a House-Senate conference automatically pushed the effective date back.

# 78s Hold Up Well In Det. Store Sales

DETROIT, Sept. 23.—Maintaining a well-rounded selection of standard 78s is still paying off for the J. L. Hudson record department at a time when many stores are letting stocks reach a point of depletion. According to a store exec, a large percentage of customers is still buying 78s. These people are apparently turning to the stores that still make a definite bid for their patronage.

Christmas season is expected to prove a big stimulant to 78 sales. Gift buyers, unaccustomed to purchasing records, are likely to be chary of the new speeds because of lack of personal experience with them, the execs say. They may be more ready to buy the 78s if they know the recipient of the gift still has a standard record player-or can exchange the records later.

Definite signs of a changeover to the new speed are evident, however, in the classical department at Hudson's. The typical record collector is buying LP's for his new additionsand replacing older numbers as a record is broken. Purchases in this field are likely to be for a number of disks, running up to \$25, and record buyers appear ready to spend substantial amounts over a long period, offering a steady market.

fore the Association of National Advertisers (ANA) at the Drake Hotel munications Commission (FCC), in at 11 a.m. Monday (25), and followed a speech prepared for delivery in by an address at 1 p,m. before the Chicago next week depicts color TV National Electronic Conference (NEC)

On the following day (26), Coy

# Communications to 1564 Broadway, New York 19, N. Y. Acts Face Rosy Future in TV

# Hefty Budgets Offer Names Record Take

Morison, Pat O'Brien Just 2

(Continued from page 3)

just acts, brought about by the many new shows already on the air or being prepped.

According to insiders, many performers who get \$750 in theaters or clubs, now get up to 70 per cent of their regular weekly salaries for one TV shot. In some instances they get as much and, in a few rare cases.

even more. The webs and sponsors, aware of the upped competition, have almost all raised their budgets. The Ed Sullivan show, for example, is now racked up at \$20,000. Other shows with variety formats spend up to \$40,000 for their talent.

One of the biggest talent buyers around today is the William Morris office, which has about 10 variety shows going and about three or four more on the fire. Agency has to find enough acts to put on the Berle, Cantor, Max Liebman, Bob Hope, Jack Carter and Fred Allen shows. In the immediate future it will have to get still more for the Danny Thomas, Ed Wynn and Jimmy Durante shows. To keep up with the sharply expanded demand, the Morris office has added many new people to act as bookers and producers. In fact, the office has grown to such an extent that it has desks even in the lobbies. Its audition room now has four desks; even the turntable off the audition room doubles as a desk.

But if the Morris office has the top comedians, the Music Corporation of America (MCA) is up there too. Last year the office had six packages before the cameras. This year it will have about nine more, all with variety formats. The new shows will be Frank Sinatra, ANTA (American National Theater Wing—a 39-weeker, starting October 1), Burns and Allen, Jack Benny, Edgar Bergen, Martin and Lewis and Morton Downey. Some of these have already started, others are being prepped.

The addition of all these new shows to the old ones has started a drive among talent buyers that has put agents and acts in the driver's seat. Last year most TV contracts had clauses which forbade an act to work on any other TV show two weeks prior to the date contracted for. Some effort is being made to keep this rule in force, tho it no longer is included in contracts.

The fact is that there is such a demand that many acts make what almost amounts to regular appearances on various TV shows. Tho the bookers complain, there's little they can do about it except leave it up to the act not to hurt himself (and the show) by being seen too often. In the final analysis it becomes a question of what talent buyers call

"ethics." This sudden jump in demand for acts has put other departments of talent offices in a hole. Where before they could submit properties stage. to cafes and theaters, they now find that many of their people have been tied up for TV dates and are unavailable. In many cases cafe ops now permit acts to take time off to do TV shows, tho they are still fight-

ing it. One Stem cafe still insists

## SHORT

Hollywood:

The Bachelors, Gabbe, Lutz and Heller nitery act, set as regulars on Johnny Grant's KECA-TV nightly video show. . . . Impressionist Arthur Blake was given the green light from pic producer Stanley Kramer to include a scene from Kramer's "Cyrano de Bergerac" in his nitery show. Blake will use one of the noses created for Joe Ferrer who portrays Cyrano in the Kramer flicker. . . . Bob Ecton is prepping Nino Milo's new act to be introed on Northwest bookings. . . . Eileen Barton opens November 30 at New York's Capitol, following wind-up of theater tour with Dick Haymes and Three Stooges. Capitol stand is for two weeks with options. . . . Mocambo's Charlie Morrison has re-signed Eddie Oliver's combo for an additional six months.

Here & There:

Club Orchard, Philly, ex-Club Rio, opened September 25 with Hot Lips Page. Slam Stewart and his trio are set to come in on October 2, with Savannah Churchill following on October 9. . . . Oscar Forman, ex-general manager and buyer for the William Greenfield Theaters Circuit, and Max Bronow, ex-office manager and film booker for Eagle Lion Classics Pictures, are opening Ozzie's, a cocktail lounge in Philadelphia.

The former Lorry's Cafe, Detroit, is being changed to Lorry's Music Bar, and is using a pianist for the first time. The spot is reopening after remodeling, with Anthony Novik, former owner, taking on a new partner, Eddie Lesinski.

# Long Runs Wind Stem B.O.; Houses Scramble to 373G

NEW YORK, Sept. 23 .- Long-run | and Alan Dale accounted for a \$52,as the total reached a slow \$373,000 Tony Pastor ork. against the previous week's \$431,-000. Of the larger houses, only the 000) kept above the house average, Roxy opened a new bill during the too, with \$45,000 for the third and week.

average \$123,000) fell below the Carney. The bill opened with \$72,house average for the first time in | 000 and dropped to \$50,000 last week. the six weeks the house has been take reached \$116,000.

Roxy (6,000 seats; average \$68,000) came up with \$94,000 for the opening week of My Blue Heaven, the ice show, Mindy Carson and Betty and Jane Kean. The previous week's take hit \$85,000.

Capitol (4,627 seats; average \$43,-000) took a big drop with a \$47,000 gross for the third frame of Summer Stock, Noro Morales's brk, Phil Foster and Rosita Serrano. The take for the second frame hit \$75,000.

Para Down to 52G Paramount (3,654 seats; average \$78,000) also lost ground in the final week of the bill. Fancy Pants, the Carmen Cavallaro ork, Jean Carroll

# Nelson's Pkg. Blackhawk H. O.

NEW YORK, Sept. 23 .- The Mervyn Nelson package, Roaring 20s, currently at the Blackhawk, Chicago, which opened there last January, has been held over until January, 1951. Following the run of that unit, Nelson will put in another package tagged Frantic 30s.

The latter unit will follow the format of Jazz Train, another Nelson show, currently at Bop City.

that none of his performers go on TV while working at the club. Stem theater not only forbids its acts from doing TV shots but doesn't even permit the mention of TV on its

So far the talent agencies haven't done anything about these, "it is forbidden . . ." clauses. But with less and less talent available to go around, it is only a question of time when the non-TV buyers and the agencies will go to the mat.

bills cut deeply into the takes of 000 take. The new bill has The the Stem combo houses this week Sleeping City, Myron Cohen and the

Strand (2,700 seats, average \$41,final frame of Tea for Two, Gordon Radio City Music Hall (6,200 seats; MacRae, Patrice Wymore and Alan

Palace (1,700 seats; average \$18,presenting Sunset Boulevard, the 000 came up with a fair \$19,000 for Szonys and the Nonchalants. The Sierra, Francis Renault, Paul Gilbert, Pigmeat Markham and five other acts. The new bill has Curtain Call at Cactus Creek, Billy Gilbert and seven other acts.

# Suit Vs. Sinatra Goes After \$\$

MINNEAPOLIS, Sept. 23.—Frank Sinatra was named defendant in a lawsuit for \$252,063.35 filed in Hennepin County District Court, Minneapolis, by National Apparel Shows, Inc. (NAS), for his alleged failure to appear at its National Fashion Show in Minneapolis Auditorium September 5 to 7 (The Billboard, September 16).

At the same time, NAS filed garnishment action, naming the Columbia Broadcasting System thru its Twin Cities stations, WCCO, and Music Corporation of America thru its Minneapolis manager, Charles M. Richter, in the hope of tying up money due Sinatra from these sources.

The actions started Monday, September 18, were initiated in behalf of NAS by the St. Paul law firm of Silver, Green & Goff. Lawyers served the garnishments on CBS because they understand Sinatra recently signed a \$3,000,000 television contract with that web.

This is the first of several law suits to be initiated because of Sinatra's alleged breach of contract with NAS. Sinatra, CBS and MCA have 20 days from date of service to reply to the action and to disclose what funds belonging to the singer are held by the latter two firms.

Yet to be instituted are lawsuits against MCA directly as Sinatra's agent in behalf of NAS, and an action in behalf of J. Lurye Enterprises, Inc., of Duluth, producers of the National Fashion Show.

# Vaude, Pix Aid In Berlin Anti-Red Struggle

(Continued from page 4) movies on the sector border to Germans under Russian control prompted U. S.-Berlin officials to offer live talent in connection with movies. State said the show was announced only the week before over Radio Rias, but sold 25,000 tickets to East Zone residents within 36 hours.

Featured along with The Third Man were prominent Berlin cabaret performers and the Rias orchestra. State said "The response of the huge crowd was unambiguously anti-Communist to such political references as appeared in the cabaret program." Applause from the Soviet-dominated Germans greeted a newsreel showing United Nations reinforcements in Korea, State added. "The whole event was an emphatic demonstration of the failure of the East to win the East Germans," the agency declared.

# Philly Niteries Get Back Into Full Fall Swing

PHILADELPHIA, Sept. 23.—Major night spots here will get back into full swing this week. The Latin Casino kicked off its renovated room with Zero Mostel and Kay Armen in the lead. The Celebrity Room launched a recording name policy in putting Marian Morgan at the head of the floor show. The room also adds a series of afternoon cocktail sessions, with the Don Crist Trio coming in for the dance chores for the mid-day trade.

At the intimate Zodiac Room, operated by Jack Lynch in the Warburton Hotel, songster Dave Wilson makes his local bow. Lee Guber's Rendezvous, another intimate room, takes time out between the hot jazz crews to return Ronnie Graham, sharing the bill with his brother, George Graham, who heads his own unit. Also downtown, the Little Rathskeller ushers in the new season with a new lead in Jimmy Casanova, supported by Harry (Lifty) Lewis, Gloria Dale, Virginia Ayers and Bert St. Clair.

In the neighborhoods, Mickey (See Philly Niteries on opp. page)

# Bumps and Grinds

CINCINNATI, Sept. 23.—Bob Edwards, local head of the American Guild of Variety Artists (AGVA), this week found himself faced with a jurisdictional problem that might tax the wisdom of a Solomon. The question is: What penalty to level against an AGVA member who slugs another with a club.

It all came about when Emerald Forrest, acro dancer appearing at the House of Rinck here, charged that, while sitting in her dressing room Wednesday night minding her own business, she was struck on the head by a club wielded by Tana Louise, stripper appearing at the

same club. Miss Forrest was treated at Christ Hospital for bruises and a cut on the nose. She then lodged her complaint with Edwards, charging the stripper with conduct unbecoming a member of the Guild. Miss Louise says "T'ain't so" to Miss Forrest's charges. Meanwhile, Edwards and the local AGVA board are mulling what action to take.

# NIGHT CLUB REVIEWS

### Larry Potter's Supper Club, Studio City, Calif.

(Wednesday, September 6)

Capacity, 170. Prices, no cover or minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Estimated budget this show, \$2,500. Estimated budget last show, \$1,800.

This is one of Larry Potter's best shows since he opened his Valley plushery four years ago. Triple bill of Nita Bieber Dancers (6), Joyce Bryant and Harry (Woo-Woo) Stevens gives patrons their buck's worth in well-balanced entertainment. Nita Bieber, formerly with Jack Cole, reflects the Cole style and technique in her troupe's dance creations. Effectively costumed, dancers offer three fast, highly polished routines that click with the customers.

Joyce Bryant, a Berle Adams find, is one of the most exciting Negro vocalists since Lena Horne. Lass shows plenty of promise, and with proper handling should climb fast. She possesses a versatile voice that ranges from a clean, legit upper register to the gutty, lower octaves. She holds the stage with the poise and bearing of a vet. In the latter respect, she has made unbelievable strides since this reviewer first caught her break-in appearance at the Oasis six months ago. Each selection is an integrated medley of allied tunes. First is a combination of Caravan and I've Got Porgy. Second, blends Tzena, Tzena, Tzena with a traditional Hebrew melody, and final offering is a mixture of Pigalle, Clair de Lune, April in Paris and La Vie En Rose. Cross-mating of tunes is a clever device, for it keeps interest alive thru change of pace and melody.

Miss Bryant's talents were able to withstand the handicap of poor backing from Charlita's combo (6). Sour notes, unbridled dynamics and a sagging beat threatened to mar the songstress' excellent performance. Harry (Woo-Woo) Stevens mounts a bar stool with banjo in hand to dish out good-natured corn and corral the crowd in a down-to-earth community sing. A genial lad, Stevens works smoothly with the patrons and should help spur repeat biz. Show's timing is also well-handled. Dancers open and close, while Miss Bryant and Stevens sandwich the troupe's middle number.

Lee Zhito.

#### Cotillion Room, Hotel Pierre, New York (Tuesday, September 19)

Capacity, 265. Price policy, \$3 weekdays, \$2 cover Fridays, Saturdays, holidays. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba buying. Publicity, Luxford-Wood. Estimated budget, \$1,500. Estimated

budget previous show, \$1,000.

Class room reopened for the season with fanfare combining a fashion show by the American Theater Wing, celebrating its 20th anniversary, and a single act, Mimi Benzell. Room usually has two acts.

Miss Benzell, ably backed by the Stanley Melba ork, led by Manny Fiddler, did a brilliant job. Using her thrilling coloratura, she opened with a delicate Siboney and finished with requests, some long-hair. In between she did Some One to Watch Over You (a beautiful arrangement), a couple of arias, a humorous folk song thru which she strolled with a hand mike, Summertime and Kiss Me Again, all for resounding applause. If there was any fault it was overeagerness to please. But even if the gal was on too long, the customers loved it.

The lights (by Bill Richardson) were a production in themselves, helping Miss Benzell immeasurably.

Hotel has upped its prices with the fall preem, instituting a cover, and plans to use solid names in the future from its added income.

Bill Smith.

#### Mocambo, Hollywood

(Tuesday, September 19)

Capacity, 220. Price, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show: \$3,000. Estimated budget last show: \$2,250.

Songstress Toni Arden, on her Coast debut, is well schooled in the art of singing and uses all the devices at her disposal to hold the crowd in her spell. Petite, ex-Shep Field's songstress is at her best in ballads. Altho she possesses a strong, full-bodied voice, she prefers to hold it back on ballads, using full voice sparingly in slow tunes and opening up all the way only on the brighter material.

Her sincerity of interpretation, sense of shading and terrific vocal control combine to make both melody and lyric count for all their worth. She opens on a blacked-out stage, is introed after the first chorus of My Heart Stood Still and continues thru her brace of unannounced songs. Tho cold opening is nothing new, it lends itself well to her style and gives show an impressive start. Other selections included La Vie en Rose (with a chorus in French), When You're Smiling, My Foolish Heart, What Is This Thing Called Love? and You're Breaking My Heart.

Miss Arden is a definite click here and should attract pic interest. She was adequately accompanied by Eddie Oliver's ork, which also supplied dance music.

Lee Zhito.

# Bop City, New York (Tuesday, September 19.)

Capacity, 900. Price policy, 98 cents admission, \$2.50 minimum. Operator, Ralph Watkins. Publicity, Ed Weiner. Estimated budget this show, \$6,000.

As a complete switch from the former policy of presenting top jazz names, this spot is now offering an original music comedy revue, tabbed The Jazz Train. While, at the show caught, performers could get snow blindness from staring at white cloths covering empty tables, the new policy figures to do well for the club as word spreads.

LATIN QUARTER, NEW YORK: Napoleon Reed, Negro boy singer, in his first Stem date showed a tremendous bary voice, with tenor range, that kept the full room spellbound. His voice has brilliancy seldom heard on a cafe floor. But the the pipes are excellent, his timing showed the need for more experience. Reed

The revue is a full hour of solid entertainment, with bows due Mervyn Nelson, writer and director; Herbert Harper, choregrapher; Bob Mackintoch, costume designer, and Fletcher Henderson and J. C. Johnson for the original music and lyrics.

Stand-outs are Leslie Scott, a fine bary voice; Rose Hardaway, a sensuous terper; Ann Lewis, a good singer with much stage savvy; the Chocolateers, for sock terping and low comedy routines, and Fletcher Henderson for some wonderful show backing with a 13-piece band of top-flight tootlers.

The revue is based on a run-thru of the history of jazz, with the train gimmick used to hitch the six jazz phases together. Scott handles the hitching as the "engineer" and does a fine job even tho hampered by overpoetic lines.

Irene Williams showed a good vocal potential in a blues number and an excerpt from Porgy and Bess done with Scott. Best of the six sketches is the New Orleans blues session, which comes up with some of the sexiest bumps and grinds seen on Broadway since the Minsky days.

In between shows the Earl Bostic Sextet takes over. Bostic also has a spot in the revue. Joe Martin.

#### PHILLY NITERIES

Shaughnessy returns to relight Frank
Palumbo's theater-restaurant, with
Jack Curtis heading the show at the
next-door CR Club. Sciolla's kicks
off the season with the Treniers,
Cozy Morley, Margie Robinson, Hank
Reese, Gene Arcade and the Gene
Gilbeaux Quartet. Johnny Cahill
heads an all-gal revue at Mayo's
Sho-Place; Ann Carroll leads off at
Carroll's; Lou Daley at the Lexington, and Daisy Mae and Her Hep
Cats plus Bob Petti at DuMond's.

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### Chez Paree, Chicago

(Thursday, September 21)

Capacity, 350. Price policy, \$3.50 minimum with a \$1.10 cover. Operator, Dave Halper. Production, Dorothy Dorben. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$9,000. Estimated budget last show, \$8,000.

Frankie Laine heads an excellent three-act layout here. Mr. Rhythm spearheads activity, mixing up a variety of ditties to sell to every type of patron, but it's the stuff with a beat which he sells best. His Mercury hits, of course, grabbed the salvos. His topper was Lucky Old Sun, which got a production assist. All lights except a baby spot on the ceiling were cut while his dramatic lyricizing riveted attention. Laine's patter between songs is better. He has a delayed delivery gimmick that is a laugh nabber. Walked off to a solid mitt after two encores.

Los Gatos are the best novelty act to work here in some time. Boys are just right for this low-stage room, where most novelty acts are lost except to ringsiders. Most of their good hand balancing and tumbling is aerial work and can be seen from anywhere in the room. They have better music for their j-bug closer, making for a bigger ending.

Dave Barry needs better opening material. He does a terrific Arthur Godfrey impresh. It's so good that if it was sandwiched between a melange of other celebs, it would make less realistic apings click. His standard private eye burlesque is a classic, as is his study of politicians. Walked off to a neat hand after an encore.

Johnny Sippel.

-

## Follow-Up Review

LATIN QUARTER, NEW YORK: his first Stem date showed a tremendous bary voice, with tenor range, that kept the full room spellbound. His voice has brilliancy seldom heard on a cafe floor. But the the pipes are excellent, his timing showed the need for more experience. Reed started with a flashy Granada then went into La Vie En Rose followed by a medley of Italian operatic arias. For his next set it was Tzena. Tzena. Tzena, ending with Stand Up and Fight from Carmen Jones. Tho all were good and all displayed sound vocal technique, they were paced in the same tempo. The audience, however, gave him almost a show stopping mitt.

#### Ray Pulls Yocks

Roger Ray improves each time caught. His contrived casualness is very funny, with laughs sneaking up rather than building. The end result, however, is highly satisfactory. The boy still uses the Guzzler's Gin thing which is hilarious no matter who uses it. It might be advisable for Ray to drop his hoofing stuff. Not only is it superfluous but with his laugh-getting abilities he doesn't have to knock himself out physically. Of course it may be he doesn't have enough to run 20 or 30 minutes, but if that's the case the answer is more material.

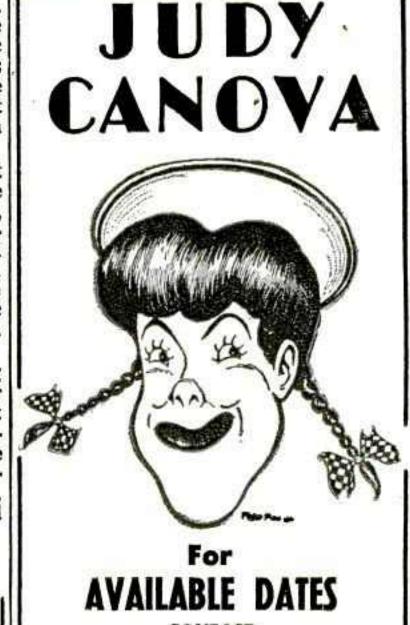
Harrison and Fisher got giggles for their satirical characterizations of dance teams. Basically, however, their timing was not conducive to top results. While broadness is expected in a comedy team, there are times when this can be exaggerated. What goes in a big theater frequently becomes too obvious in a cafe where performers work close. Time and again the team telegraphed bits, removing the surprise element so necessary to such an act. The boy showed a new bit, a drum dance, that has hilarious implications. As it is now, however, it lacks the necessary punch.

The rest of the show remains basically the same. Bill Smith.

### Bistro Grosses Up 7%

WASHINGTON, Sept. 23.—Receipts of the nation's eating and drinking places jumped 7 per cent in August for the highest monthly increase since World War II, Commerce Department reported this week. As compared with August, 1949, receipts were up 2 per cent.

Commerce said that the increase was evidently due to larger amounts of money in the public pocket since panic buying is not a factor in the industry.





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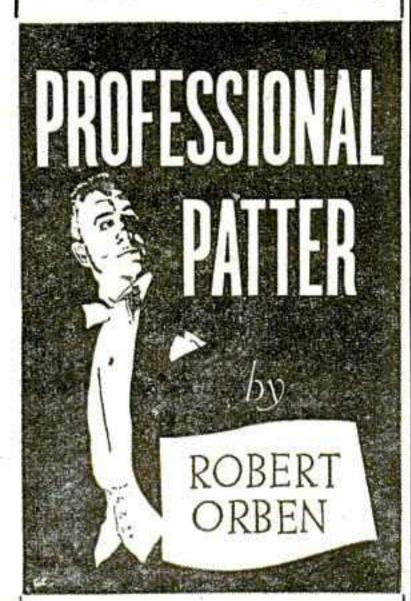
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## VAUDEVILLE REVIEWS

Roxy, New York (Friday, September 15)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch Producer, Arthur Knorr. Show played by Roxy house ork.

If the flicker, My Blue Heaven, clicks the house should do big. Certainly the stageshow won't hold it back. For, despite the lack of top marquee value, the live talent hits a new high here for excellence, production and sight values.

Mindy Carson, the RCA Victor chirp, has become better known since her previous, and first, date here. Result was an exceptional mitt for practically every number. House also has given her plenty of production help. In her last number, Touch of Your Lips, entire house staff was on stage for a dreamy scene that hushed the audience. It was beautifully staged.

Gal opened with the fast oldie, Says My Heart, went into Blue Skies; then My Foolish Heart and came back for her clickeroo, Candy and Cake, with enthusiastic audience help on the whistling stuff. Piano backing by Andy Ackers was very good.

Betty and Jane Kean's sight gags, quickie take-offs, hoofing bits and general madness, started with giggles and wound up to hilarious yocks. Two kids are usually fine; they were never better than this time around. Mr. Ballantine, following the Kean kids, was in a tough spot, but he got them with his first bit. Tall guy's "magic" act is better each time caught. His throwaway chatter, loping pace, outraged indignation when tricks don't work and general buffoonery had the house in an uproar. If there were any dull spots in his act the audience didn't notice them; they laughed right thru them.

The first part of the stageshow was given over to the icer, this time a version of Mlle. Modiste. Carole Lynne, a fixture here, is a graceful and lithe as ever. Phil Romayne's skating and leaps were equally thrilling. The Brandt Sisters, a couple of very pretty gals, started it off with a mirror reflection thing using a scrim between them for mirror "image" bits. It got excellent hands. Hollace Shaw, beautiful blond soprano, did a couple of Victor Herbert tunes with Kiss Me Again as the fea-Bill Smith. ture.

#### Paramount, New York (Wednesday, September 20)

Capacity, 3,654. Price range, 55 cents-\$1.50 Four shows daily; five on Saturdays. Chain booker, Harry Levine. Show played by Tony Pastor's ork.

This is a pleasant show mixed with the necessary ingredients to make it run smoothly for good responses. The hit of the bill was Myron Cohen, working in the next to closing slot. Slim, bald headed dialectition worked slowly but easily at the start setting up each story with skill. Result was a thoroly workmanlike performance that started with chuckles and built to yocks. If there's any fault in Cohen's work here it is his overanxiety to please and not to give offense. Sometimes this makes for milksop build-ups. But in his dia-

lect stories, Cohen's still the master. The DeMarco Sisters, (5) all brunettes, and all looking good, worked hard to make an impression. They opened with a special on Take Me Out to the Ball Game then came Orange Colored Sky, Little Girl from Little Rock (solo) and ended with a barbershop delivery of Sweet Sixteen, with Hoop-Dee-Doo as the clincher. Their first was okay. Their second appeared a poor choice. Number needs a raucous selling job. a skill the kids do not possess. The Little Rock number was given a production build-up tho it too missed. It was the Sweet Sixteen and the Hoop-De-Doo that made them a hit.

Palace, New York (Thursday, September 14)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five on Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house

Present show is a fair runner, building as it goes, with Billy Gilbert, in the next to closing slot, doing a bangup job. Gilbert works with a girl (unbilled) in a chatter routine which gives him plenty of opportunity to mug and do malaprops-and the audience loved it. For his final stint, Gilbert went into his now familiar sneezes, walking off to almost a showstop hand.

Bill opened with Ted and Flo Vallett doing their standard batonjuggling routines. The gal did the heavy work, going thru a series of acros while manipulating the sticks. Boy did his share. Both looked good and finished ahead to nice hands. Jimmy Grosso, in two, a short, slight chap, began poorly. Nervousness impeded speech; could barely be understood. Went into a series of instrumental-vocal take-offs (Dorsey-Busse-McCoy-Mooney) and mixed it up in good fashion with carbon copies of Laine, Como and Jolson. The last had a gimmick attached. Black light on hands and mouth for a black-face impression, Kid closed big. Indicates more experience necessary. Needs to tighten beginning of act.

Tyler-Thorn and Roberts showed an excellent knockabout drunk panto act. Two males and a fem worked with showmanlike skill, building for laughs with sight bits that registered solidly all the way. That the act knows its way around was seen in the precision walk-off. For the finish it got excellent hands.

Maria Neglia, a short, pretty brunette with a Mary Martin hair-do, showed admirable fiddling technique, tho little showmanship for a mass house. Gal started with a longhair number, then went into a too heavily over-arranged Tea for Two. Then came another longhair, and finished with Hot Canary. Crowd, however, liked her.

Johnny D'Arco and Parker Gee, in their return date here, put some badly needed life into the show. Their comedy chatter, right off the cob, got terrific yocks. The straighting was on the button; the comedy hit them right in the bread-basket. Boys' warbling was of an equally high or-

der. Nils and Nadynne, ballroomologists, did a nice job. The lifts and spins and flash bits drew attention and earned them good hands. The closing act, the Gibsons, continued to hold them with their knife-throwing act. Gal was pinned against circular board, and male framed her with knives. Used black light gimmick, spinning board to which gal was attached, and black lighted knives for clincher.

Bill Smith.

down front yelled themselves hoarse. Show started with the two man hoofing team, Son and Sonny. Two lads began working like they were scared of falling into the pit. And that's something to be scared of. The narrow Paramount stage has given plenty of performers the shakes. But after the lads were on for a few minutes they warmed up and did a big job with their acrohoofology getting big hands.

The Tony Pastor band with Pastor chanting up front apparently also had a lot of friends out front. The squeals came from youngsters who had seemingly already set thru one show judging from their yells of what was coming next. Pastor's gravely chanting of Back in Your Own Back Yard, Kiss Me and Don't Worry About Strangers, Keep Your Eye on Your Best Friend, met plenty of enthusiastic responses. Stubby Pastor, did a fast vocal duet with his brother, Tony, on I Can't Give You Anything And they were a hit—the kids sitting But Love, then the boy segued into

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# Magic

By Bill Sachs

ORING CAMPBELL and Company opened their 26th annual tour September 11 at Indianola, Ia. Campbell, who is this season being assisted by Jack Houtz, of Salt Lake City, will show for School Assembly by the Loyal Order of Moose, a 30-Service, Chicago office, for 15 weeks before Christmas and for Southern School Assemblies, Dallas, for 20 weeks after the holidays. This marks Campbell's third season with each of these bureaus. . . . Landrus the Magician, after a dip into Canada, has invaded the New England States. Following a trek thru that area he quarters of the U.S. Air Force. heads southward for his annual jaunt thru Mississippi and Texas. . . . Mickie Gallagher, formerly an assistant to Marquis the Magician, John Calvert and other magi, is the feature of the single Girl Show on the W. C. Kaus Shows, carnival company. Now using the name of Mickie Ryder, she's billed as Mickie, the Irish Colleen. . . . Clarence Auskings, vet agent, who recently closed a brief run in schools ahead nati producer; the Turner Twins, of Roba Collins, magician, is now fronting Howard Ingram's Ameri-Congo Expedition, slated for a tour of the Deep South this winter. . . Magicians in the Cincy area are staging a get-together party and tour. ladies night program at the Norwood Federation Club House, Norwood, O., Friday evening, October 13. Sponsored jointly by members of the Society of American Magicians and the International Brotherhood of Magicians, the event will feature a dinner and full-evening show. All magi are invited. Ronald Haines, 2465 William Avenue, Norwood, O., is in charge of arrangements. . . . Park City Ring No. 100, International Brotherhood of Magicians, Bridgeport, Conn., recently installed the following officers: Walter C. Weber, president; Rudy Arnold, vice-president; Charles Esposito, secretary - treasurer; Fred Hirsh, historian, and Emil Garber, sergeant at arms.

ED BROUNE, currently playing in the South with his full-evening show performers. show, is slated to show his wares in in many years. Walter Hrab continues as Broune's chief assistant. John Van Houten pilots the unit.... On the program presented by members of Assembly No. 22, Society of American Magicians, for the Optimist Club of Burbank, Calif., Sep- for entertainers who volunteer: tember 16, were Max Terhune, Alan Larsen, Peter and Renee Godfrey, Boston, Billy Bishop and Ann, Auten, and Dr. George W. Fippin. Norman Vroom and Fred Rickard served as stage manager, with show arrangements in charge of Ray Muse. ductions for bonds. Outright pur-Presenting close-up magic during intermission were Merville Taylor, Or- couraged. lando Bagley, John Walsh, Dolf Rudin, Paul Smith, Erwin Jones, Alphonse Deleporte, Tom Tripp, Wil-Mickie. . . . Paul Hubbard launched his new school season in Madison him occupied until the holidays. This marks Hubbard's 25th year in postals from Rio De Janeiro: "Mrs. Booth and I are enjoying a nice coastal run of 13,000 miles on the S. S. Argentine. Met quite a gang of magi in Buenos Aires." . . . L. E. (Roba) Collins infos that A. F. White has replaced Clarence Auskings on the advance of his "Mystery Circus Revue," playing schools thru Southern Illinois, Eastern Missouri and Southern Kentucky. Show is using ghost show tie-up in theaters on the week-ends. . . . Jay Robinson, vent and impersonator, was forced to close the school season with J. C. Mayfield, Ky., last Friday (22), to

# Moose-Financed Show Slated for Alaska's Bases

PITTSBURGH, Sept. 23.—Financed performer revue, following a premiere in Syrian Mosque here for disabled veterans of the Espinwall and Deshon hospitals, leaves October 1 by air force plane to give performances for military personnel on a 21-day tour of Alaskan bases. Arrangements were made in co-operation with head-

The Joe Hiller Agency here has booked talent for the show which is being organized by Col. Joseph Goetz, manager of the Capitol Theater, Cincinnati, and co-ordinator of overseas celebrity entertainment for the air force. Anton Scibilia, veteran unit producer, now in the Hiller office, is producing the show.

Talent line-up includes a chorus supplied by Cecile Lindsay, Cincin-Chester Fredericks and Bobbie, Slim Timblin and Company, Lana Ross; Randolph and Company, magician; Frank Marlow and the Jack Walton ork. Jay Stoehr will manage the

# U. S. Wants Acts For Bond Drive

(Continued from page 4)

that the agency will greet "with open arms" entertainers with big names, or no names, who can give some time for the campaign which will run in November and December.

Hollywood is already enlisting in the drive, but so far little has been Arnold was in town this week to confer with Treasury officials and offer the services of the movie people. Treasury, however, would also like and appreciate the help of stage, small halls, schools and churches radio-TV, nitery, vaude and outdoor

Treasury officials said that any-Philadelphia the week of October body who wants to help can do so by 23, his first visit to his hometown simply writing a letter to Secretary of the Treasury John Snyder, Treasury Department, Washington 25, D. C. Expenses and probably a small per diem pay will be offered, but details are still to be worked out.

Here is what Treasury has in mind

"Teams" are to be sent out to the Wakeling, David Steward, Geraldine largest industrial States where they will visit industrial plants, put on Perry Hettell, Joe Russell, George shows and talk with workers. If enough entertainers sign up, addibrey and Company, with Lois Hous- tional States and additional plants can be covered. The idea is to get as many people as possible to join the Treasury program of payroll dechases, of course, will also be en-

The team plan will be bulwarked with the usual bond publicity drives -press, radio-TV, and the like. liam Taylor, Neil Doren and Ernest Slogan for the winter campaign is "Now, let's all buy bonds."

Treasury officials explain that the County, Ohio, September 12, with bond drive is a vital part of the his Buckeye bookings slated to keep nation's defense effort. The government is faced with the necessity of spending upwards of \$50,000,000,000 schools. . . . John Nichols Booth annually for an indefinite periodas long as the threat of Communism exists. A full-scale war would multiply the expenditures many times. All of the money can't come from taxes; some must come thru bonds.

Bond purchases will also help keep inflation in bounds by freezing excess purchasing power which might otherwise go into spending that would. drive up the cost of living.

take treatment for an inward goitre and a throat ailment. He has been Admire's Mid-States Assemblies at replaced by Martin the Ventrilo-

## Burlesque By UNO\_

DOXY HART, new Kane Circuit feature, broke attendance records at the Roxy, Cleveland, last week. She was formerly a dancer in Chicago niteries. . . . Bette Rose is headlined with George Murray in a Hirst unit. She also started in Chi clubs. . . . Eddie Kaplan reopens the Maryland, Baltimore, September 29 with burly stock. Principals in the opening show will be Loney Lewis, Herbie Faye, Mac Dennison, Al Le-Roy, Dotty Dawson, Maureen Calvert, Strut Flash, George Filmore and Hillary Dawn, all booked thru Dave Cohn. October 6 feature will be Rose LaRose, and October 20, June Allen. . . . Alan Rupert Agency, Philadelphia, has merged with Jack O'Meara Attractions, Albany, N. Y. . . . Cy Walker, following the season's close of his drive-in theaters, is working for Sportservice at the Alvin, Minneapolis. . . . New Shirley Paige girls at the Hudson, Union City, N. J., are Alice Welsh, Biane de Lapapecki, Edith Hamblin, Billie Jo Scott and Ann Amend. . . . Joe Devlin has signed to play the part of Sam in a Dick Tracy video series emanating from Hollywood.

VALERIE PARKS returns to the stage after a year's absence to open at the Hudson, Union City, N. J., October 1. . . . Tom Patricola Jr. and Dotty Mancene opened September 22 for two weeks at Belaire Castle, Jamaica, L. I., thru Nat Leipsig. It's a repeat engagement. They move to Jimmy's Cafe, Albany, N. Y., October 29. . . . Grand, St. Louis, started its season recently with a two-a-day policy under Dick Zeisler's management, and with Midge Lia, treasurer; Maury Roan, assistant; Paul Morokoff, producer; Judge Riedelberger, ork leader; heard from other facets of the amuse- Mary Veanes, chorus captain; Joe excluded by virtue of being classed ment world. Screen actor Edward Fritz, doorman; Dick Lebis, concessionaire: John Ford, house singer, and Joe Chislom, Everett Sanderson and Twinkle and Taylor, vaude acts reinforcing the regular circuit principals, including Beverly Lane, feature; Billy Foster, Buddy Lewis, Danny Jacobs, Leah Wynn and Linda Leslie. . . . Ernie Peters, former spotlight man at the Hudson, Union City, N. J., is on tour with "Lady From Paris," operetta featuring Irene Bordoni and Patricia Bowman. . . . Winnie Garrett is back at the Ha Ha Club, Manhattan, for a month's stay. . . . Dottie Wills, tumbler; Bill and Eleanor Byrd, tapsters; Pauline Flynn, acro dancer, and Oliver and Sayles, acros, are extra attraction acts on the Hirst Wheel. . . . Harry Lang, former featured comic with "Lid Lifters" and now enacting the role of Pancho in the "Cisko Kid" series on the Coast, was a New York visitor last week. . . . Mantin Duo has returned to the States after a lengthy tour of European vaude houses. . . . David (Slim) Kerns, comic, recovered from a year's illness, is appearing in "Traffic Court," video program over WWJ,

# Blue Note in LP Swim With Hot Jazz Disks

NEW YORK, Sept. 23.—Blue Note Records, pioneer hot jazz indie, has Broadcasters (NAB). joined the LP brigade, with six 10inch diskings, eight selections to a record. Five of the LPs are a culling of the catalog's most successful two-beat sellers, one is a new set of Sidney Bechet-Bill Davison sides. Disks retail at \$3.75 plus tax.

238 STATE ST.

# **Showbiz Bills** On Shelf as Congress Ends

(Continued from page 3)

ful, thou a new bill is certain to be introduced.

A bill restricting broadcasts and telecasts of horse and dog races received the approval of the Senate Interstate Commerce Committee, but never received Senate consideration. Radio-TV bills getting no consideration included two Shephard bills to restrict the use of network time and force the sale of stations owned by radio equipment makers, a bill to ban rate rises on political broadcast time and the perennial Lemke measure to kick FM back to its original

band. On the international radio scene, Congress has boosted the Voice of America into its greatest prominence by approving the highest funds in its history. Further expansion next

; ar is probable.

The only proposal directly affecting musicians got by the House but was nixed by the Senate. This was the discarded section of the Social Security bill which would have made locations rather than band leaders responsible for collecting withholding and Social Security taxes from musi-

With the ultimate impact on the general amusement world of the Defense Production Act still to be measured, probably the most important bill to showbiz to be enacted during the 81st Congress was the Social Security bill. The biggest disappointment was the failure of the bill to reduce excises. The Social Security measure won its prominence by blanketing into the system as of January 1, 1951, all those show people as independent contractors.

## Webs Doubt Wisdom Of AFRA Confab

(Continued from page 4)

procedures, may possibly be moving to establish one again. The webs are dubious of the value of any privately directed body on so grave an issue. They feel, rather, that energies should be directed toward inviting government participation.

The chains also hold the opinion that AFRA should not have acted entirely on its own, but should have enlisted the aid of all talent unions, to give such a group, if it is established,

maximum stature. A final point made by the networks is that any move of this nature should be done with a minimum of publicity and not a maximum. They question the effect recent developments and the AFRA move may have on the public, fearing it may give the impression that radio and TV are crawl-

ing with Commies. As of yesterday (Friday) none of the networks had gone on record as attending the AFRA meeting, to be held Friday (29) at the Astor Hotel here. Sentiment seemed to be that, even if they did attend, it would be on an observer basis more than on a participating basis. One firm acceptance, however, has come infrom the National Association of

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SCHENECTADY, N. Y.

# Sock 'Turandot' Opens NY Opera

NEW YORK, Sept. 23.—The New York City Opera Company got off to its 14th start for a fall season of eight weeks at the City Center Thursday (21). Coinwise, the City Center song birds appear on the up-take, with management reporting an opening night b.-o. advance of \$105,000, as compared to \$95,000 in the pre-preem till for the spring season last April.

The faithful were out in force for the troupe's initial offering, Turandot, with only a few scattered pews on the top shelf showing vacancies—the latter likely due to a bad weather start-off. With one exception, the cast for Puccini's Chinese fantasy was the same as last April's, when the Centerites unveiled it for the first time. Dragica Martinis, the young Jugoslavian soprano, seems easier and more assured in the title role which she created. She retains a powerful clarity in her upper register, and her highest notes carry a magnificent authority, but her performance has lost a certain rigidity which marred her first essay of the role.

Giulio Gari's Prince Calaf has likewise gained in stature. He has a splendid voice and uses it this time with restraint, even in the most taxing passages of his stint. The result was an infinite improvement from the pews. Dorothy MacNeil's slave girl is again a lovely vocal vignette. Lawrence Winters, Luigi Velucci and Nathaniel Spirenza vocalize spiritedly as the artfully pseudo-comic trio, Ping, Pang and Pong, but just why Puccini gave the latter their overlong participation in his scheme of things, a reporter has often wondered.

#### Arie Satisfies

The single newcomer to the cast is Raffaele Arie, a young basso, late of Milan's La Scala and making his debut with the troupe. A reporter suspected that he was handed the role of the aged Timur, more to let him test his voice in the City Center than anything else. He was getting perhaps, a tune-up for his appearance as Mephisto in Faust late next week. At all events, the voice which came thru blind Timur's shaggy beard was completely satisfactory, even if the part gives scant scope for judgment.

Over all, Turandot is a splendid fixture on the Centerites' menu. They have given it just the sort of fantastic pageantry its production needs. Vladimir Rosing has staged it with taste and clarity, and the ensemble singing is out of the top drawer. Laszlo Halasz batons a strong orchestra to get the most from the score without losing the opera's dramatic values.

The company is presenting 15 works over the current schedule. Only one brand-new one, Die Meistersinger, has been added to the list this season. However, it includes also a completely reproduced edition of Faust and a revival of Aida. The eight-week stand here will be followed by four more in the Chicago area now that the Center management's dispute with Petrillo over orchestra jurisdictions has been successfully ironed out. Bob Francis.

### "Moon" Can't Shine for Free

NEW YORK, Sept. 23.—Howard D. Richardson and William Berney, authors, filed suit in New York Federal at the earliest date. It is equally ob-Court last week against Edward Gould and Peeks Island Playhouse, Inc., charging illegal use of their play, Dark of the Moon. The complaint alleges that the defendants presented the play in Portland, Me., in August of this year without consent of the authors or payment of royalties. They ask \$5,000 damages.

-Editorial-

# Restatement of Purpose

(Continued from page 4)

have the opportunity to defend themselves against charges that they are disloyal to their nation."

And here once more The Billboard emphasized the need for positive action against Communism.

Now we want to restate the purpose behind the editorial campaign we have pursued over the past month. We want it clearly understood that we are as much against the invasion of fundamental civil rights as is any other fair-minded citizen of this country. We are as strongly opposed to condemnation without a hearing as is The New York Times, The Herald Tribune or any one of the hundreds of others who have raised their editorial voices against the practice of firing or refusing to hire people because they are merely charged with being pro-Communitsts. We could not be more firmly against such practices if we wrote another million words on the subject.

#### Full Statements Published

If any support of this stand is needed it should certainly be evident in the fact that The Billboard was the only publication, trade or otherwise, which published in full the statements of Josh White, Hazel Scott and Gypsy Rose Lee, along with (in Miss Lee's case) a complete list of non-Communist and anti-Communist causes to which she had given her assistance.

Proposals Being Adopted

On the other hand we do believe that Communism is a grave and clear and present danger to this country and all its citizens. We do believe that show business, and every individual in show business, can help fight Communism. We are not certain that the suggestions for action on the part of show business people or organizations which we made in our issues of September 23 and September 9 are the partial or whole answer to the problem. We do believe the proposals make sense and we are gratified to see them being adopted in certain quarters.

We hope that the American Federation of Radio Artists (AFRA), along with the networks, agencies and advertisers who attend the meeting Friday (29) can come up with some solid answers to protecting civil rights and helping combat Communism. We hope the American Civil Liberties Union (ACLU) can find some answers. We pray that someone, somewhere-in or out of show businesswill hit upon some practical steps toward a solution of the problem. In the meantime we intend to continue to do whatever little we can to:

(1) Help keep performers from being unjustly injured, and

#### (2) Help in the fight against the Reds.

# Can't Handle Biz

NEW YORK, Sept. 23.—The squalls of disappointed ticket buyers have begun all over again. This time it's Call Me Madam that's on the spot. With the show's opening nearly three weeks off and no tickets yet on sale at the Imperial Theater's b.o., there is a mail order log-jam in the works to spark the usual accusations of sharp dealing.

However, here is a sum-up of the situation, according to Norman Light, the Imperial's house manager. Due to advance notices, Madam will bow in to an all-time high advance sale on preem night. Light estimates it between \$600,000 and \$700,000. As of this week there are 60,000 mail orders on hand, with more pouring in daily. These are being serviced at the rate of 10,000 a day by a staff of 12.

The Imperial Theater can seat 11,-200 customers for eight performances weekly. At capacity for 10 weeks, which would carry to the end of the year, 112,000 pew-sitters can be cared for. However, prior to the publishing of the mail order ad, producer Leland Hayward's personal list brought in 12,000 requests for tickets. These naturally were serviced first. So, add this item to the 60,000 on hand, and figure that each request calls for only two tickets, and by simple arithmetic 144,000 people want to see Madam vious that about 32,000 of them can't possibly get in before next January.

This does not take into consideration the fact that most requests carry a specified price order, which frequently cannot be filled even when a choice of two or three dates is given. As Light ruefully remarks:

# 'Madam' in Squall; Peter Pan Producer Slams Blacklisters

(Continued from page 4) dividuals, and secondly in some of the solutions set forth.

Personally, I am against blacklisting in any form. Period. I believe in the right to work and to be judged solely by one's ability to do one's job. I believe that blacklisting and the deprival of a person's right to work for any political, religious or other reasons to be traditionally un-American, undemocratic and unconstitutional practice.

I believe that it is a known fact that blacklisting is a traditional weapon to weaken trade unions and that this is one of its main purposes in the current period.

Most important, I do not think that any qualifications are necessary to place oneself squarely in opposition to blacklisting. To me there is no need whatsoever to preface these remarks with any long or short statement about my being opposed to Communism or any other form of government. It is to me extraordinarily dangerous to notice the growing prevalence of an apparent need to preface one's stand against injustices with a statement, "I am not a Communist."

If the time is approaching in America when one must say, "I am not a Communist -. . . I object to war"; I am not a Communist . . . I am worried about the increased cost of living"; "I am not a Communist . . . I am for an excess profits tax"—then I believe it is time to pause and worry. To whom are we apologizing?

The second danger that I refer to seems to me to be present in the tendency to transfer the evil of blacklisting out of the hands of employers into the hands of the trade unions or the government. It seems apparent (See "MADAM" on opposite page) (See PETER PAN on opposite page)

# **Equity Raps** Black Lists

(Continued from page 4)

no member shall work for an employer or agent who indulges in the practice of blacklisting.

A further resolution scored the McCarran Bill, a proposed anti-Communist measure, and urged a presidential veto, and in such event further urging members of Congress to vote against an over-ride.

A proposal to amend the Constitution, making membership recommendations mandatory on council, as well as an additional proposal to simplify such procedure, were tabled. It was felt that a full report by the constitution review committee, which will shortly be published in Equity magazine, should be studied by the union's whole membership before taking final action.

## Strawhat Review

#### THE AMAZING ADELE

(Opened Monday, September 11) WESTPORT COUNTY PLAYHOUSE,

WESTPORT, CONN. A comedy by Pierre Barillet and Jean-Pierre

Gredy. Adapted and directed by Garson Kanin. Production supervised by Kip Good. Set and lighting, Herbert Gahagan. Press, Ralph Lycett. Presented by the Westport County Playhouse.

Solange Veyron-Laffite ..... Naomi Riordan Gaston Veyron-Laffite .... Donald McClelland Edmee Veyron-Laffite ......Linda Watkins Antoine Veyron-Laffite ......Ron Randell Adele ......Ruth Gordon

On the heels of one early season flop—The Live Wire—Garson Kanin has done an amazing turnabout. The Amazing Adele, his newest effort, with Ruth Gordon turning in a sparkling performance seems to be (See THE AMAZING on opp. page)

#### Billboard TRADE SERVICE PEATURE

#### BROADWAY SHOWLOG

Performances Thru

September 23, 19	950
DRAMA	2 2
Opened	Perfs.
Daphne Lawreola 9-18, '50 (Music Box)	8
Death of a Salesman 2- 1, '49 (Morosco)	676
Mister Roberts 2-18, '48 (Alvin)	1,037
The Cocktail Party 1-21, '50 (Henry Miller)	284
The Happy Time 1-24, '50 (Plymouth)	279
The Member of the Wedding. 1- 5, '50 (Empire)	300
The Medium and The Telephone	77
MUSICAL	
Gentlemen Prefer Blondes12- 8, '50 (Ziegfeld)	332
Kiss Me, Kate	722
Michael Todd's Peep Show. 6-28,'50 (Winter Garden)	101
Peter Pan 4-24, '50 (Imperial)	176
South Pacific 4- 7, '49 (Majestic)	604
The Cor.:1	221
Tickets, Please 4-27, '50	172

#### COMING UP (Week of September 25) Affairs of State ..... 9-25, '50 (Royale)

Southern Exposure..... 9-26, '50 (Biltmore) Black Chiffon ..... 9-27, '50 (48th Street) Season in the Sun..... 9-28, '50

(Coronet)

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# Broadway **Opening**

#### DAPHNE LAUREOLA

(Opened Monday, September 18) THE MUSIC BOX

A comedy by James Bridie. Staged by Murray MacDonald. Sets by Roger Furse and Roger Ramsdell. Lighting by Ralph Alswang. General manager, Herman Bernstein. Stage manager, George Desmond. Press representatives, Leo Freedman, Abner Klipstein and Robert Uliman. Presented by Leland Hayward, Herman Shumlin in association with Laurence Olivier.

Maisie MacArthur ......Joyce Linden Bill Wishforth ........................Robin Lloyd Helen Willis ............Eileen O'Hara Bob Kentish ............Alexander Harris George, the Waiter ...........Martin Miller Lady Pitts ......Edith Evans Ernest Piaste .....John Van Dreelen A Bored Woman ......Elizabeth Ashley Mr. Gooch ..... Ernest Jay ......Terence Owen

To be blunt, Daphne Laureola adds up to another of those importations which have been hot as a pistol in London and unveil here at something less than simmering temperature. There is no question but that advance reports from the West End had a plush first-night congregation prepared to hail it with cheers. However, at the curtain any cheers were for two stellar performances and not for a garrulous and dull comedy. Daphne amounts to no more than a rather disappointing vehicle for the superlative talents of two top-rank British players and deserves no more than a tepid welcome.

The play is tidy-tidy in the manner in which all its characters are drawn together at the proper times and spots to enable author Janies Bridie to reach an amiable and credible conclusion. There are flashes of chucklesome humor and considerable literate writing, but there are longer stretches in inane talk by minor characters at the expense of the central story line, and the whole defi-

nitely runs downhill. Briefly, Bridie appears to be concerned with the saga of a frustrated 50-year-old woman married to an octogenarian peer for reasons of security. Safety being no panacea for boredom, she seeks escape via the bottle, and during a potted interval upsets the emotional equilibrium of a pedantically romantic young Pole. A reporter concludes that the youth finds her the Daphne to his Apollo. However, like the nymph of the fable, the lady prefers practical security to a poetically passionate showdown and, when her philosphically amiable husband dies, ups and marries her heman bodyguard. This drives the youthful pursuer to a fainting frenzy. But the lady, apparently cured of much of her neuroses by her second marriage, tells him right stoutly that ladies have no desire to be put on poetic pedestals by romantic egotists. Bridie's stuffy poet, however, is still

In sum, Daphne is more than a challenge to the superlative ability of star Edith Evans and her meeting of it stamps her one of the great actresses of the English stage. Bridie's Lady Pitts is a pretty dull woman, but Miss Evans endows her with a personal warmth and magnetism to make her frequently fascinating. Also she gets terrific assistance from her co-star, Cecil Parker, who gives a truly wonderful performance as her dying husband. Parker is making his Stem stage debut, altho already well known on the screen to American audiences. At all events, Bridie's laurel bush should be sheared of an individual wreath for Parker's contribution to the best scene of the play.

unconvinced at the finish.

Another effective Broadway debut is made by John Van Dreelen as the bothered and bewildered Polish lad. There is further good work by Ernest Jay as a bumptuous bore and by Peter Williams as the bodyguard.

Daphne has been given an overof some excellent acting, but as a clinker.

# **OUT-OF-TOWN OPENINGS**

#### BLACK CHIFFON

(Opened Monday, September 11) WILBUR THEATER, BOSTON drama by Lesley Storm. Directed by Charles Hickman. Settings by Larry Eddleton. Costumes by Natalie Barth Walker. Company manager, Michael Goldreyer. Press representative, Harry Davies. Stage manager, Phillippa Hastings. Presented by John Wildberg.

Louise ......Patricia Hicks Thea ......Patricia Marmont 

A psychological study of a quiet type is Lesley Storm's London success, Black Chiffon, which brings Flora Robson back to these shores after several years' absence. This is t'e kind of a family story the English seem to do better than anyone else. The strains and tensions of an cutwardly normal family are shown with quiet force and, despite the requirements of drama, the story is told with dignity.

The theme of Chiffon is not of obvious appeal, nor would any but an imaginative and skilled writer tackle it. Miss Robson portrays a mother with an extremely strong, tho not abnormal affection for her son. This devotion has been caused by her husband's inborn jealousy of the boy. When the lad is about to be married, the mother has a rief abberation in which she steals a black chiffon night dress from a department store counter.

Rather than permit a psychiatrist to testify in her behalf, and perhaps injure her boy's marriage, she pleads

There is an unfaltering delicacy and nicety of balance in both the writing and the acting of this story. Perhaps the play may originally have had a stronger emphasis on the mother-son relationship than on the theft and its consequences. As such, it would have been a cruder, less convincing play. As it stands, however, Chiffon is a sensitively written, well-knit drama in which the characters seem thoroly real, the action entirely believable.

Miss Robsen, as the mother, is absolutely superb. The depth of her personal tragedy is shown in flashes of conflict between son and father. and when she discusses her "crime" with the psychiatrist and her family. It is a wonderfully detailed and honest portrayal. The supporting cast gives her strongest help. Anthony Ireland makes a most sympathetic and warm psychiatrist in his brief appearances. Raymond Huntley skilfully portrays the severe, cold nature of the father. Patricia Hicks, Marmont, as his sister, are natural and pleasant. Only Richard Gale, as the son, seems awkward and ill at ease.

is a comfortable living room. Chiffon won't set the world on fire. It has its slow moments in the second act. But it is honest and effective theater and should be good for a full season's run. Bill Riley.

#### 'MADAM' IN SQUALL

(Continued from opposite page) "They all want fifth row center for Friday or Saturday night." He points out that no allotments have been made to ticket brokers, and says that none will be-until the mail order jam has been cleared and the b.o. opens for business.

It seems to a bystander that if importunate pew-buyers for what sizes up as a Broadway smash would send in their money with a request to "give me the best this will buy, at the earliest possible date"—it would save a lot of shattered tempers. If Madam is as good as they evidently think it is, it will be around plenty long enough for everybody to see it.

all fine production and the benefit | West End fire ball, it's a New York Bob Francis.

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#### LITTLE BOY BLUE

(Opened Monday, September 11)

#### EL CAPITAN THEATER, HOLLYWOOD

A new musical comedy. Directed by George Murphy. Book and lyrics by Albert G. Miller. Music by Max Showalter. Sets designed by Rita Glover. Wardrobe designed by Odette Myrtil. Choregraphy by Louis Da Pron. Musical director, Leon Leonardi. Orchestra arrangements by Ruby Ra'tsin. Presented by Paula Stone and Mike Sloane.

Guide ..... Buck Young

Lady Tourist ......Janet Beverly Actress .....Jeanette Le Vere Contestant ......John Kessler Mannish Woman ......Jeanne Mahoney Little Man ......Frank Bisho Singing Page ......Jerry Cardoni Bobby Blue ......Johnny Kirby Mother ..... Effic Laird Dora ..... Maxine Semon Harry .....Jack Mendes Molly ......Carol Richards Steve ......Craig Stevens Wife .....Janet Beverly Husband ......Buck Young Emily ......Emmaline Henry Elsie ...... Effie Laird Cynthia ......Cynthia Robbins Mother ......Chris Fortune Mrs. Bongo ......Bob Williams Bongo ......Jack Mendes Wolf ......Bob Scheerer John Krackjohn ...... Emory Parnell Joe .....Frank Orth 1st Actor ......Buck Young Three Customers ..... Lee Ledford,
Dick Scott, Jerry Cardoni
Hubert P. Troxel ..... Authur Gilmour Mr. Tripleday ......Jan Avran The Girls ...... Emmaline Henry, ...... Chris Fortune, Barbara Logan guilty and goes to prison for three Salesmen .......Buck Young, Dick Scott months.

Sales Girls ....Jeanne Mahoney, Carol Field Customer ......Jeannette Le Vere Store Manager ......Bob Williams Coilege Boy ......Bob Scheerer 

Little Boy Blue is pleasant, and sometimes entertaining, but as it stands, is far from blowing its horn on Broadway. It lacks strength both in plot and score, but it's the latter that needs the hasty hypo. Furthermore, the present version is handicapped by a green cast. With the exception of a few competent vets and a couple of fine dancers, it is shy of the necessary talent to give it a proper trial. What does come to the surface is not too exciting.

Bobby Blue (Johnny Kirby) succeeds in passing himself off as radio's all-American boy for a breakfast food sponsor, but it takes a pretty news-hen (Carol Richards) to see thru the phony garb and Henry Aldrich voice. Before she can share this startling discovery with her readers, she falls in love with our hero. To make matters worse, the as the boy's fiancee, and Patricia same sponsor signed him to a marriage-banning teevee contract, and he must either lose his impatient girl or return all the money to the sponsor that he had been paid during his Costumes are simple. The setting years on the air. He nips his contractual ties by penning a best-selling sex thesis that out-Kinseys Kinsey.

> Musicals have been known to stand up despite similarly implausible plots, but must have a strong score. There's nothing in this songbook for the customers to whistle on their way home. Such tunes as It's Molly, By Golly detract from the few more palatable ditties. Of the ballads, A Year From Today, Lovely Autumn Day and I Can't Believe My Arms, and of the novelties, Knock on Wood and the Bartender's Song (expertly handled by Frank Orth), could possibly stand a chance. But even these lyrics would have to be sharpened.

Both Johnny Kirby and Carol Richards are weak in the leads. Neither has sufficient acting know-how or a voice to handle the tune material. at ease thruout. There are no others to an otherwise ho-hum vehicle, in the cast who can help shoulder George Murphy's direction is unable all comes from the dance department | the pace on the up-beat thereafter. with Bob Scheerer and Mary Annl

# ROUTES

**Dramatic and Musical** 

As You Like It, with Katherine Hepburn (Shubert) Philadelphia. Barrier, The (Gayety) Washington.

Brigadoon (Metropolitan) Providence, R. I., 25-26; (Aud.) Worcester, Mass., 27; (State) Portland. Me., 28-30. Burning Bright (Shubert) New Haven, Conn.,

28-30. Call Me Madame (Shubert) Boston.

Come Back, Little Sheba (Erlanger) Chicago. Curious Savage, The (Wilbur) Boston. Death of a Salesman (Capitol) Salt Lake City, 25-26; (Aud.) Pueblo, Colo., 28; (Chief) Colorado Springs 29; (Macky Aud.) Boulder

Devil's Disciple, with Maurice Evans (Biltmore) Los Angeles. Diamond Lil, with Mae West (Blackstone)

Chicago. Gentlemen Prefer Blondes (Curran) San Francisco.

Innocents, The (Harris) Chicago. Kiss Me Kate (Ford's) Baltimore. Lady From Paris (Erlanger) Philadelphia. Legend of Sarah (Locust St.) Philadelphia.

Lend an Ear (Cass) Detroit. Lost in the Stars (Philharmonic Aud.) Los Angeles.

Mr. Roberts (Forrest) Philadelphia, Oklahoma (Colonial) Boston. Olsen & Johnson (Boston Opera House) Boston. South Pacific (Kiel Aud.) St. Louis.

Texas, Lil Darlin (Great Northern). Chicago. Two Blind Mice (Erlanger) Buffalo 25-28; (Aud.) Rochester, N. Y., 29-30.

#### PETER PAN PRODUCER

(Continued from opposite page) that this is an evil, whoever practices it. Nothing would please the perpetrators of a blacklist more than to have people blacklist themselves. Taking this a step further, I should imagine that I would be against blacklisting if the government practiced it. America was founded by people who objected to taxation without representation by a government, and civil war was fought against State government's condoning the practice of slavery.

So it seems incumbent upon the trade unions in our industry to take a strong, firm, united stand against this deprival of the right to workfrom wherever it stems. The Authors' League of America, parent body of all major writers' unions in America, has, I believe, correctly, come out strongly against any establishment of "loyalty boards" within the unions. Such loyalty boards not only transfer this evil into the people's own hands but gravely weaken the unity of any trade union which participates.

#### THE AMAZING ADELE

(Continued from opposite page) one hypo for Broadway b. o. blues. Already ticketed for the Stem, the comedy should have a long and prosperous stay.

Kanin's character comedy is an adaptation of a French farce. Tho s. r. o. for many years in Paris, the story is paperweight, but the central character is so delightful and fresh that her impact on the funnybone is immediate. Faced with a servant problem, a not-so-Gallic family hires this gem. Before 24 hours have elapsed Adele, a maid who can prophesy the future, turns the entire house upside down.

Kanin's writing, structure and comic lines are clever, but without Miss Gordon's gift for comedy the play would lose much of its impact. As the wife and husband, Linda Watkins and Donald McClelland turn in two more strong comic portraits. Miss Watkins especially, seems to have a natural zany quality. In a small part Naomi Riordan establishes herself as a first-rate ingenue. And Ron Randell, whose slight British accent is a handicap, does well as the object of Adele's affection.

Kanin's pacing makes for the most in laughs. The set, a living room in a middle-class French apartment, executed by Herbert Gahagan, catches the spirit of its inhabitants.

Leon Morse.

Miss Richards warms up a little Niles providing excellent terpsing. towards the latter part of the first Louis Da Pron's choregraphy and act, but Kirby remains stiff and ill Rita Glover's settings provide gloss the song load. Freshest offering of to overcome a slow start, but keeps

> Lee Zhito. Copyrighted material

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Colored Comedians and Musicians to enlarge show. Dance Team, sober Comedians, Trumpet, Drummer without drums, Sax, Bass. Year-round work, now under new tent for winter. Mary and Jess Wilson, Peggie Lee, wire.

> SHUFFLIN SAM MEDICINE SHOW Forest City, N. C.

> > WANTED!

Old time Minstrel Men in all lines for Minstrel Unit, opening October 20. 23 weeks' work for the right people. Fast Singing, Talking, Dancing End Men, Bone and Tamborine specialist preferred. Singers, Top Tenor Soloist who can sing tenor in quartette. Interlocuter or Straight Man, Bass Soloist double bass in quartette, or Baritone. Novelty Acts, three strong Acts for Olio Musical elty Acts, three strong Acts for Olio, Musical, Comedy Juggler, Contortionist or good Novelty Acts of any kind. Singles only. Band, four piece, Trumpet, Drums, Piano, Sax. Must be hot and read. Dancers—buck and wing, eccentric, soft shoe, sand, clog. Write immediately, tell it all in first letter, state lowest salary. Consider silence a polite negative. SLIM WILLIAMS, P. O. Box 948, Augusta, Georgia.

Two Projectionists who understand Holmes equipment and Strong high-intensity lamps for drive-in theater. Year-round operation. Living quarters furnished. Prefer single man over draft age. Wire or phone

"SeaBee" Hayworth Motor Park Theater, Pink Hill, N. C. Telephone: 2841

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New and guaranteed rebuilt equipment from \$1595. Time payments available to responsible parties. Write, giving location and number of cars. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52nd St., New York 19.

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## REP RIPPLES

FRWIN TOWLE opened his 16mm. | Norman Dooley will have 16mm. pix pic show at Sanbornton, N. H., and will work toward. Northern New York. Towle confines himself to one feature pic and plays anything that comes along but is mostly sponsored. . . . Writing from Detroit, James A. Hastings, oldtime 10-20-30 manager says, "I read with interest comment on tent rep and will say that tent rep that I have known has been poor entertainment, as the cost of transportation and help has made managers scrimp on entertainment. Towns are too small and no manager can make money where there are more people with his show than are in the town he plays. The best and most successful managers and also performers are those that pay decent money for good stage material. You can't get good plays, or even good laughs, without paying someone to get them out. What has made Bob Hope, Fred Allen and Red Skelton? The answer is good material." . . . George (Pappy) Kleber closed his radio show and dance unit recently. The unit has been heard over Station WMAM, Marinette, Wis., for the past 10 months, Monday thru Saturday, 1-1:30 p.m. Heading the cast were George and Goldene Kleber (Pappy and Tillie), Betty Jane Kleber, with Texas Lee Stuart as featured vocalist; Ray Parrett, Bud Delereme, and Bob Southard, announcer, with Bill Walters and Pat Kehee taking over at times. The orchestra had Lee Stuart on violin, Ray Parrett on guitar, Bud Delerme on accordion, Betty Jane, saxophone, and Pappy on drums. The show featured short-cast plays, vaude and variety acts. Betty Jane Kleber is entertaining Stout Institute, Menominee; Texas Lee Stuart is going to the Pasadena Playhouse and Pappy and Tillie plan a vacation before reorganizing their troupe.

L. (AL CHARITY) has been A. showing a museum and Ripley show in Mississippi to good returns. . . Ruffler, hypnotist, reports fair biz in Ontario. He is working toward Western Canada. . . . After some fair and celebration dates, Ernest Fox will show his small animal trick in schools in Southwest Kansas and Northern Oklahoma. . . Allen G. Towne makes his second season with a feature 16mm, pic show and his lecture opus, opening at Hillsboro, Ore. He will move south toward Southern California 1645 North LaBrea Avenue Hollywood 28, Calif. Where he played last season. . .

in Rhode Island and Connecticut, his second season, starting about October 1 near Westerly, R. I. . . . Killory, hypnotist, who has been in Ontario the past two months, will move south and tackle sponsor and other dates, with his destination as Atlanta, where he combines his dates with a school of hypnotists. . Writing from Byrdstown, Tenn., Leon Waterson says, "Have been out since April with a platform show. Have been in four States and am on way to Texas where I hope to have biz enough in schools and halls to keep me busy this winter. I have heard that schools are tough to get into in Texas but will try them out. My show is somewhat educational and this may help. I am stronger for the platform show and have got more money this summer with this style show than I have had in several years. I endorse the idea of the writer that few people for small towns can get along if they can do something. I have had headaches enough trying to get tent outfits over the road and someone else can take it." . . . From Massachusetts, Perley Thomas says, "Will soon open my eighth season of feature religious pix and have most of my dates booked in formerly played sponsor towns."

Mgr. Explains Drive-In Gadgets in Preopening Ads

HARTFORD, Conn., Sept. 23. -Manager William Dougherty of the newly opened Torrington Drive-In Theater, Torrington, Conn., part of Lockwood - Gordon - Rosen Theaters Circuit, used the following paragraphs in advance newspaper advertising, prior to the theater's recent opening:

"Sound Volume: On the post along side of your car is your own private sound speaker. Reach out and bring it inside your car and hang it on your door. The knob on the speaker is your individual volume control. You can regulate it to suit your own hearing.

"Warning! !! Make Sure the Speaker is Replaced on the Post Before You Start Your Engine. You are not responsible for any accidental damage done to the speaker if you replace it on the post. We will repair it at our own expense and have it ready for the next patron."

The new drive-in theater has capacity for 600 cars.

# Can You Pick 'Em?

By Doug Couden-

From August, 1945, Juggler's Bulletin I sat and dozed the other night Way out here in the stix, And dreamed of vaude performers Replaced by moving pix.

The curtain rose, the show was on, I saw those acts once more: Singers, dancers, comedians And novelty acts galore.

There was "Trow Him Down, Mc-Klusky,"

Sung by an Irish dame, And a bonnie lad from Scotland With a great big, crooked cane.

A frantic, shouting, peppy gal Wore less and less and less; A troupe of Arab tumblers. H.B.A. will help you guess. They could not keep him shackled,

There was encore and/encore, And the greatest juggler of them all From Italy's sunny shore.

And then I caught my favorite act, When Rooney and Bent appeared; That wonderful team was together again

In my dream of yesteryear. The curtain is down, the lights are dim On those lovable people of yore, But we'll see them again, playing big

time On that golden, distant shore.

# Harley Sadler Cincy Visitor

CINCINNATI, Sept. 25. - Harley Sadler, former member of the Texas State Legislature and for many years the top tent show operator in the country, was a Cincinnati visitor over the week-end to see the Hardin-Simmons College football team play the University of Cincinnati Bearcats Saturday night.

The Hardin-Simmons party, including the football team, numbered 54 and made the trip in here on two chartered planes. They arrived in Cincinnati Friday night. Saturday morning seven members of the party hopped by plane to Detroit to see the Detroit Tigers get walloped by the Cleveland Indians. It was the first major league baseball game Sadler had ever seen.

Sadler, whose tent shows have been to the tent rep business what the Ringling-Barnum show is to the circus field, plans to return to politics soon again via the Texas Legislature. Harley and Billie Sadler, having sold their former home and property in Sweetwater, Tex., now are located permanently in Abilene, where Harley is engaged in the oil business.

# Williams Mapping **Burnt Cork Opry**

AUGUSTA, Ga., Sept. 23.—Slim Williams, veteran blackface comedian of tab and minstrel fame, is mapping plans to launch an old-time minstrel show October 20 to play the major picture houses. He plans to recruit a number of minstrel vets for the burnt-cork venture.

Williams's current unit, which has been playing pic houses in the South the last 13 months, is slated to close here tonight. Williams maintains headquarters in Augusta.

#### Philly Spots Get Promosh Hypo as New One Lights

PHILADELPHIA, Sept. 23. — With the summer season over, open-air theaters are emphasizing promotional activities to stimulate patronage. At the Brandywine Drive-In in near-by Wilmington, Del., 12 jet planes roared in conjunction with the opening of Eagle Squadron. The flyers in the overhead show were members of the original group on which the screen story is based. The air unit is stationed at the New Castle County Airport, New Castle, Del., and is known as the Fourth Fighter Group.

Also promotion-wise, Eugene Plank, manager of the Reading Drive-In, Reading, Pa., advertised extensively a "Buck Night"-admitting an automobile and all its occupants, no matter how many, for a midweek night, for \$1 admission.

While no drive-ins have shown any signs of closing down for the season, the week finds another open-airer, the Pleasant Hills Drive-In near Wilmington, Del., lighting up.

## Atlanta Drive-In Opens

ATLANTA, Sept. 23.-The Roosevelt Drive-In Theater, located just past College Park on the Roosevelt Highway, held its formal opening recently.

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fice nearest you. ACE CAMERA SUPPLY THEATRE SUPPLIERS So. Green St. Tel.: 7-1780 Henderson, Ky.

## F. S. WOLCOTT'S RABBIT FOOT MINSTREL SHOW FOR SALE including title and good will

Show consists of 10 trucks, 80-foot round top with two 30's and one 20. Everything complete. Show now on the road making one day stands to good business. If interested, wire Western Union at Port Gibson, Mississippi, for route of show. Come and see for yourself.

Its one of the oldest titles and the best of its kind. Reason for selling, after 38 years, I wish to retire. Showing Natchez, Miss., October 2nd.

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Pept. 9-30-RS

BAXTER—Samuel, 86, theater owner, September 18 at St. Vincent's Hospital, Los Angeles. Survived by his widow, Frances.

BERGNER-Otto C., 83, organizer and director of Bergner's Military Band, which played on many important State occasions from 1890 to 1925, September 21 in Utica, N. Y. He had been secretary and treasurer of the Utica local of the American Federation of Musicians (AFM) for 24 years.

BOYCE-G. E. (Doc George), 78, former vaude ventriloguist and in recent years a booking agent in Waterloo, Ia., September 4 in a hospital in that city. Years ago he and the Great Lynnette (Dorothea Varien) toured the Midwest in vaude and later played schools and colleges. Burial in Greenwood Cemetery, Waterloo, September 7.

BRADLEY—A. C., veteran carnival and circus press and general agent and former legal adjuster for King Bros.' August 30 in New York. He trouped with numerous carnivals including Dodson Bros.' Shows and at one time was with Sun Bros. and Ringling Bros. and Barnum & Bailey circuses. Survived by his parents, of Middletown, O.

BURCHER-Harvey, Indiana and Ohio fair circuit popcorn concessionaire, September 8 at the home of his parents, Mr. and Mrs. Harry Burcher,

in Blackfoot, Idaho. BURT - Benjamin Hapgood, 68, composer and librettist, September 17 in Amityville, L. I., N. Y. A charter member of the American Society of Composers, Authors and Publishers, he was a former actor with Weber and Fields and also appeared in Mistress Nell and As You Like It. Burt wrote the libretti of Marrying Mary, The Wall Street Girl, A Modern Eve, Earl Carroll's 1925 Revue and The City Chap. Also to his credit are such old-time popular songs as Well, I Swan; The Pig Got Up and Walked Away; Whoa, Josephine; Here Comes the Groom; My Gal, Irene; I'd Rather Two-Step Than Waltz, All Dressed No One With Endurance Like the survive. Man Who Sells Insurance.

CHRISTENSEN-Halfdan, 77, one of Norway's leading actors, poets and playwrights, September 17 in Oslo. He was theatrical manager of the National Norwegian Theater from 1911 to 1923 and from 1930 to 1933. He appeared in such plays as Peer Gynt, A Doll's House, The Wild Duck, Hedda Gabler and Pygmalion. Many of his own plays were produced by the National Theater.

CHRISTENSEN - Antone C. (Andy), 71, retired hotel and resort man, September 12 in Salt Lake City. He was assistant manager of the Lagoon resort, Farmington, Utah, from 1909 to 1916, and was lessor and general manager from 1917 to 1927. Surviving are his widow, two sons and three daughters.

CLOONAN-Frank A., 85, set designer, September 17 in San Antonio. He had painted scenery for such Broadway shows as Polly of the Circus and Brewster's Millions and had and Washington. Later he was asalso designed many amusement spots sociated with W. S. Butterfield's at Coney Island, N. Y.

COHEN-Mrs. Marcella J. D., wife of Max Cohen, general counsel and secretary-treasurer of American Carnivals Association, Inc., at her home in Rochester, N. Y., September 19. (Details in Outdoor section.)

COHEN-William Henry, 73, former vaude performer and recent stage doorman of the Music Box Theater, September 19 in New York. He made a start in vaudeville as a young man and from then on was associated with the theater in one capacity or another. For 10 years he was secretary and valet to John L. Sullivan and for many years he was a vaude comedian teamed with Harry Young and also with the team of Watson and Cohen. Joe K. Watson and Willie Cohen, as he was billed, played burlesque, vaudeville and night clubs, as well as in several tember 18 at his summer home at Broadway shows. With the death of Conneaut Lake, Pa. Surviving are Watson, Cohen took a job as the Mu- his widow and three sons, Carl, sic Box stage doorman where he has Robert and Harry, all members of been for the past eight years. He the park company. Burial in Pittswas a member of many theatrical burgh September 20. organizations, including the Theatri- Parks Department.)

THE FINAL CURTAIN

cal Square Club, the Jewish Theatrical Guild, National Variety Artists, the Actor's Fund and the .Internaand a brother survive.

CONNERY-John, 74, well-known actor for some 50 years, September 13 in Madison, Wis. He appeared in Machinal, Bachelor Born, Lysistrata and John Barrymore's Hamlet, was a leading man with Beatrice Morgan in the B. F. Keith New York stock company and assayed many Shakespearean roles with the companies of Charles B. Hanford and Robert B. Mantell. On radio, Connery was heard in Great Plays, Aldrich Family, Lorenzo Jones, Gang Busters, Texaco Star Theater, American School of the Air, Five Star Final and many others. A sister survives. Burial September 16 in Oak Hill Cemetery, Riverton,

DeCORDOBA-Pedro, 68, veteran actor who in his later years often portrayed the role of a priest, September 16, of a heart attack at his home in Sunland, Calif. A native of New York, he studied at the American Academy of Dramatic Arts there and made his first professional appearance in 1902 in Utica, N. Y., in a production of If I Were King. Ho also appeared with the William Faversham company. Since 1935, he had appeared in films, including Captain Blood, Anthony Adverse, Maid of Salem, Blood and Sand, Uncertain Glory, For Whom the Bell Tolls, The Keys of the Kingdom, Comanche Territory, In Old Mexico and San Antonio. He was the narrator for Thru the Centuries, the first full-length religious film in sound. At the time of his death he was preparing for his regular Sunday morning broadcast of Mass from the Immaculate Conception Catholic Church, where he served as a

DENNY-Jack, 56, former bandleader, September 15 at the James W Wadsworth Veterans' Hospital, Sawtelle, Calif., following a three-month illness. A native of Greencastle, Ind., the piano-playing maestro had his own band from the beginning of his career in 1927, and was featured in leading hotel rooms for many years. He retired three years ago. His widow, Merle, survives. Services and interment in Veterans' Administration Center Cemetery, Sawtelle, September 19.

ELSLER-O. L., 77, former circus, legit and vaude showman for some 60 years, September 16 in Fort Lauderdale, Fla. He has been with the Sells Bros. and Buffalo Bill circuses, was on advance for the Lincoln J Carter, Jules Murray, Davis & Keogh and Walker Whiteside legit attractions, and managed theaters for E. D. Stair in Akron, Youngstown, O., vaude houses in Michigan, and with the Keith-Albee-Proctor Circuit. He retired in 1929. Survived by a daughter, Mrs. Olga E. Hornbeck. Crematory services in Fort Lauderdale.

GUY-Harry P., 80, song arranger, September 16 in Detroit. A composer and arranger for over 60 years, he had contributed to the success of such composers as Richard A. Whiting and Buddy De Sylva, and his arrangements helped bring fame to such Tin Pan Alley hits as Sleepy Time Gal and Japanese Sand Man. A son and a sister survive.

HARTZ-A., father of Mrs. Helen Evans, of the Four Evans, Septem-

HENNINGER-Frederick W., 72, long-time secreta: y-treasurer Kennywood Park, Pittsburgh, Sep-(Details in

www.americanradiohistory.com

HERNE—Chrystal, 68, retired stage actress and wife of Harold S. Pollard. editorial writer, September 19 in tional Alliance of Theatrical Stage Boston. An actress from 1899 to Employees, among others. A sister 1936, she perhaps scored her greatest success in the creation of the title role in Craig's Wife. The daughter of James A. Herne, playwright, she first appeared on the stage in his Griffith Davenport and continued as leading woman opposite such stars as E. H. Sothern, Arnold Daly, Joan Mason, Granville Barker and George M. Cohan. Her New York bow was in Sag Harbor, under the name of Jane Caldwell, and eight years after her debut in New York she scored a success in London in the Shaftesbury Theater. Among the many hit plays with which she was associated were If I Were King, Hamlet, Mrs. Warren's Profession, Arms and the Man, The Squaw Man, Polygamy, An Exchange of Wives, Expressing Willie, These Modern Women, Our Betters and Skin Deep. Her last Broadway appearance was in A Room in Red and White. She had made some radio appearances, but refused work in Hollywood. Besides her husband, a sister and a brother survive.

KELLEHER-James, 63, advance agent on B & C Exposition Shows for the past two years, August 23 in Elmira, N. Y. He also had been on advance with Sunburst Exposition and James E. Strates shows. His widow, Anne; a son, James, and daughter, Dorothy, survive.

KELLEY — Thomas J., 63, former part owner of Club Royale, Detroit nitery, September 18 at his home near Topinabee, Mich., of a heart attack. Survived by seven children.

LAWRENCE—John, 69, manager of the Dalton Theater, Beaver Falls, Pa., since 1942, September 19 in that city. He was the owner of the John Lawrence Players Company, a tent show, and is credited with giving Red Skelton his start in showbiz. He Up and No Place To Go, and There's narrator. His widow and six children also operated his own tab units on the Gus Sun Time years ago.

LEWIS—Ted, 48, owner-operator of Club Blue Lei, Honolulu, which he established in 1936, September 18 in Honolulu. Survived by his widow; a son, Ted Jr.; a daughter, Armanda, and his parents, Mr. and Mrs. Robert Parker Lewis, all of Honolulu.

LOWERY-Eloise, 35, formerly with Buckeye State Shows, September 16 in Baptist Hospital, Selma, Ala. Survived by her mother, three sisters and two brothers. Burial in Magnolia Cemetery, Thomasville, Ala.

LYSAUGHT - Tom, 64, vaude singer, September 12 in Pittsburgh. Known in vaude under several titles, especially "Buckwheat Cakes" and "King of Jazz," he had also gained considerable attention as a writer of some 80 songs. A brother and sister survive.

MAGER-George, 65, trumpet player, September 20 in Housatonic, Mass. He was for many years the solo trumpet player for the Boston Symphony Orchestra before his retirement this year. Conductor Serge Koussevitzky described him as "the golden voice" of the ork. His widow and a son survive.

MILLS-Eddie, 44, vaudevillian, September 21 in Syracuse. He formerly had been a member of the Barton Brothers' act and of the team of Mills, Kirk and Martin. He collapsed!

after his bow at the Three Rivers Theater, Syracuse, where he was breaking in the new act of Eddie Mills and Paul Perry. His widow and a four-month-old child survive.

MORGAN-Elizabeth, 66, former pianist in an orchestra headed by her father, Norton L. Harrison, September 10 in St. John, N. B. She also leaves her husband, Charles, and three sons, all musicians,

SINK-Staley M., 42, electrician and mechanic with the Royal American Exposition Shows, September 9 in Eatonton, Ga., of a heart attack. He had been with the shows 22 years. Burial in Gastonia, N. C., September 19.

VOKES—Roy (Bubbles), 55, skater and concessionaire September 14 in Detroit of a heart attack. He was a professional roller skater years ago. In recent years he was associated with amusement parks, and operated the Hi-Striker for Harry Stahl at the Michigan State Fair, Detroit, Survived by a daughter and three broth-Interment in the showmen's plot in Forest Lawn Cemetery, Detroit.

UPSHUR-Donald M, 38, producer of the Wayne King radio show, September 14 in Chicago. His widow, Clair, actress, and two children survive.

Charles, 82, WOLFRAM-Mrs. mother of Ted Wolfram, outdoor reporter on The Billboard's New York staff. September 19 in Queens General Hospital, Jamaica, L. I., N. Y. Her husband, another son, Ernest, and a daughter, Mrs. Lee Hill, also survive. Burial in Evergreen Cemetery, Brooklyn.

IN MEMORY OF

# GORDON

Died October 2, 1948

Helen and Harry Julius

IN MEMORY OF

# "LEE" GORDON

Died October 2, 1948

**Vona and Tommy Auger** 

IN MEMORY OF MY LOVING WIFE

# LEONE

Who passed away Oct. 2, 1948

SAM GORDON



Communications to 188 W. Randolph St., Chicago 1, Ill.

# HENNIES BROS.' SHOWS SOLD

# McCaffery, Olson, Ohren New Owners

#### Hennies Plans Kiddieland

MEMPHIS, Sept 23. — Citing ill health as his reason, Harry W. Hennies Wednesday (20) sold his 30-car Hennies Bros.' Shows to J. C. McCaffery, Paul (Olesky) Olson and Maurice (Lefty) Ohren.

Negotiations, completed at a meeting of the principals, call for the shows' delivery to the new owners after the railroad org completes its fair route October 7 at the Alabama State Fair, Birmingham, and then pulls into winter quarters at Hot

Springs. Commenting on his reason for selling, Hennies said that he had been troubled by ill health since late last year and that his doctors Lad advised him to quit the road for some less demanding business. Hennies said

that he will open a Kiddieland in Houston and that he already has acquired a 12-acre tract for that purpose.

In acquiring the Hennies shows, the new owners also leased the shows' winter quarters, owned by Hennies, for a four-year period. Org will con-(See Harry Hennies Sells, page 67)

## Do It on Rollers

QUEBEC, Sept. 23. - The Skating Vanities of 1951, which played to nearly 100,000 in 14 performances at the recent Quebec Exposition Provinciale, is, of course, a roller skating show. Hence, there's a couple of Billboard staffers with red faces; a head on a story in the September 23 issue erroneously tagged the show as an icer.

# Rogers Expects To Garner 100G Plus at Arenas

(Continued from page 3) Company will carry its own ork.

On the 28-date tour Rogers will get a \$3,000 guarantee per performance against a 65 per cent split of the gate. Hence he will receive a junket, with percentage split expected to send his take well over the \$100,000 mark. Three advance men will beat the drum. Dates were closed by Art Rush's office, which handles Rogers, with an assist from Bob Weems, of Arena Stars.

Rogers's tour opens November 4

up December 3 at the Birmingham Auditorium.

# Fed. Court Ruling Nixing Tax on Rides To Be Aired At NAAPPB Chi Convention

Revenue Bureau Preps Appeal; Kiddieland Ops Organize

CHICAGO, Sept. 23 .- Paul T. Kessler Jr., member of the Chicago law firm of Winston, Strawn, Shaw & Black, which represented Arthur E. Fritz, local Kiddieland operator, in a suit which resulted in a Federal Court ruling that amusement rides are not subject to the federal 20 per cent admission tax, will discuss the tax decision at the convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here November 27. Kessler's appearance was scheduled as a result of the interest sparked thruout the country by the court ruling. In addition, the Kiddie Park

Operators' Association, organized in Chicago this week, voted to main-

New Developments

Another development this week was the action of the Internal Revenue Bureau's Chicago office. A spokesguaranteed \$84,000 for his month's man telephoned The Billboard that the agency will send out notices to all ride operators in the First Illinois District stating that the bureau "does not acquiesce" in the court's ruling and that operators should continue to collect the tax."

Some Chicago Kiddieland operators, upon learning of the court decision, had indicated they did not at St. Louis Auditorium and winds intend to continue the tax collections. Fritz stopped collecting the tax as (See Fed. Court Ruling on page 70)

# tain headquarters at the Chi convention to explain the ruling to other to the convention to explain the ruling to other to the conventions of the ruling to other to the ruling t Hits 286,939 At Springfield

Opener Draws 84,129

SPRINGFIELD, Mass., Sept. 23.— Thru Thursday (21) attendance at the Eastern States Exposition here was nearly 4,000 ahead of the record achieved in 1947, despite some inclement weather. The 286,939, registered in the first five days of the sevenday event, is 19,276 more than the gate for the same period a year ago. The all-time attendance record, established in 1947, is 385,612.

Comparative figures follow:

30 1343
29 73,549
25 67,777
159 32,916
338 54,687
38,734
29 267 662
֡

An all-time record for the day was established opening Sunday with a count of 84,129. Monday, Kid's Day, was bit with 75,025, but this figure was about 2,000 under the record established for the day in 1941. The 30,159 for Tuesday is notable in view of intermittent showers which fell thruout the day.

#### Features Draw Big

Big car auto races, promoted by Sam Nunis, a standard feature here, are counted to draw big crowds today. All show features have done big business in keeping with the size

(See ESE HEADS on page 60)

### \$583 Deficit for Weyburn

WEYBURN, Sask., Sept. 23.—The Weyburn two-day rodeo held here in July wound up \$583 in the red, according to the Junior Chamber of Commerce, sponsoring organization. Receipts were \$11,361 with expenditures of \$11,944. The '49 event showed a profit of \$1,200.

beginning NOVEMBER 4

# Dailey Loser to Bad Business

# Org to Barn In Gonzales

Labor shortage follows Canadian jaunt — 18 scheduled dates canceled

HOPE, Ark., Sept. 23.—Dailey Bros.' Circus closed here Thursday (21) and the show train moved to winter quarters at Gonzales, Tex. The closing marked the climax of a turbulent season for the circus owned by B. C. Davenport and Harry Hammill. Business had been bad for the org during most of the season. Eighteen future dates were canceled.

The show arrived here at 8 a.m. Thursday and moved onto a soft lot. About noon a heavy rain turned the ground into a quagmire. The matinee drew a one-fourth house and the evening show played to a half house.

Small crews worked all night to load the train, which left here at noon Friday (22).

Neither of the owners could be con-

## The Rains Came:

# Eastern Publicists Find Thumping a Soggy Business

flackers at Eastern annuals during tober 1. the past two weeks were largely concerned with supplementing government weather reports.

At Reading, Pa., thumper Russ Moyer suffered the indignity of having to answer a request for a refund on press comps issued for a washedout grandstand show. In the middle of a valiant effort to sell a rescheduled Jack Kochman thrill show, which occasions, a local paper ran a fourcolumn montage showing a motorboat churning along a race track which apparently was waist-deep in water.

continued selling the fair with unwas shuttered for a day as the result | the product. of a gale which caused extensive time was the well-being of his wife, lant. Over at Reading, and again in (See Bad Biz Folds Dailey, page 64) hospital and his reporting back to (See Eastern Publicists on page 70)

NEW, YORK, Sept. 23. - Fair the army as a reserve officer Oc-

Ray Winans, up at Springfield, Mass., had to contend only with showers and threatening weather. Crowds were ignoring the cloudy skies and prevalent dampness and a new gate record seemed in the offing. As a result, he was able to gauge the success of the substitution of coffee for more stimulating beverages a year ago.

Mrs. Ann Howes, who has charge of had been washed out on two prior | the coffee department, reported that more than 1,000 cups of java will be consumed during the week-long run of the annual. Being a perfect hostess, Mrs. Howe sees that each visitor is handed a cup of hot coffee, with Up at Brockton, Mass., Neil Geary sugar and cream to taste. She even mentions the brand, indicating a posdiminished enthusiasm as the plant sible good promotion job in obtaining

At Brockton, under the circumdamage. Also concerning Geary at the stances, java ranked low as a stimutacted immediately, but it was pre- Betty, and their new son in a local view of the circumstances since that

... and it will be more COMPACT AND EASIER TO

Close-Ups:

# Hard-Working Ira Watts Spans Two Circus Eras in Key Posts

By Tom Parkinson

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

IT WAS RECENTLY said of circus owners: "If you know your business, they leave you alone." No one is bothering Ira Watts. Watts is superintendent of the Al G. Kelly & Miller Bros.' Circus this season. The Ozark country man usually may be found behind the biggest cigar on the lot and with a persistent grin that radiates confidence. Among active circus execs, Watts has held one of the most impressive strings of titles. But despite easy-chair positions, he knows every rope and seat plank on a show thru personal contact. He was schooled by showmen who didn't know what white-collar jobs were, and still works that way.

He recalls that when he started, office men helped put the show up before they opened the wagon in the morning. At night they helped with the tear-down after taking the money to the train. With Kelly-Miller,

Watts is the man who sees that the show moves onto the lot and into operation on schedule. At the other end of the day he pilots the loading and, meanwhile, supervises reserved seat sales and makes a quick jump ahead to mark the route and check the lot in the next town.

Father's Show Folds

Watts's father was a Missouri horse dealer and knew the colorful William P. Hall, who did his horse and circustrading in the same State. Perhaps it was that contact which prompted Ira to decide as a youth to aim for a circus career.

Altho he may have picked up some horse-trading knack from his father, it wasn't at home that he learned about show business. The elder Watts and a partner took a single



IRA WATTS

flier into the field with a Crazy House they bought to play fairs. Their first date was a loser, so the partner bowed out and Ira's father turned the Crazy House into a feed bin. The son's show experience has been considerably more successful. Leaving Fair Haven, Mo., where he was born in 1895, Watts went to school in Fort Scott, Kan., and to business college in Quincy, Ill. As he had planned since boyhood, Watts joined a circus, James Patterson-Gollmar Bros., in 1917, as timekeeper. Then came an unscheduled job-sergeant major in the 319th Air Service Squadron in Scotland.

After the war Watts returned to the James Patterson Wild Animal Circus as treasurer. For 1923 and 1924 he held a similar position on Mike Golden's Golden Bros.' Circus, and next he moved over to Fred Buchanan's Robbins Bros.' Circus.

As treasurer of the Buchanan org, Watts continued to soak up circus (See Hard-Working Ira on page 59)

Advertising in the Billboard Since 1905

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and Total. Must be Consecutively Numbered from I up or from your Last Number

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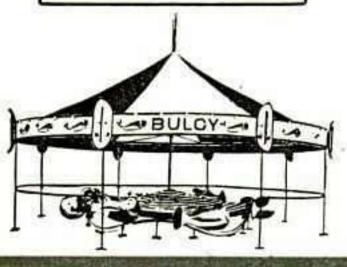
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Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-a-Racer and Bulgy

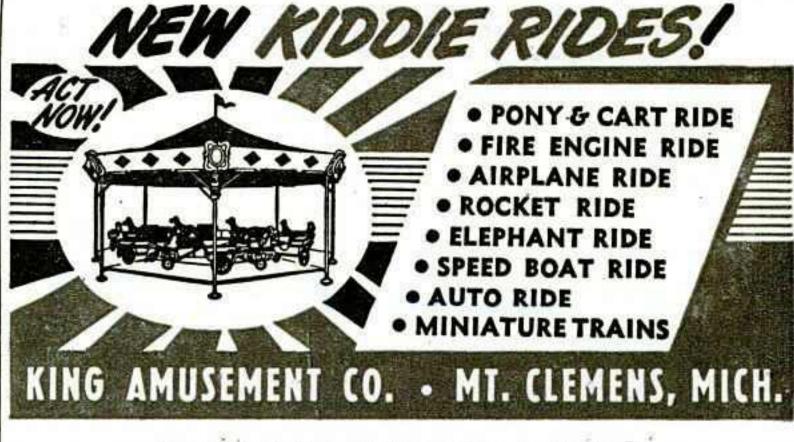
## LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00-Take 2 seasons to pay-20 Jumping Horse, 2 Chariots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker-Just a tew lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Co-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards. Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00-2 seasons to pay, 3-abreast, \$10,125.00-2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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**AUTO & FIRE ENGINE RIDE** 

CHAIR RIDE

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White, Green, Yellow Cards, postal card thickness. Can be retained or discarded 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢ Set Numbered Ping Pong Balls ......\$15.00 Replacements, Numbered Balls, ea... 3.000 Jack Pot Slips (strips of 7 num-

Middleweight Cards, 5½x7¼; White, Green, Red Salmon, Yellow, Per 100 3,000 Small, Thin, "Brownie" Bingo Sheets. 5 colors, loose only, no pads, Size 4x5, M bers), Per 1,000 2.00 Plastic Markers, Red or Green, Round or square, 34" Diameter, M..... Scalloped Edge, Green only M..... Smaller Size, 58" Diam., Red or

Green Plastics, M Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for.... Rubber Covered Wire Cage, with Chute, Wood Bad Markers, Master Brown, % inch. Per M Featherweight Thin Bingo Sheets, size

51/4x8, very targe numerals, 7 colors,

loose, not tabbed, M ...

Round White N J. Cardboard Markers, 2 sizes; ½ inch dia., 1800 to lb.; larger size ½ dia., 1000 to lb. Either size, lb. Airlite Bingo Blower electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90# Send for illustrated circular. For ......... 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery

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# **7** Out in the Open \[ \]

The Tuesday (19) issue of Saturday Night magazine, published in Toronto, carried a full-page article by William Colgate on the history of Ontario fairs. O'Keefe Brewing Company of Canada is featuring pictures of a country fair in its current publicity, and the Ladies' Home Journal for September points up the fair angle by picturing a motherand-daughter team in a Ferris Wheel chair. . . . William Lindsay Gresham, author of a fiction tome on carnivals, is the writer of a piece dealing with the knife-thrower's art in Esquire's October issue.

H. H. McElroy, general manager, Central Canada Exhibition, Ottawa, visited Canadian National Exhibition, Toronto and the London, Ont., Exhibition after the closing of his own annual. . . . Charles Swoyer, secretary, Reading, Pa., Fair, visited the Allentown, Pa., Fair. . . . Fred C. Murray, general manager, International Fireworks Company, reports a good season, with the exception of dates lost to rain. . . Arthur E. Campfield, head of the canvas firm bearing his name, was in Allentown, Pa., to check on a new stage covering which he built for the fair. . . . Joie Chitwood's Auto Daredevils played one performance, Wednesday (27), at Candlelight Stadium, Bridgeport, Conn. Date marked org's third appearance in that city this season.

Walter L. Main, former circus op. plugged Ashtabula Couty Fair, Jefferson, O., recently in a radio spot announcement. Acts making the fair, September 16-19, were Helen Harvey Girls, the Rosettis, Alf Loyal dogs ann ponies, Slivers Johnson and Barth and Maier.

Bennie Weiss received a 21-jewel diamond wrist watch with appropriate engraving from Bob Morton Jr. on the occasion of his 54th birthday. At the York (Pa.) Fair Bennie hung out in the back lots for a day after touting Bob Morton's horse, Mark High, to win. The nag ran out of the money.

Visitors at the York (Pa.) Interstate Fair, which closed Saturday (16), included retired bareback rider May Wirth; Bill McIntyre, president, and Walter Parker, secretary of the Stoneboro (Pa.) County Fair, and Richard Crouse, former president of the Cambria County Fair at Ebensburg, Pa.

Cornelius E. (Neil) Geary, publicity chief of Brockton (Mass.) Fair and an officer in the army reserve corps, will report in Boston October 1 for active duty assignment. . . Arthur Porter, secretary-manager of the Rutland (Vt.) Fair, visited the Allentown (Pa.) Fair.

Dick Geist, son of Rockaways' turned from a Western trip that in- Rutherford and J. M. Burkhart.

cluded stop-offs at Las Vegas, Nev. Chicago, San Francisco, Los Angeles and other Southern California points. He reports that several film companies evinced interest in the idea of using the park as background for flickers and that he hopes to have the cinema shooting begin at Rockaways next June.

# Show Folks Figure In '51 Shrine Doings; Mitchell in Top Post

NEW YORK, Sept. 23.—Plans for the 1951 national convention of the Shrine were beginning to jell here this week under the direction of Alec Mitchell, a well-known personality to outdoor show folks.

The four-day doings, July 11-14, will informally extend thruout the week and boost the town's bank deposits for the period by an estimated \$10,000,000, a big chunk of which will be toted up by niteries, theaters and other showbiz segs.

Altho no announcement has yet been made, it is understood that several key figures in outdoor show business will be named to the operating committee. Tentative plans are understood to call for a night show in one of the city's major ball parks. Considerable professional talent will be used, together with the massed uniform patrols and bands of the 110 participating temples.

All Madison Square Garden facilities will be used for four days, while the downstairs sections will be retained thruout the week. Sanctioning of numerous souvenirs and novelties, together with the publishing of an elaborate magazine are contemplated.

Mitchell, who is serving as deputy director general, will open offices shortly in the Commodore Hotel.

#### Wilson for Southern States

CHARLOTTE, N. C., Sept. 23.— Earl Wilson, syndicated Broadway columnist, will be among openingday guests at Southern States Fair here, October 3. Wilson has been invited by Dr. J. S. Dorton, president and general manager of the annual. Columnist will take part in pre-fair civic ceremonies and will crown the fair queen opening day.

#### Clinton, Tenn., Chartered

CLINTON, Tenn., Sept. 23. — Anderson County Community Fair Improvement Association has been chartered here by the secretary of state. A non-profit organization, incorpora-(N. Y.) Playland A. Joseph Geist and tors are Chester R. Pace, Harry F. flacking head at the spot, has re- Miller, Robert B. Johnson, H. F.

# Talent Topics

www.americanradiohistory.com

The Juggling Jewels, currently and is expected to remain there two recently.

The Great Nahala, illusions, formerly with the L. J. Heth and Gulf Coast shows, has his unit on the six-week tour of Southwestern fairs. Coney Island Exposition Shows. . . . Following their close at the Ransom | with the Braly unit.... Talent sup-(Ill.) Festival, September 14-17, George Bink and Jake (Clown Cop | cago, for Carroll County Fair, Ber-Corrigan) Disch, returned to Cudahy, Wis., between dates.

is still in Charity Hospital, New Orthe legs sustained in a recent fall Cathalas.

playing fairs for the Gus Sun more months before returning to his Agency, had Gus Sun Sr. as their Miami home. . . . The Twin State's dinner guest in their new trailer Stock Horse Association's 26 riders were used as the free act at the Cheshire (N. H.) Fair. . . . Princess Whitecloud, organist, has signed with the Dr. E. R. Braly Enterprises for a This marks the Princess's flifth year plied by Ernie Young Agency, Chiryville, Ark., included the Ayres, baton juggling; Tom and Betty Waters, wire and perch; Art and Pee Jay Ringens, high bicycle act, Marie Henry, dogs and ponies; Alex Sadler, trampoline: Roberta and leans, with compound fractures of Mack, comedy acros, and the Four

# Raynor Lehr Leaves Bert Levey, Plans Office in Hollywood

HOLLYWOOD, Sept. 23.—Raynor Lehr Friday (15) resigned from the Bert Levey office and plans to set up his own booking agency here. Lehr will handle individual acts, fairs and celebrations when he returns from a vacation about October 1.

In addition to supplying talent for events in the United States, Lehr plans to send units to England. A tie-up has been made with John W. Taylor in London to supply him with acts and Taylor in turn will send performers to this country.

Lehr has been with the Levey office here for two years. Prior to coming to the Coast, he operated his own agency, Darling & Lehr, in Chicago for four years. He was associated with Boyle Woolfolk, also in Chicago,

for a year.

## Spokane Stampede Gets 20,000 Gate; Skedded as Annual

SPOKANE, Sept. 23. — Despite strong competition, the Spokane Stampede, which closed its initial four-day run here Sunday (17), played to an estimated 20,000 and plans are being formulated to make the event an annual attraction.

Bob Rooker, owner of the Hellgate Rodeo Company, Missoula, Mont., promoter of the rodeo, reported that he had been given a 20-year contract to produce the show by the Sadir Khan Grotto, this year's sponsor.



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## **BLEACHERS WANTED**

2 or 3,000 capacity bleachers or chairs, suitable for one-day stands. Must be well constructed and in A-1 condition. Give all particulars in first letter.

BOX 284

c/o Billboard, Arcade Bldg., St. Louis 1, Mo.

#### With Pumpkins Out, Nunis Reports Best Since 1947 Season

ALLENTOWN, Pa., Sept. 23.-Altho he has lost six dates to rain, auto race promoter Sam Nunis this week opined that the current season was the best he has experienced since 1947.

Final accounting will be considerably aided as the result of the elimination this year of a number of pumpkin dates which, more often than not, turned out to be costly, Nunis said.

The Nunis organizations have a full schedule today with big car races going here at the Great Allentown Fair, at the Eastern States Exposition, Springfield, Mass., and at the Cleveland County Fair, Shelby, N. C.

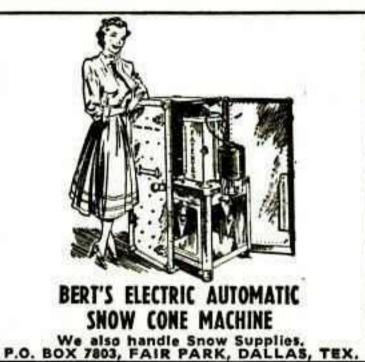
On September 10, at Atlanta, Nunis reported a \$44,000 gross. He will show Atlanta again during the fair there. Another date will be carded for late fall, for a total of five for that town.

Last Saturday (16) at the Reading (Pa.) Fair, Nunis said the grandstand held 274 persons less than capacity. The paddock area was jammed, however, indicating that patrons were saving a buck, he said.

All still dates were okay, with the exception of the dates hurt or lost to rain, Nunis said.

Fairs remaining on the schedule include Trenton, N. J., Greensboro, Charlotte and Raleigh, N. C.





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## Pomona Patter

POMONA, Calif., Sept. 23.—The heart attack that Joe Krug was supposed to have suffered turned out to be a spastic condition. However, it required less work as a cure. Despite the doctor's order, Krug turned the concessions at the Los Angeles County Fair here over to his wife, Ethel, and took off for Fresno where he has privilege for the Fresno District Fair set to open September 30. . . . John Backman is back at the fair here with his glass blowing exhibit. He has a corner location in the Radio-Television Building. . . . Elwood Lorman and Mike Kirby have a booth 20 by 10 feet in a prominent spot in the Ra-Guitare lipsticks. . . . John Lorman, popular park man, visited the fair on opening day.

Pearl and Joe Archer are on the Crafts midway with the salt water taffy concession. Following the LA County Fair, they intend to take it to the barn. They were booked into the California State Far in Sacramento. However, two days after opening Mrs. Archer became ill with a virus infection and they pulled out and came to Los Angeles. . . . Harry Phillips, of Beverly Park, is with the Olson concessions and operating a bird wheel in one of the permanent concession stands.

Al (Red) Cohn, who has undergone two serious spinal operations, is with Louis Cecchini's concessions. Cohn is handling a bird wheel. Altho road strike. on the way to recovery, Cohn left his sick bed to make the date. This is his first time at Pomona. He likes it and compares the grounds to Toronto. . . . Vida and Jackson Robertson are operating an 88 Tank Gun concession on the Crafts midway. tured by Junkin Manufacturing ment with Crafts. Company, Los Angeles.

tor, suffered a heart attack but is reported getting along as well as could be expected. . . . Alex Freedman, who has the merchandise on Crafts midway, split up his organization. He sent Jmmy Wayne with Merchandise Company. . . . Clarence monogramed hats and novelties on Allton, Sunland park operator, visthe Crafts Exposition Shows play- ited. . . . June Gilligan and Billie ing Orland and Colusa. . . . George Bryant handled the Pot o' Gold for Lorraine, Danny Lewis, Googs Davis | the Regular Associated Troupers and and Jimmy Salene from San Fran- raised \$150 for the club. . . . Plain cisco writing sheet in one of the ex- Dave Morris and Joe Mead with the hibit buildings. . . . Harry Wallace, Olson concessions.

TOLEDO, Sept. 23. - Outdoor showbiz units played a big part in the week-long dedication ceremonies of the new Union Depot, which got under way here Sunday (17) with an opening day crowd estimated at 66,000.

Walter Anderson's Northwestern Amusement Shows were set up on an improvised midway just outside the terminal with six rides and a dozen concessions, including two Ferdio-TV Building and are pitching ris Wheels. A program of free acts, booked thru Gus Sun and managed by Marvin Harris, of the Paramount Theater here and Chief Barker of the Toledo Variety Club, also played

> William Holden, star of the current film, Union Station, also was skedded to make an appearance.

## Armstrong Tops '49 by 25%

ARMSTRONG, B. C., Sept. 23.— Interior Provincial Exhibition wound up its four-day run here Thursday (14) with attendance 25 per cent above '49. Midway business was generally on a par with last year, even tho it was a makeshift affair brought about by the September 4 closing of the Crescent Shows due to the rail-

who had novelties on the Six Bros.' Circus, handling merchandise here for Patty Treanor. Wallace returns to Los Angeles when the fair closes. . . . F. J. Lawrence reports that he They are dickering for a spot in has been with carnivals since 1907. Honolulu. The guns are manufac- At present he is in the juice depart-

Patty Treanor with his son, Ray-Mae Reed (Missy Sip) scale opera- mond, again have the novelty concessions on the fair midway. Mrs. Raymond Treanor is working the Tulare County Fair in Tulare and also the Kern County Fair in Bakersfield for the Pat Treanor & Son

Multiplex Faucet Co. Serving the Trade 45 Years'

a 31/2 Profit on a 5 Cent Sale!

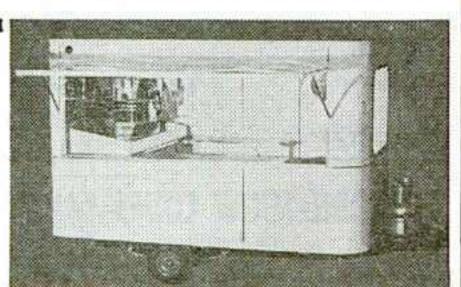
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## Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am. Co.: Rector, Ark.; Hornersville, Mo., Oct. 2-7.

Alamo Expo.: (Fair) Lufkin, Tex. American Beauty: (Fair) Newport, Ark.; Hoxie

American Eagle: (Fair) Coldwater, Miss.; (Fair) Henderson, Tenn., Oct. 2-7. American Midway: (Fair) New Braunfels, Tex.,

Becht, Lee: West Alexandria, O.
Bee's Old Reliable: Stanton, Ky.
Bernard & Barry: Aylmer, Ont., Can., 25-27;

Caledonia 28-30. B. & H.: Lynchburg, S. C. Big Four Am .: New Madrid, Mo. Big State: Quanah, Tex.

Blue Grass: (Fair) Marietta, Ga.; (Fair) Greensboro Oct. 2-7. Bogle, F. C.: (Fair) Aurora, Mo.

Brewer's United: (Fair) Anderson, Tex.; (Fair) Schulenburg Oct. 4-7.

Brodbeck: Norwich, Kan. Buck, O. C.: (Fair) Danbury, Conn., 30-Oct. 8. Burdick's Greater: (Fair) Clifton, Tex. Burke, Harry: (Fair) New Iberia, La. Burkhart: Luxora, Ark.

Cactus State: Chandler, Ariz. Capell Bros.: Ada, Okla., 28-Oct. 7. Capital City: (Fair) Manchester, Ga.; (Fair) Eastman Oct. 2-7.

Casey, E. J.: (Fair) Mitchell, Ont., Can., 27; (Fair) Drumbo 28; (Fair) Paris 29-30. Cavalcade of Amusements: (Fair) Laurel, Miss.; (Fair) Tupelo Oct. 2-7. Central Am. Co.: (Fair) Seaboard, N. C.; (Fair) Hertford Oct. 2-7. Cetlin & Wilson: (Fair) Richmond, Va., 28-

Chanos, Jimmie: Winchester, Ind.; St. Paris, O., Oct. 2-7. Cherokee Am. Co.: Parsons, Kan., 25-27;

Cherokee 28-30; Moran Oct. 3-4; Fredonia Coastal Plains: Tarboro, N. C. Coleman Bros.: (Fair) Stafford Springs, Conn.

Collins United: Curtis, Neb., 28-30. Coney Island Expo.: (Fair) Senath, Mo. Crafts Expo.: Yuba City, Calif.

Crafts 20 Big: (Fair) Pomona, Calif. Crescent Am. Co.: Henderson, Tex.; Jacksonville Oct 2-7.

Cumberland Valley: (Fair) Athens, Tenn.; (Fair) La Fayette, Ga., Oct. 2-7.

Dan-Louis: Ft. Knox, Ky. Diamond State: Cheraw, S. C.; Chester Oct. 2-7.

Dickson United: Wapanucka, Okla. Dixie Expo.: (Fair) Taylorsville, N. C. Down River Am. Co.: (Fair) North Branch, Mich.; (Fair) Chelsea Oct. 4-7. Drew, James H.: (Fair) Newport, Tenn.; (Fair)

Lavonia, Ga., Oct. 2-7.

Dudley, D. S.: Paducah, Tex.; Colorado City
Oct. 2-7; Rotan 9-14.

Dumont: (Fair) Zebulon, N. C.; (Fair) Littleton Oct. 2-7.

Dyer's Greater: Amory, Miss. Endy Bros.: (Fair) Bloomsburg, Pa.; (Fair)

Charlottesville, Va., Oct. 2-7. Evans United: Stover, Mo., 28-30. Fair Am.: Maxton, N. C.; Seneca, S. C., Oct.

Fidler's United: (Fair) Piggott, Ark. (Fair) McDonough Oct. 2-7.

Franklin, Don, No. 1: (Fair) Wharton, Tex.; (Fair) Rosenberg Oct. 4-7. Franklin, Don, No. 2: (Fair) Coleman, Tex.; (Fair) La Grange Oct. 4-7.

Gattis Am.: Denison, Tex.

Gem City: (Fair) Athens, Ala.; (Fair) Meridian, Miss., Oct. 2-7.

Gentsch, J. A.: Cleveland, Miss.

Georgia Greater: Clarkdale, Ga. Gold Medal: Murphy, N. C.; Cherokee Oct. 2-7. Gooding Am. Co., No. 1: (Fair) Hamilton, O.

Gooding Am. Co., No. 2: Hillsboro, O. Gooding Am. Co., No. 3: Jasper, Ind. Gooding Am. Co., No. 4; Somerset, O. Gooding Am. Co., No. 5: (Fair) Carrollton, O. Gooding American Expo.: Elkhart, Ind.
Gooding Greater: (Fair) Hillsdale, Mich.
Gooding Park Attrs.: (Fair) Kenton, O.
Graceland Greater: (Fair) Henderson, Tenn.;
Mighty Page: (Fair) High Point, N. C.; (Fair)
Shelby Oct. 2-7.
Migrothy, Curly: Gunnison, Miss.
Model: Aurora, Mo.; Muskogee, Okla., Oct.

(Fair) Moulton, Ala., Oct. 2-7. Grady, Kellie: Red Bay, Ala. Grand American: Portageville, Mo.; East Prai-

rie Oct. 2-7. Groves Greater: (Fair) Jonesboro, La. Gulf Coast: Trumann, Ark.; Osceola Oct. 2-7.

Hames, Bill: (Fair) Abilene, Tex.; (Fair)
Lubbock Oct. 2-7. Hannum. Morris: Ephrata, Pa. Happy Attrs.: Zanesville, O.; (Fair) Coshocton

Oct. 2-7. Happyland: Saline, Mich. Hartsock Bros.: Neelyville, Mo.; Clarkton Oct. 2-7.

Harry's Greater: (Fair) Asheboro, N. C.; Smithfield Oct. 2-7. Heart of Texas: El Reno, Okla.

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Heller's Acme: Walnut Cove, N. C.; Reidsville Oct. 2-7.

Henson, J. L.: (Fair) Leesville, La. Heth, L. J.: (Fair) Cartersville, Ga.; (Fair) Carrollton Oct. 2-7.

Home State: Worthington, Minn., 25-27. Hottle, Buff, No. 1: (Fair) Oberlin, La. Hottle, Buff, No. 2: Thibodaux, La.; (Fair) Donaldsonville Oct 3-8.

Howard Bros.: (Fair) Old Washington, O.; (Fair) Ottawa Oct. 2-7.
Illiana: Cayuga, Ind.
Imperial Expo.: Woodland, Calif., 26-Oct. 1.
Interstate: Madison, Ga.; (Fair) Swainsboro

Oct. 2-7.

J. & B.: Crewe, Va. Johnny's: Huntingdon, Tenn. Jollytime: Powhatan, Va.

Jones, Johnny J., Expo.: (Fair) Atlanta, Ga., 27-Oct. 7.
Kaus, W. C.: Durham, N. C.
Kile, Floyd O.: Ferriday, La.; (Fair) Winn-

field Oct. 2-7. Krause Am.: Philadelphia, Pa. Lane, Leo: (Fair) Crawfordville, Ga.; (Fair)

Jackson Oct. 2-7. Fleming, Mad Cody: (Fair) Montezuma, Ga.; Lawrence Greater: (Fair) Statesville, N. C.: (Fair) Union, S. C., Oct. 2-7. Lone Star: Parsons, Tenn.; Cedartown, Ga.,

Oct. 2-8. Magic Empire: (Fair) West Point, Miss.; (Fair) Columbia, Tenn., Oct. 2-7. Manning, Ross: Washington, N. C.; Jackson-

ville Oct. 2-7. Marion Greater: (Fair) Bennettsville, S. C.; (Fair) Moncks Corner Oct. 2-7. Marks, John H.: (Fair) Hickory, N. C.; (Fair)

Fayetteville Oct. 2-7. Meeker, Ralph: Yakima, Wash. Merry Midway: Sharon, Tenn. Midway of Mirth: Caraway, Ark.; Campbell,

Mo., Oct. 2-7. Mighty Hoosier State: Versailles, Ind. Mighty Page: (Fair) High Point, N. C.; (Fair) Shelby Oct. 2-7.

Moore's Modern: (Fair) Marked Tree, Ark.;

(Fair) Earle Oct. 2-7. Motor State: Ashley, Ind.

Mound City, No. 1: McGehee, Ark. Mound City, No. 2: (Fair) Hampton, Ark. Nessler's Greater: (Fair) Humboldt, Tenn. Nolan, Larry: Bayard, N. M.; Douglas, Ariz., Orange State: Hartsville, S. C.; Clearwater

(See Carnival Routes on page 72)

## Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Beatty, Glyde: Wilmington, N. C., 26; Florence, S. C., 27; Columbia 28; Sumter 29; Kingstree 30.

Biller Bros.: Georgetown, S. C., 27. Braly Dixie Unit: (Fair) Athens, Ala., 25-30;

(Fair) Columbia, Tenn., Oct. 2-7.

Braly Southern Unit: (Fair) Lawrenceburg,
Tenn., 25-30; (Fair) Tupelo, Miss., Oct. 3-7.

Capell Bros.: McMinnville, Tenn., 26; Manchester 27; Lewisburg 28; Hohenwald 29; Lexington 30.

Cole & Walters: Clarendon, Tex., 28.
Davies, Ayres & Kathryn: Moweaqua, Ill.,
27; Nokomis 28; Mulberry Grove 29; St. Elmo 30.

Flamante: Bakersfield, Calif., 26; Arvin 27; Santa Paula 28; (Brooklyn & Ford Sts.)
Los Angeles 29-Oct. 1; Glendale, Ariz., 3; Avondale 4; Phoenix 5-6; Tucson 7-8.
Hamid-Morton: (Boston Garden) Boston, Mass., 25-30; Toronto, Can., Oct. 2-7. Jones, Al, Rodeo & Circus: (Fair) Old Wash-

ington, O., 27-30; (Hillbilly Park) Newark King Bros.: Indio, Calif, 26; El Centro 27; Yuma, Ariz., 28; Phoenix 30-Oct. 1; Coolidge 2; Tucson 3; Bisbee 4; Douglas 5; Lordsburg.

N. M., 6; Silver City 7. Kelly, Al G., & Miller Bros.: Flora, Ill., 26; Fairfield 27; Carmi 28; Harrisburg 29; Me-

tropolis 30; Anna Oct. 1. Mills Bros.: Hackensack, N. J., 26; Plainfield 27; Phillipsburg 28; Allentown, Pa., 29; Reading 30; Lancaster Oct. 2; Columbia 3; Gettysburg 4; Hagerstown, Md., 5; West-minster 6; Baltimore 7.

Polack Bros. (Eastern): (Idle Hour Park)
Phenix City, Ala., 27-28; (Motor Speedway)
Pensacola, Fla., Oct. 2-3; (Lion Field)
Panama City 6-7.
Polack Bros. (Western): (Shrine Temple)

Los Angeles, Calif., 28-Oct. 4. Ringling Bros. and Barnum & Bailey; Texarkana, Tex., 26; Shreveport, La., 27; Long-view, Tex., 28; Dallas 29-Oct. 1; Waco 2; Austin 3; San Antonio 4; Corpus Christi 5;

Houston 6-8. Rogers Bros: Dalton, Ga., 26; Calhoun 27; Rockmart 28; LaGrange 29; Opelika, Ala., 30; Talladega Oct. 2.

Stevens Bros.: Marshfield, Mo., 25; Mansfield 26; Mountain Grove 27; Houston 28; Willow Springs 29.

# Misc. Routes

2160 Patterson St. Cincinnati 22, O.

Cowboy Mac's Texas Rangers: Nome, Alaska, 29-Oct. 3. Pan-American Animal Exhibit: Ahoskie, N. C.,

22-23; Edenton 24-26; Plymouth 27-28; Robersonville 29-30.

## PHONEMEN TICKETS AND ADVERTISING

Can keep you busy all year around C. E. FEENEY 1301 G Street, N. W., Washington 5, D. C.

## Butlin's British Camp Biz Dips

LONDON, Sept. 23.—Annual meeting of Butlin's, Ltd., operator of a string of summer recreation camps and amusement parks thruout Great Britain, was attended by some 400 shareholders. Despite the fact that dividends nose-dived to 30 per cent. from the 60 per cent distributed the preceding year, and admission that efforts to raise \$2,240,000 needed to complete Butlin's Bahama Villageoff the coast of Florida-had not yet been successful, the annual report and accounts were unanimously adopted.

William E. (Billy) Butlin, chairman, was heckled on the affairs of his latest venture, the creation of Butlin's Vacation Village on the Grand Bahama Island, and he responded by blaming the small returns there on the late (January) opening date of the vacation village and to the effect of the Korean situation on the population of the United States, from which it was expected the resort would draw most of its patronage. According to Butlin, the new resort has entertained about 17,000 visitors since its opening in January, about onehalf of whom came on one-day trips and the other half spent a week at the vacation village.

#### **Orlando Home Show** Sets Miss America

ORLANDO, Fla., Sept. 23. — Yolanda Betbeze, who was named Miss America at the Atlantic City beauty contest, will cut the entrance ribbon at the Central Florida Home Show which opens a week's run here November 27, it was announced this week by the sponsoring Central Florida Builders' Exchange, Chamber of Commerce, Retail Merchants' Association and Board of Realtors.

Along with Miss Betbeze, who will appear all week, there will be daily airings from the Coliseum, site of the show, of the Johnny Olsen Luncheon Club over ABC; a water show in the new pool of the Coliseum, owned by W. R. Kemp,

The Chamber of Commerce gets the winter season under way November 16 with a stand by the Ringling-Barnum circus, first appearance of the Big Show here in 12 years. Preparations are under way by the Retail Royal Oak Exposition, Detroit. . . . Merchants' Association for its annual Christmas parade December 1, which annually attracts more than 100,000 spectators.

## Lewiston Round-Up Attendance Is 20,000

LEWISTON, Idaho, Sept. 23 .- The 16th annual Lewiston Round-up, which closed its three-day run here Sunday (10), topped last year with total attendance estimated at 20,000. Larry Daniels, this city, won the allaround cowboy championship.

Meeker's Shows, in its 10th consecutive year here, drew an estimated 25,000 to its midway, according to Ralph Meeker, owner-manager.

#### Book 2-Night Folk Show For Atlantic Rural Expo

RICHMOND, Va., Sept. 23. — A highlight of Atlantic Rural Exposition, to open here September 28 for a 10-day run, will be a barn dance jamboree to be presented before the grandstand the nights of Saturday (30) and Sunday, October 1, said J. A. Mitchell, general manager.

Featured in the two-hour program will be such attractions as Hank Snow, Minnie Pearl, Lonzo and Oscar, the band from Grand Ole Opry; Frank Porter, MGM recording artist; Bill Strickland, of Regal Records, and local favorites. There will be more than 20 artists.

# Flashbacks

### 25 Years Ago

Vera Earle and daughter, Mary Lee, closed with the Sparks Circus at Muskogee, Okla., the former being replaced by Hazel Bailey to sing the prima donna role in the spec. . . . The Lyons summer resort at Indian Lake, Ohio, changed hands, the new owners being G. O. Reason, Germantown, O., and S. H. Hoerner, Dayton. . . R. E. Stewart, general agent, closed with the Metropolitan Shows in order to frame an indoor show. . . . Ben Davieson, special agent, closed with the Harry Copping Shows. . . . George Davis, formerly of the Brundage Shows, was named head pastemaker on the John Robinson Circus advertising car, and Clem Dubbs joined Bill Backell's car while it was billing Birmingham.

Ralph Bob Palm, who had been with the Hagenbeck-Wallace and John Robinson shows, reported that he had sold his business in Cleveland and planned to return to the white tops as barber and head waiter. . . Beach Concession Company was incorporated at Michigan City, Ind., with capital stock of \$25,000 to operate recreational buildings, devices and concessions for amusement purposes. Incorporators were Rudolph W. Weller, Albert C. Wiler, Leon N. Kramer, Harry K. Kramer and Louis J. Finske.... Harry Snodgrass, "king of the invories," had completed a date at Jeff's Garden, resort near Hamilton, O. . . . Fritz & Oliver Shows were booked as midway attraction for Southwest Louisiana District Fair, Lafayette. Capt. Sidney Inman was doing his water stunts at Coney Island, N. Y. . . . Al Johnson joined the C. A. Vernon Shows with eight concessions. . . . Smith Turner was handling press for the John T. Wortham Shows. . . . Staff of the Great England Shows included A. H. Murphy, owner-manager; Blondy Halloway, general agent; N. L. Marchand, secretary-treasurer; T. D. Wilson, superintendent, and Blacky Ross, trainmaster. . . . F. V. Degenhardt and Charles S. Wells opened an office in Chicago to furnish entertainment programs for conventions. . . . Jack Radcliff, formerly of the 101 Ranch show, was operating the Peerless Printing Company in Little Rock.

The Barths, equilibrists, played the Fred E. Pearce closed his Pleasure Beach, Bridgeport, Conn., with a big fireworks display. Noble G. Parsonage was manager of the resort. . . W. H. Sullivan was re-elected president of Washington Parish Fair Association, Franklinton, La. H. E. Hoppen was secretary. . . . Ben Krause reported he again was preparing to show in Cuba during the winter. . . . Marjorie Kemp was a featured rider with Daredevil Kemp's Motordrome with the World at Home Shows.

Deaths: Harry Brown, carnival concessionaire.

#### 10 Years Ago

Mrs. James Buccini added palmistry on the Art Lewis Shows. She had with her Mrs. Jean Davis, reader, and Mrs. Jasper Edwards, tickets. . . . Concessionaires joining the Buckeye State Shows in Grenada, Miss., were Dave Sewell and Mr. and Mrs. Hosner. . . . At Kentland, Ind., Bob Terry joined the Gold Medal Shows with his Funhouse and two concessions, and Mr. and Mrs. Ray Duffy and Ralph and Dorothy Morocco rejoined after a four-week absence. . . . Arthur R. Hopper, director of outdoor advertising for the Ringling-Barnum show, suffered a stroke in Hot Springs, Ark., and was in the Army and Navy Hospital there. . . . Jack and Billy Meinhart, formerly of the Ringling-Barnum show, were in business in Massillon, O., manufacturing athletic banners and were also operating concessions at Northern Ohio fairs.

George (Slim) Griffin joined Dailey Bros.' Circus to take charge of reserved seats tickets. . . . Norman Carroll, formerly with Russell Bros.' Circus, worked the come-in at the annual Waurika (Okla.) Rodeo. . . . George E. Shelley was appointed publicity director for Williams Grove Park and Speedway, Mechanicsburg, Pa., by Proprietor Roy E. Richwine. Free acts at Great Northwestern Fair, North Wilkesboro, N. C., were Great Billetti Troupe, high wire; John Robinson's Military Elephants, and Winnie and Dolly, high trapeze. . . Mrs. Signe Fellows, widow of Dexter Fellows, Ringling-Barnum press agent, entered a claim of \$15,-000 in U. S. District Court, New York, against the circus company, alleging breach of involving a benefit which had been staged in Madison Square Garden for her.

Nils Regnell-Hellkvist, high fancy and fire diver, after returning to the States from Venezuela, was playing with Blotner Model Shows in Maine. Flying Valentinos were in Idlewild Park, Ligonier, Pa., for the closing three weeks of the season. . . Bonette Brothers, balloonists, were the free act at Plymouth (N. H.) Fair. . . Lillian Strock, aerialist, and Arnesen Brothers, comedy acros, were booked by C. A. Klein for Jennerstown (Pa.) Fair.

# **TENTS**

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COLLINSVILLE,

10,000 Each Additional 10,000. Same Order ...... 2.00 Price Change ...... 3.00 

58

# Rockaways' Biz Climbs 10% Above 1949 Figure

NEW YORK, Sept. 23.—With only one week-end of operation left at Rockaways' Playland here, President A. Joseph Geist reported that the Long Island funspot put together a season that raised business 10 per cent over last year's figure. Daily operations at Rockaways ceased Monday (11), and the park continued over last week-end, with the wind-up set for today and tomorrow (24). Geist said that last week-end proved highly profitable, as had similar pre-season week-ends. Crowds were smaller, but spending was better, according to the park head. Geist felt that the gain was good

in view of the fact that it was made despite bad weather and the loss of Long Island Railroad facilities that formerly accounted for a large part of the park's biz. A railroad trestle was knocked out by fire early in the season and was not replaced. A bigger year is in store for the park next year, according to Geist.

Plans for 1951 call for the addition of a new live ammunition gallery, remodeling for the Funhouse and new fronts for the Tilt-a-Whirl, Whip, Cuddle-Up and Caterpillar rides. An Octopus ride also will be added for next season.

Also slated is the construction of a restaurant with a nautical motif. The building may be possibly in the form of a boat, Geist said. New office buildings at the park have been under construction and will be ready in a short time for occupancy.

#### Flicker Tie-Up

On a recent trip West, Geist's son, Dick, conferred with officials of Warner Bros., Universal - International (U-I), Paramount, Metro-Goldwyn-Mayer and Columbia film studios on the idea of the flicker firms using Rockaways as movie background footage. Altho nothing definite has been set, the parkmen hope to have one of the companies on location at the spot by next June. The park management and U-I have agreed on a tie-up, the details of which have yet to be worked out. The scheme probably will call for the park to according to Geist.

Walter Kaner Agency, which has been handling the park's flacking chores, will continue in that capacity, Geist said. The park has switched over to advertising and promotion on a year-round basis, with management feeling that it is cheaper and more practical in the long run to keep the machinery functioning constantly. The funspot garnered a plug that will not appear until next spring when The New York Daily News shot a series of color pix three weeks ago to appear in its Sunday roto section next year.

## Tram Ride Planned For Atlantic City

ATLANTIC CITY, Sept. 23.—Possibility of a scenic railway extending the length of this resort city's Boardwalk was revealed by Reginald Wilson, Baltimore, visiting here. Wilson devised the motorized version of the rolling chair.

He said that small trains of four coaches, each accommodating 25 passengers, could be operated at a cost of 10 cents a head in one direction. The same type of train was used successfully at the New York World's Fair, he claimed. He estimated the cost of placing six trains in operation at \$30,000.

Wilson said he had submitted the plan to City Commissioner William F. Casey, Albert B. Johnson, chairman of the City Planning Board, and Frank Amstutz, secretary-manager of the Chamber of Commerce and Hotelmen's Association. Only Amstutz indicated that he was not interested,

Wilson said. Similar Boardwalk cars have been in operation for two years at Wildwood, N. J., with a 10-cent fare.

# Manlius Sets Square Hops Thru October

#### Season Below 1949

MANLIUS, N. Y., Sept. 23.—Square dancing has proved so popular at Suburban Park here that the spot will continue the dances one night a week thru October, Manager Fred W. Searle reported. Roller skating is skedded for three nights weekly in the same hall, he stated, and if the program is successful the park may install a heating system to allow a longer run.

Searle said that the spot's summer season business was below last year's. Ride grosses early this season were as much as 40 per cent off, but strengthened in July and August to put the average drop at about 20 per cent. Per capita spending was off in good weather, and much of the spring as well as Labor Day were lost to poor weather. Searle said concessions plug U-I releases in its advertising, held up somewhat better than other a nospital. phases.

> Modern dancing drew so poorly during the first half of the season, he said, that it was abandoned in favor of square dancing on both Friday and Saturday nights after mid-July. The latter's success prompted scheduling of the longer season.

Rides will be operated on weekends thru September.

Searle reported that free acts were used for 11 weeks. Prizes were given away on weekly kiddie days, and two automobile giveaways were staged. The first drew well, but the second pulled only a fair crowd in an all-day rain.

Plans for 1951 at Suburban call for rebuilding the Roller Coaster and constructing a larger bingo building. New this season were a kiddie boat ride, Flying Scooter, parking lot addition for 500 cars and a 30-foot extension to the dance hall-roller rink.

Searle said he believed factors causing the lower business take here included strikes and the fact that too much credit buying left patrons with little money for amusements.

# Conklin Park \$ Up

HAMILTON, Ont., Sept. 23 .-Business at three Canadian parks operated by J. W. (Patty) and Frank Conklin ranged from 40 per cent higher to even with last year, it was disclosed here this week.

Crystal Beach, Fort Erie, Ont., showed a 40 per cent bulge over 1949; Belmont Park, Montreal, was up 18 per cent, and Sunnyside, Toronto, was on a par with last year.

# Basic Training

PHILADELPHIA, Sept. 23. — Announcement here this week that members of the armed forces will be admitted free to the Philadelphia Zoo was coupled with a listing of Korean animals currently on display.

Director Freeman M. Shelly explained that while the Zoological Society followed the free admittance policy during World War II, many GI's "learned something about the wild life of some of the countries to which they might be sent."

No Russian bears were on the

# F. W. Henninger, Vet Kennywood Executive, Dies

PITTSBURGH, Sept. 23. - Frederick W. Henninger, 72, secretarytreasurer of Kennywood Park here, died at his summer home at Conneaut Lake Monday (18). Funeral services were conducted here Wednesday (20).

Henninger was active in the park business here for about 50 years. He organized West View and left that park in 1905, when he and the late Andrew S. McSwigan were put in charge of the Monongahela Street Railways Company's Kennywood Park. Two years later the partners took over Kennywood and also leased Duquesne Gardens and Southern Amusement Park.

This was the first season since 1907 that Henninger had not been at Kennywood each day. He had spent recent months resting after a stay in

Survivors include his widow, Mary; three sons, Carl, general manager of Kennywood; Harry, comptroller, and Robert, who heads refreshment concessions.

Andrew Brady McSwigan, son of Henninger's early partner, has been president of the park company since the elder McSwigan's death.

Henninger was a pioneer in booking annual picnics in parks. He was a member of the Shrine and National Association of Amusement Parks, Pools and Beaches.

# Season Grosses At Cedar Point Exceed '49 Biz

SANDUSKY, O., Sept. 23.—Grosses this season at Cedar Foint on Lake Erie exceeded those of last year, altho plagued by unfavorable weather, ac-Manager T. C. Melrose.

He said that officials of Melrose Cedar Point, Inc., ops of the spot, were well pleased with their first season and that preparations for 1951 have been launched.

Several picnics and conventions already have been signed for next season, and William Evans will tour Ohio and Indiana soon to book additional industrial and fraternal events.

New construction at the resort depends upon the materials supply picture by next spring, Schneider said, but work will start soon on relocating rides to allow a better flow of traffic. Ed Starr, concession manager, will be in charge of lining up new rides and concessions for the coming season.

# Kid Park Ops In Chi Area Form New Org

#### Fritz Elected President

CHICAGO, Sept. 23.—Organization of the Kiddie Park Operators Association (KPOA) was completed at a meeting here Wednesday (20) of 18 Kiddieland operators from Chicago and surrounding territory.

President of the new group is Arthur E. Fritz, pioneer in the Kiddieland field, whose suit against the government recently resulted in a court ruling that amusement rides are not subject to admission taxes. Other officers are John O'Brien, vicepresident; Jess Buhler, secretary, and Mrs. Rose Klatzko, treasurer.

Fritz stressed that the new organization plans to become a nationwide group of kiddieland operators and that it is a permanent association.

#### To Aid Tax Case

While the new group expects to be active in assisting Fritz in his tax case when the government appeals the decision, members said they had discussed such an organization for some time and that its activities will not be limited to the court action.

Fritz said that the group will seek additional members during the outdoor conventions here in November, when it will maintain a headquarters at the Hotel Sherman.

Association's State charter provides that the group will seek to encourage co-operation among kiddie park operators and to formulate standard operating rules. Also, according to the charter, it will work for "freedom from unjust and unlawful exactions."

# John T. Clare, Vet Crescent Park Op, Dies

CUMBERLAND, R. I., Sept. 23 .-John T. Clare, 59, for the past 16 years treasurer-manager of Crescent Park in East Providence, R. I., died here Tuesday (12) after an illness of three weeks.

Clare was born in Central Falls, R. I., and was associated with the Beacon Manufacturing Company, park owners, for 42 years in various capacities. At the time of his death he was office manager of the firm, but devoted most of his time to operation of Crescent Park.

He was past president, a director and long-time member of the New England Association of Amusement cording to Dan Schneider, assistant to Parks and Beaches. Clare was widely known for annual clambakes staged at the park, when 1,000 guests at a

time was the rule. Survivor's include Clare's window, Isabelle, and four sisters. He was buried Friday (15) at Arnold Mills, R. I.

#### Sked N. J. Pier Repairs

LONGPORT, N. J., Sept. 30.-Longport Pier, once a dance center here, is slated to be repaired before next summer. Atlantic City Transportation Company, which acquired the pier property, will remove the pier superstructure, repair the deck and place a railing around it. The pier suffered heavy damage in the 1944 hurricane.



... and it's going to be BALLYHOOED TO MILLIONS

by NOVEMBER 4

# Hard-Working Ira Watts Spans Two Circus Eras in Key Posts

(Continued from page 53)

knowledge, and his knack for show business was not unobserved; John Ringling asked him to join R-B for the 1927 season. When Buchanan learned of the offer he told Watts he was free to go if he cared to.

"That's a big corporation and you won't like it over there," Buchanan advised him." But you'll always be welcome to come back here."

These words impressed Watts but he did like his Ringling job, in which he worked in the wagon with Charles Hutchinson and Fred De Wolf. Watts was still looked upon as a youngster in circus business when, on Christmas Day, 1929, Ringling telephoned to ask how soon Watts could get to Macon, Ga., winter quarters of Ringling's Sparks Circus. When told that he would be manager of Sparks, Watts quickly replied that he could be in Macon the next day.

Trouble hounded the new manager from the first of that 1930 season. On the show's opening jump out of Macon an arch bar broke on the flat car carrying cookhouse and stable equipment. Watts met that initial test by feeding the people in restaurants and housing the stock in the Side Show top. There were three fatal accident on the show early in the season. And 1930 was no whizzbang business year for anyone.

#### Reframes Sparks

Then Sparks, smallest of the Ringling-owned shows, was hit by curtailment orders. First word was that

# FOR SALE

ROLLER SKATING RINK PAVILION, 192 ft. by 90 ft., with HEATING SYSTEM, in operation the year round. SWIMMING POOL, 300 ft. by 80 ft., sectional pool; BATH HOUSE accommodates 1000. 2 LARGE PICNIC GROVES with SHELTERED BUILDINGS, accommodates 1200 people. 2 NEWLY DECORATED APARTMENTS, 5 COTTAGES, ALL-YEAR-ROUND OCCUPANCY. BEAUTIFUL TREES AND SHRUBBERY. REASON FOR SELLING: OWNER POOR HEALTH-WILL SACRIFICE. WILL CONSIDER PART-NER WHO IS INTERESTED OR KNOWS BINGO. Write BOX NY-124, The Billboard

1564 Broadway New York 19, N. Y.

#### WANTED HI-BALL BOOMERANG

WATER SCOOTER CARS

Must be in Good Condition; will pay cash. Edgewater Park, 23500 W. 7 Mile Road, Detroit 19, Mich.

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100,000 visitors expected.

Restaurant, gift shop, pottery, glass, etc. Immediate action necessary. Wire or write today.

MINIATURE GOLF COURSES Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

#### MINIATURE TRAINS

The Custom Built to Order Line, Steam, Diesel, Gas. Amusement and Industrial Types. Track Gauges, 12" to 36", portable, permanent. Up to 300 passenger cap. Light Rail. Trade-ins ac-cepted. 8"x10" photos and details \$2.00 (re-funded first order).

**IRON HORSE LINES** 106 MAIN ST.

Sparks would be shelved, but later Watts was told he could take the show out if he could cut it to 10 cars. Rapidity of his answer probably startled the Ringling execs; Sparks couldn't be cut to less than 15 cars, Watts told them. Then he supplied all the answers in a quick-fire question-and-answer session, the outcome of which gave Watts and Sparks the green light for 1931.

That edition of Sparks was a notable show in circus annals. For economy, the parade and spec were eliminated, and it was the first show to use recordings in place of a band. Watts termed the recordings system a success, but for further economy, loud speakers for the main show and the Side Show were wired into the same system. Thus all announcements and music for the performance were aired over the midway via the kid show speaker and Side Show bally came booming into the big top. To end this "echo," Watts clipped the branch line wires and hired a washboard band for kid show bally.

Watts's next assignment for Ringling took him to Sells-Floto as assistant manager in 1932. What Watts remembers vividly about that deep depression season was that, altho the show took a giant sea elephant to Canada early in the year, it made no money and even after reducing prices, giving parades and adding the John Robinson title in the South, the show still did no business.

#### Pilots Hagenbeck

He was assistant manager of Hagenbeck-Wallace in 1933 and of Al-G. Barnes in 1934. Posts on the various Ringling units acquainted him with every official and boss and every piece of equipment in the vast organization. When two of the Ringling staffers, Jess Adkins and Zack Terrell, pulled out to frame their Cole Bros.' Circus, Watts moved up to the managership of Hagenbeck-Wallace for 1935. But further curtailment by Ringling took Hagenbeck off the road in 1936-and Watts went with it. For a year he operated a cafe in Memphis.

Watts insists he enjoyed cafe work but, if he did, the offer of the manager's job on another circus in 1937 sounded better and he shuttered the diner. This time he was manager of Ray Marsh Brydon's Rice Bros.' Circus.

It was Watt's first mud show experience and he notes "it was a good place to learn the truck show business." Altho many problems were different, Watts met them in an equally effective manner. Once at the head of the truck convoy, he was faced by an officer who offered alternatives of using a costly and timeconsuming ferry boat or using a bridge for which a permit was required. Watts reached for a "permit" and virtually insisted on showing it. But the cop said he didn't want to see it, just wanted to know the show had one. The trucks used the bridge and Watts still wonders what he could have produced if the fellow had insisted on seeing the real thing.

#### Parker & Watts Bow

Sold on truck shows and bristling with new ideas, Watts, with Charles H. Parker, bought Bud Anderson's Seal Bros. and rebuilt it as the Parker & Watts Circus in 1938. This was an early-day Kelly-Miller inasmuch as it caught the imagination of circus WAREHAM, MASS. (See Hard-Working Ira on page 66)

High Quality

## KIDDIE RIDES

ROTO WHIP - SPEED BOATS - PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.



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BUILT DURING OUR 21 YEARS AS THE LARGEST EXCLUSIVE MANUFACTURER OF

# MINIATURE TRAINS

IS STILL IN OPERATION THERE IS A REASON WHY!





Century Flyer with the narrow-gauge toy - type trains on

the market today. It is a large train, operating on full 24 inch gauge track, capable of handling 140 passengers to the trip.

Pennsylvania.

operating at a Drive-In Theatre in McKeesport,

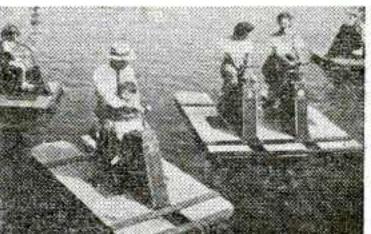
The Century Flyer is built for LARGE REVENUE and GOOD RETURNS ON YOUR INVESTMENT! More than 150 Century Flyers have been sold since the war. Our 31 years of experience pioneering the 24-inch gauge trains are paying good dividends to Park owners EVERYWHERE. Write for more information,

World's largest designer, builder and manufacturer of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the famous CENTURY FLYER Miniature Train.

NATIONAL AMUSEMENT DEVICE CO.

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# WATERCYCLES



# -TOPS in Safety

A sensation for the kids. A real thrill for the grown-ups. Let them pedal their own at Lake, Shore, Park or Pool.

3 models, modern design, heavy duty direct drive, no chains, no gears.

Small investment-Minimum Upkeep.

Write for SELLECK WATERCYCLE CORP. New London,

PLEASE NOTE: Rising prices and scarcity of materials make it to your advantage to place your order now and be assured of delivery when you want it at present prices.

60

# ESE HEADS FOR RECORD GATE

# 5-Day Total Hits 286,939 At Springfield

Opener Draws 84,129

(Continued from page 52) of the crowds and no shows have been lost, despite the unfavorable weather. The third daily performance of Jack Kochman's Thrill Show was presented Tuesday to a fair crowd, even the the decision to run was not made until long past scheduled show time. Kochman's first two performances drew big crowds. Joie Chitwood's Hell Drivers also drew big crowds Wednesday and Thursday.

#### Rodeo Packs 'Em

Jim Eskew's Rodeo, night feature in the Coliseum, has filled the 5,500seat arena consistently. Rodeos have long been standard fare here. Other talent included opening-day concerts by the Goldman Band and a program of George A. Hamid thrill and variety acts.

Annual last year recorded a net profit of \$81,000. Record earnings for a single run were established in 1947 when they reached \$125,000. Show rates a \$1.25 gate admission from adults up to 6 p.m., one of the highest in the nation. Adult fee drops to 60 cents after 6. Moppets are charged 25 cents except on their special days, when they are admitted

For the first time the industrial (See ESE's Record on page 63)

# Weather Hits Gate, Gross At Brockton

Attendance Dips 39,747

BROCKTON, Mass., Sept. 23.—A combination of rain, unseasonable cold and winds of near-hurricane velocity cut attendance at the Brockton Fair 39,747 from the record 218,424 set in 1949. The grounds were closed Monday (11) as the result of hurricane warnings. Strong winds caused considerable damage to tents used to house livestock. On Tuesday (12) **r**ain more than halved the attendance recorded a year ago.

Attendance at the night show, featuring Martha Raye and an Al Martin revue, was reported good in view of the weather. The stage is on wheels and is trundled up close to the audience to provide more intimacy than is possible at most annuals.

Running races, with pari-mutuel betting, were again an afternoon feature. The betting handle for five days

was a sparse \$242,982.

The King Reid Shows furnished midway attractions on opening Saturday and Sunday, with the World of Mirth Shows taking over the fun zone Monday for the remainder of the run. Midway business was reported good when favorable weather prevailed.

## Fish Story

MINEOLA, N. Y., Sept. 23.— Manager Charles Bochert, of the Mineola Fair which ended its run Saturday (16), is still pondering over two losses reported during the annual.

Missing from the home bureau exhibit was one sewing machine, and gone from the fish exhibit was \$70 worth of tropical fish. Bochert can't figure out how anyone got away with the fish, unless he brought a net.

# York Scores Big Despite **Bad Weather**

Grandstand Records Set

YORK, Pa., Sept. 23.—A highly successful run was chalked up by York Interstate Fair despite considerable inclement weather. The fiveday annual ended Saturday (23) with a big crowd and spending about par with top figures set in 1949, President Samuel S. Lewis said.

The model covered stage in use here saved several grandstand shows and aided record attendance at several | considerably and Sunday's gate of night shows when weather was far 70,038 constituting the second largest from ideal. A night show record was established Wednesday (20) despite inclement weather and failure of a power line which plunged the entire plant, with the exception of the midway, into darkness. The estimated 9,000 persons on hand for the night show sat quietly for an hour until power was restored. Features were Eddie Cantor and a Frank Wirth revue.

Premiums Top 16G

Lewis said that attendance was beyond expectations in view of rain on two days and threat of rain on others. Premiums totaled \$16,890.

Many concessionaires have already applied for space at the 1951 annual, according to Harry D. Immel, manager of concessions.

Lewis said that contemplated improvements include the placing of wires in underground conduits and ported a banner week on the midway.

# Allentown Beats Weather To Coast Ahead of 1949

ALLENTOWN, Pa., Sept. 23.—Despite intermittent showers, the Great Allentown Fair registered a gate increase of several thousand over 1949 thru Thursday (21). Today's finale, featuring big car auto races staged by Sam Nunis, is almost sure to tax the capacity of the 8,000-seat grandstand if good weather prevails. A canvas covering for the grandstand stage, added this year, has already saved several shows, including the one staged before a sellout audience Thursday night, when a downpour commenced just at show time. Improvements to the grounds, inaugurated by Howard Singmaster,

who is serving his first term as president, are extensive. Midways have been paved and widened about eight Puyallup Gate feet to eliminate many bottlenecks. Virtually all trees have been removed from the Fun Zone, making it possible for the World of Mirth Shows to erect most of their equipment for the first time.

A special Kiddieland area, featur-First Six Days ing 11 World of Mirth rides, has been constructed in the grove. A special illuminated front has been added, and plans for next year include sand pits and other free attractions to supplement the paid units, Singmaster said.

Several buildings have been renovated. The former horse barns, which would have cost too much to repair, were torn down and tents are being

Grandstand Show Clicks

George A. Hamid's night show feature, Grandstand Follies, has played to capacity crowds thruout the week. About 1,000 folding chairs are placed on the race track to care for the nightly overflow crowds. Admission for the night show is scaled from \$1 to \$2.25. Admission to the grounds is 50 cents.

Hamid acts include the Five Amandis, acrobats; Triska Troupe, high wire; Ladd Lyon, acro-comedy; Mack, Russ and Owen, knockabout; Paul and Pauline, trampoline; Janet and Paul, aerialists; Watkins' chimpan-(See Allentown Beats on page 63)

# Chattanooga the running horse races and rodeo Outpaces '49 First 4 Days

Nears All-Time High

CHATTANOOGA, Sept. 23.—Aided by perfect weather all week, the Chattanooga-Hamilton County Interstate Fair here, thru Thursday (21), the fourth of its six-day run, was running 8,000 admissions ahead of 49. Given good weather its final two days the event is expected to approach or possibly equal the '48 all-time high.

Return to a free granustand this year was given as the primary reason for the increased attendance. A variety show, booked in thru George Hamid & Son, played to capacity at all matinee and night performances.

Two Children's Days, Wednesday (20) and Friday (22), brought large crowds of kids onto the grounds. On the midway the Johnny J. Jones Exposition was running ahead of '48 and '49.

Exhibits, including agricultural and commercial, were at a new high, according to Mrs. Maude H. Atwood, fair manager.

erection of additional light standards, similar to ones installed this year in the midway area.

Surpasses '49

Grandstand, Midway Up

PUYALLUP, Wash., Sept. 23.—The

Western Washington Fair here was

outpulling '49 for the first six days

of its nine-day run, with attendance

thru Thursday (21), the sixth day,

reported at 246,192, up 6,700 over the

count to the corresponding point last

Except for threatening skies Tues-

day morning (19), weather was ex-

cellent. Week-end patronage sur-

passed '49, with Saturday (16) up

single day turnout in the history of

reported up slightly from last year.

There are fewer concessions and

more rides in operation than last

with Sam Snyder's Water Follies and

six circus-type acts interspersed with

Grandstand patronage also is up,

Business on the midway was

the event.

year.

events.

Besides Cantor, special grandstand attractions included the Mills Brothers Thursday (14) and Xavier Cugat and his ork Friday (15). Attendance

was reported excellent at all shows. The James E. Strates Shows re-

# Hutchinson Gate Up 15%, Stand Receipts 10% Ahead

With warm, clear weather all week, Hamilton, did well. Kansas State Fair ended its six-day run here yesterday (22) with attendance 15 per cent above last year and grandstand receipts 10 per cent higher.

Night grandstand attractions provided most of the increased grosses, with the revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, playing to capacity or near-capacity each of the six nights.

Afternoon grandstand attractions, including two performances of the Joie Chitwood Auto Daredevils, two way and will be ready for occupation Frank Winkley big car race meets and by next year's fair.

HUTCHINSON, Kan., Sept. 23 .- , two stock car race programs by Vern

Grosses from the fair's independent midway were slightly higher than 1949, according to Virgil Miller, secretary. Ride line-up, booked thru Brodbeck & Shrader Shows, numbered 14, including kid rides, and 20th Century Shows brought in most of the dozen shows in the Fun Zone.

Exhibit space was filled to capacity and, according to Miller, 50 acres was devoted to the farm machinery display. The annual's new \$115,000 administration building is well under

... and it will serve all of its markets MORE EFFECTIVELY

beginning NOVEMBER 4

# 74,261 From Reading Gate

#### Spending Dip Noted

READING, Pa., Sept. 23. — This year's eight-day Reading Fair took one of its worst lickings from the weather. As a result, attendance was off 74,261 from the 292,778 figure set in 1949, a run that was also hampered by wet weather.

Comparative figures follow:

		1949	1950
Sunday	(10)	41,731	16,431
Monday	(11)	11,853	12,421
Tuesday	(12)	6,581	15,456
Wednesd	ay (1	3)44,712	11,560
Thursday	(14)	)45,148	21,362
Friday	(15)	58,873	60,435
Saturday	(16)	44,412	45,621
Sunday	(17)	39,468	35,231

Totals .......292,778 218,517 Rain caused cancellation of eight stage shows. Never before has the annual lost so many grandstand presentations.

#### Spending Light

Even with good weather it is unlikely that records would have been set. On Friday, with more than 60,000 persons on the grounds, the grandstand was not sold out for either the afternoon or evening performance, Giles said.

Fair execs reasoned that either the people didn't have the money or that they were afraid to spend it because of the upward spiral of the cost of living.

Altho the weather was fair on closing Sunday, big car auto races the ribbon. Continuous rains Tuespromoted by Sam Nunis failed to day and Wednesday diminished atdraw on par with last year.

Talent budget was the heaviest in the annual's history with Frank Sinatra and Jerry Colonna in for two Other features included George A. Hamid's Fantasies revue and a program of acts; Jack Kochman's thrill show, which was rained out; Joie Chitwood's Hell Drivers and Mrs. America.

Cetlin & Wilson Shows were on

the midway.

## Atlantic Expo Skeds weather, but business was only fair. Entertainment Card

RICHMOND, Va., Sept. 23.—Cetlin & Wilson Shows will hold down the midway, a George A. Hamid revue will be part of the grandstand features, and a fireworks show will be presented nightly at the Atlantic Rural Exposition, which starts here Thursday (28) and ends October 7.

for matinee and night performances the first two days of the event, and the Hamid revue will be presented twice daily, October 2 thru the closer. J. A. Mitchell, general manager of the exposition, said that the grounds will be open to the public, admission free, from 8 until 10 p.m. Wednesday (27) for a preview that will include a pyro show.

Stock car and motorcycle races will be conducted the afternoons of Saturday (30) and Sunday, October 1. Midget auto races will be held closing afternoon. Barn dance jamborees will be held in the evenings of the

motorcycle racing days. New wing has been added to the cattle building, providing 8,700 square feet of floor space and bringing the building entrance near a roadway. Indoor exhibit space totals 184,900 square feet, while outdoor space is

about 37 acres.



# Rain Slices Tulsa Tops '49 by 25,000; Grandstand Receipts Also Up

TULSA, Okla., Sept. 23. - The Tulsa State Fair closed its five-day run here Thursday (21) after an estimated 175,000 patrons had come thru the front gates to top '49 by approximately 25,000. Nearly all departments showed evidence of the increased attendance and wound up ahead of last year.

The grandstand revue, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, drew steady crowds of from 6,000 to 8,000 to each of its four night performances, with total patronage topping that of last year. Jimmie Lynch Death Dodgers pulled a strong crowd to its Sunday night (17) program, but the Wednesday (20) matinee was only fair. Only other attraction was a free kid's grandstand show Thursday afternoon, made up of acts from the night revue.

# Strong Revival At Doylestown

DOYLESTOWN, Pa., Sept. 23. -Bucks County Fair here, September 11-17, was highly successful despite heavy rains the first part of the week. First fair to be held here since 1941, with the plant renovated, old-time interest was revived in the historic days. event.

A heavy downpour Monday (11) transformed the midway into a sea of mud and caused the management to defer the opening until Tuesday, when Mayor George C. Butler and county officials were on hand to cut tendance. Skies cleared at noon, Thursday, and 12,000 paid admissions were recorded. Bright and cool weather Friday brought increased attend- agreed to hire all union men on new ance, with many visitors from out of town. Saturday's Children's Day brought out thousands of kids. A Ford during the fair. Elliott based his giveaway in front of the grandstand drew a record crowd Saturday night.

Friday the board decided to continue the event on Sunday in response fair's structures. to hundreds of requests from out-oftowners who had been unable to at-

Exhibits located in seven buildings included an automobile show and cattle, swine, poultry, flower, farm machinery, baking, future farmers, fancy work, women's clubs, antique, Red Cross, army, navy, Boy Scouts and Girl Scout displays.

Grandstand shows at 3 and 8 p.m. were offered daily, with Harry C. Cooke as producer and featuring the Swing Time revue with Elmer Day Bill Holland's Auto thriller is set line girls; Kotch Brothers, acrobats; Jimmy Applegate, Hammond organist; Josef Smiley and Company, magicians, and Corwin Sisters, dancing. Josef Smiley was emsee of the stand show, which drew well. Gladys Gillem and her five fighting lions was an added attraction. Johnny Wall managed the Wild Life exhibit on the fair midway.

The Evening Intelligencer co-operated, and Station WBUX aired 15minute programs daily.

Fair board has ambitious plans for the 1951 annual, which includes augmented cattle, swine and poultry exhibits; harness racing, free acts and additional women's club departments.

A prominent visitor was Max Gruberg. Philadelphia, former owner of the Gruberg Shows and now operator of kiddie parks.

Fair officials are Sam Burgdorf, director-general and secretary; Louis Jaffe, president: Russell B. Gulick, vice-president; Seymour Dubrow, treasurer; Harry C. Grafton, public relations; Walter D. Nealand, publicity director and G. Douglas Clark, Charles W. Truscott and Robert W. Robinson, directors.

Ross Manning Shows report excellent midway grosses.

www.americanradiohistory.com

Royal American Shows' ride and show grosses were reported down about 15 per cent from last year's record figure.

Large crowds visited the fair's new \$112,000 all-steel livestock exhibit building, and the 200 by 464-foot structure was filled to capacity with entries. Fair this year increased the size of its swine and sheep barns with a 200 by 250-foot wing to care for the 4-H and FFA entries.

Further building is anticipated by next year, and increased parking facilities are also on the program, according to Clarence C. Lester, secretary.

# AGVA Pulls Acts At Tulare When Daving FEATS! IBEW Walks Out

TULARE, Calif., Sept. 23.-In a sympathy move for the International Brotherhood of Electrical Workers (IBEW), member acts of the American Guild of Variety Artists (AGVA) were pulled out of Tulare County Fair here Friday (22), three days before the event's six-day run ends. Performers had appeared the first three

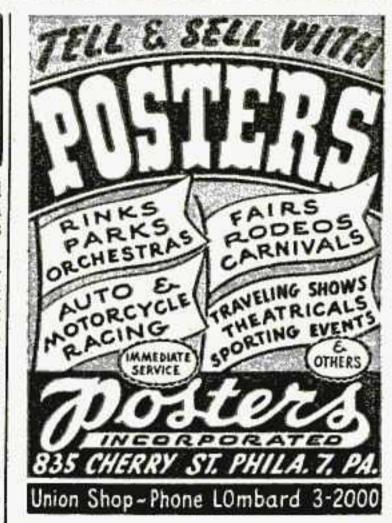
A spokesman for the fair said that the fight with IBEW was over employment of non-union electricians. At a meeting Thursday, the matter of pulling the AGVA show, produced by Joe Bren and booked by Arthur Silver, both of Hollywood, was held over until yesterday's conference. Unable to reach full agreement then with A. J. Elliott, fair's secretarymanager, the acts were ordered off the job. It was said that Elliott had construction and maintenance work, except for a few weeks before and stand on the fact that some of his employees had been with him for years and were familiar with the

Acts affected by the non-work order include Nelson and Knight, Ames tend because of the inclement and Arno, Hector and His Pals, Knox Trio, Black Brothers, Escalante Troupe, Kayletta and Daredevil Dault and Company.

The fair substituted local talent.

#### Donaldsonville Uses Unit

DONALDSONVILLE, La., Sept. 23. -South Louisiana State Fair here, as an added means of promoting the October 5-8 event, is sending a caravan of entertainers, complete with sound car, on a tour of 18 parishes from which the annual draws patronage. The group takes off each Sunday with a 50-car caravan, which moves under State police escort.







The only girl to do a one-hand stand 100 feet in the air. Brilliant fireworks finish.

Represented by: AL MARTIN AGENCY Hotel Bradford, Boston, Mass. Foreign Representative: LEW & LESLIE GRADE, Ltd., Regent House, London, W 1.

# THE 4 MILLERS

Have Some Time Open in Oct.

For Southern Fairs or indoor dates. Do 2-people comedy acrobatic act, foot juggling act, 4-people acrobatic act. Also have 8 white spitz dog act. Jamestown, North Dakota, Sept. 25-26-27-28. Home address: 1895 North Kansas Ave., Springfield 1, Mo.

# CARNIVAL WANTED

BLAND COUNTY FAIR AND HORSE SHOW

October 12, 13 and 14. Contact T. E. Mallory, Secretary Bland, Virginia

## SHOWS

WANT SHOWS

SHOWS

IN 1949 SALLY RAND . . . RITA CORTEZ . . . plus seven other Shows had their best week.

LES SPONSLER with

INDEPENDENT MIDWAY GAMES . . . GRAB . . . FLOSS . . . POP CORN . . . APPLES. Choice locations still available,

THE GREAT FREDERICK FAIR

Offers good proposition to MOTORDROME . . . TEN-IN-ONE, etc. Contact LES SPONSLER, 117 W. Saratoga St., Baltimore 1, or PHIL BEARD, Frederick Fair Grounds.

# FAIRFIELD COUNTY CENTENNIAL FAIR

LANCASTER, OHIO

Day and Night, October 9, 10, 11, 12, 13, 14 Largest County Fair in Ohio

Want Concessions. No Shows or Lunch Stands. Write T. B. COX, Concessionist

# Mineola Finishes Strong Despite Rain, Space Lack

after a five-day run, total attendance was 262,500, compared with last Grandstand capacity here is 3,000.

year's 345,000.

Fair Manager Charles Bochert laid the blame for smaller throngs on bad weather and overtaxed parking facilities. The event was struck by heavy rain Wednesday (13), holding the gate to 15,000. Hunt Bros.' Circus, supplying grandstand attraction with George Keller's wild animals, was scheduled to present matinee and night shows daily, but was forced to cancel the Wednesday night show.

Bochert claimed that Saturday might have seen an all-time attendance mark for the fair, but for a sudden drop in temperature at night, since 90 per cent of the visitors were

admitted before 5 p.m.

Auto traffic headed for the annual was backed up for miles on roads leading to the grounds, and fair officials felt that many potential customers grew discouraged and did not wait. Bochert said that arrangements have been completed with Nassau County officials for the addition of eight acres of parking space in time for next year's event.

Daily attendance figures were: Tuesday, 30.000; Wednesday, 15,000; Thursday, 40,000; Friday, 85,000, and

Saturday, 92,500.

Wednesday rain caused cancellation of fireworks, held over until closing night. The pyro show was staged by Suffolk Novelty Fireworks Company.

According to Bochert, the Hunt org and Keller unit played to halfhouses opening day; a crowd of 2,500

# Mount Holly Sets

MOUNT HOLLY, N. J., Sept. 23 .-Garden State Fair, first held here since 1923, closed a successful run Saturday night (9). A car giveaway attracted a new attendance record, with over 21,000 on hand the closing night.

Mount Holly Beauty Queen award went to Camille Wurst, of this city, who was judged the winner over four other competitors. Judges were Harry Grafton, Doylestown, Pa., fair board; Fred L. Bernstein, manager; Harry Barnham, sales manager, of Station WTTM, Trenton, N. J.; C. E. Marshall, advertising manager of The Mount Holly Herald, and Harry Cooke, of Cooke & Rose Theatrical Agency.

Firemens Night Friday (8), featuring a downtown parade, drew 21 local and visiting fire companies, headed by the Medford, N. J., Junior Drum and Bugle Corps. The pageant disbanded at the fairgrounds. Morristown, N. J., Fire Department won the majority of trophies offered by the fair management.

Weather was ideal and Labor Day, opening day, drew big crowds.

Sam Burgdorf announced that attendance was greater than expected. Already plans are being made for the 1951 fair, when permanent buildings will replace the huge exhibit tent utilized this year.

Visitors at the fair office included Allan and Jewel Travers, of John H. Marks Shows; Benny Allen, of Posters, Inc., of Philadelphia; Attorney Walter Horowitz, and Stanley Roberts, general agent, Ross Manning Shows.

Manning Shows reported a big week's business, with a new record on Childrens Day.

RINGWOOD, Okla., Sept. 23.— Ringwood Community Fair Association has been chartered here by the secretary of State as a non-stock corporation. Incorporators are O. E. Wolf, C. C. Leierer and E. E. Ross, all of Ringwood.

MINEOLA, N. Y., Sept. 23.— | for the .natinee Wednesday, with the Altho Mineola Fair closed strong evening show washed out; capacity Saturday (16) with 92,500 admissions | matinees Friday and Saturday, and a three-quarters house closing night.

> Fair went under canvas this year, instead of housing exhibits in buildings. The Nassau County Board of Supervisors has approved plans for a \$2,500,000 administration building Bochert said this will mean the demolishing of four exhibit buildings, which were unused this year, and the previous celebrations which had the yielding of a little more than an acre of ground for the new structure. The small loss of ground is more than | showmanship. made up by 25 acres which were pressed into service this year. He said the annual would remain tented next year.

# Carthage Annual Racks Big Gains of State funds was pumped in various California celebrations. Actually, the most successful In Good Weather

CINCINNATI, Sept. 23. — With weather far better than was experienced last year, the 95th annual Greater Cincinnati Carthage Fair, September 13-16, sponsored by Hamilton County Agricultural Society, scored gains in nearly every department and finished well in the black, according to Clarence A. Peters, secretary.

This year the fair registered 50,000 paid admissions, another 25,000 came in on passes and thousands of children were admitted free. Last year about 10,000 fewer people attended, Peters

reported.

Grandstand attendance held even with 1949, about 10,000 people seeing Attendance Marks daily races, featuring top harness horses, and a program of acts supplied by the Gus Sun office that included the Nissen Nitros, trampoline; Juggling Jewels; Al Ross, clown; Trixie McCormick, rope spinning and unicycle; Betty Kay and Fritz Huber, comedy high wire; the Silverglades. clowns; Irma and Rio, unsupported ladders, and a trained dog show. Smittie's band, local group, provided two concerts daily.

Gooding Park Attractions, supplying the midway, grossed about \$5,000 more than one of the Floyd E. Gooding units did last year when rain cut carnival takes \$5,300 under the 1948 figure. The increased midway spending this year gave the fair a sum \$1,000 greater than it received in 1949.

In all, \$50,000 was offered in prizes, including two purses of \$10,000 for trotters and pacers. Boys and girls shared \$20,000 in 4-H Club prizes. The 4-H members sold 50 calves during the fair, the top calf going for \$1.15 per pound. Exhibits set records both for number and quality, said Peters, and space was sold to more than 200 concessionaires and exhibitors. A Guernsey show drew 110 entries. Another feature that received top attention by the press were displays by four military units which showed a variety of equipment.

Wednesday (13) was Hamilton County Day, with women admitted free until 5 p.m. It offered the Ohio Standard Bred Futurity, a \$10,271 stake for two-year-old pacers, and a horse show at night. Thursday was Agricultural, Industrial, County Commissioners' and Public Officials Day; Friday, School Children's Day, and Saturday, Cincinnati Day, with ad-

missions free to children under 12. Just prior to the fair former Ohio Gov. Myers Y. Cooper, society president, announced a five-year plant improvement plan leading up to the fair's centennial celebration in 1955. While all financial details have not been worked out, the plan is aimed at construction of a new grandstand, fencing and buildings of all kinds to make the grounds one of the most modern in Ohio.

SAN FRANCISCO, Sept. 23. — Marked by a stormy career of bitter criticism, California's three-year long centennial period ended Saturday (9), Admission Day. Veteran showmen who had been associated with the 50th and 75th anniversary of the State's birthday were unanimous in the opinion that this year's event could not be compared with any of set records and made history in themselves for beauty and success in

Beginning in Colma in January, 1948, the centennial events were in some instances absolute flascos and only one affair was voiced as a major success in every way, that of the California Constitutional Convention celebration held at Monterey in September, last year. About \$3,000,000 of State funds was pumped into the

Actually, the most successful event was a district celebration staged on Mission Miracle Mile and sponsored by the Mission Street Merchants' Association. Located within walking distance of some 200,000 persons, the midway had a larger spread than any similar attraction seen here.

Arranged by Charles P. Teevin and Art Cramer, veteran showmen, the Mission celebration received no financial aid from any State or city agency. A city-wide queen contest that elected a Chinese girl queen, netted a tidy sum and the rest of the funds came from the midway at Army and Harrison streets using the combined West Coast Shows, with Mike Krekos reporting better than a 30,000 attendance with a 20-cent gate. Foley & Burke, which also showed here, did not get the nut, drawing around 8,000 for the 10 days.

Joe Olgardt, former director of concessions at the California State Fair, who acted as manager of the San Francisco City Centennial Committee, staged fireworks at Yacht Harbor and band and other attractions at the Civic Center.

# Allegan, Mich., Gets Installed in Dallas 70,000 in Six Days Midway Skat'g Rink

ALLEGAN, Mich., Sept. 23.-The Allegan County Fair wound up its six-day run here Saturday (16) with a total attendance of 70,000 and gate and grandstand receipts approximately \$1,000 below the '49 fair. Best crowd of the week was the 20,000 on the final day.

Rain on five of the six days forced cancellation of two afternoon harness race programs, but other attractions were not measurably hurt by the weather. Revue, booked in thru Ernie Young Agency, Chicago, and featuring the Sam Howard water show, was well received. Supplementing the swim unit was the Florida Trio, comedy; Dorita Konyot, equestrienne; Jacque Gordon, unicycle; Olveras, perch; Pina Troupe, teeterboard; the Winlos, comedy; Jimmy Rae, comedy acro and emsee, and Benny Sharp's ork with Joe Gerken at the organ.

## Orland Annual's 25,000 Beats 1949 Gate by 500

ORLAND, Calif., Sept. 23.—The Glenn County Fair is estimated to have pulled 25,080 people during its five-day 1950 run, which ended here Sunday (17). Last year's attendance was 24,600.

A power failure, lasting an hour and a half, failed to halt the fair's closing-night program. Auto drivers parked their cars so that the lights would shine into Flaherty Hall, and the musical show, staged by Monte Brooks, of Portland, went on as scheduled.

# Calif.'s \$3,000,000 Salt Lake City Cent. Period Ends; Few Events Succeed Outpacing '49 Record Gate

#### Coliseum Icer Packs 'Em

SALT LAKE CITY, Sept. 23.—Despite two days of rain or threatening weather, the Utah State Fair here, thru Tuesday (19), its fifth day, was outpacing its '49 all-time record, attendance-wise, and was expected to top last year's 146,000 for the full

Comparative figures follow:

1950	1949
Friday (15) 8,234	8,950
Saturday (16)15,892	12,156
Sunday (17)21,762	19,412
Monday (18)24,307	12,481
Tuesday (19)18,832	12,780
province and the continue to the continue of t	

65,779 Totals ......89,027

Tyson's Holiday on Ice, in the Colisieum for two matinees and one night performance daily, pulled capacity houses to each show during the first five days and reserve ducats were sold out for the entire nine-day run. Gate is tabbed at \$1.50, \$2.50 and \$3, for the 3,300 seats.

Night grandstand play was light in most cases due to competition from the icer. Wallendas, booked in thru the Barnes-Carruthers Theatrical Enterprises, Chicago, do six acts, along with either a horse show or livestock parade, plus a beauty contest. Fireworks by Thearle-Duffield Fireworks, Inc., Chicago, close each night show. Great Albanis, high act, along with the Curtis Candy Company six-pony hitch, are presented as the esplanade free attractions.

Despite being hidden behind a high wall, Monte Young rides and games were doing good business. Western Service Company, repped by Art Teece, has the eat joints on the lot.

Greater emphasis has been placed on agricultural exhibits than in recent years.

# Theater - Restaurant

DALLAS, Sept. 23. — A theaterrestaurant seating 1,600 is the la'est addition to State Fair of Texas here. The spot, named the Diamond Garter, will be set up in the skating rink at the midway entrance.

Menu will be confined to sandwiches, beer and soft drinks and the spot will open daily at 11 a.m. with free admission until 6 p.m., when a \$1 tab will go on. Three nightly oldfashioned melodramas will be the principal entertainment, altho singing bartenders and waiters will be featured thruout the day.

R. G. McElyea, head man of Amusement Enterprises, Forth Worth, will operate the show on a concession basis with Charles R. Meeker, managing director of the State Fair Auditorium, assisting on production chores. Peter Wolf will design decorations.

# Eldora, Ia., Annual **Ends \$1,581 in Red**

ELDORA, Ia., Sept. 23.-Hardin County Fair here, August 17-19, ended with a \$1,581 deficit, C. W. Haase, secretary, announced. Total receipts were \$10,515 against expenses of \$11,686.

Loss was attributed to cold weather and cancellation of one afternoon grandstand show. Fair's financial condition was improved as a whole, and due to receipts of \$4,063 from the county and \$2,303 from other sources, the annual reported a balance of \$4,772.

# Attendance

Week's run draws 191,000 to top last year's total despite rain final day

SAN JOSE, Calif., Sept. 23. — The Santa Clara County Fair ended its annual seven-day run here Sunday (17) with an attendance gain of 16,335 over '49. The event pulled 191,022 this year, as compared with 174,687 last year. A two-hour rain at noon closing day nixed an even higher increase.

Playing the midway for the sixth consecutive year were the West Coast Shows, headed by Mike Krekos, Ride and show revenue was 51/2 per cent ahead of last year.

The fair, headed by Russell E. Pettitt as secretary-manager, opened Monday night (11), with Frank C. Mitchell, fair president, delivering a short welcoming talk. Lieut. Gov. Goodwin J. Knight was the principal speaker, and on the stage in front of the new grandstand were Santa Clara County supervisors, mayors of the county's communities and members of the fair board.

The musical comedy revue, featuring the Helen O'Neill Dancers, Four Darrells, George West and Chet Patnoe and his orchestra, gave afternoon and evening performances in front of the grandstand. The show was staged on the Showboat, an 80-ton portable stage, introduced this year.

Free Esplanade Follies, with Po-Po: Mack Brothers, clowns; Stanley and Beverly Spragens, accordionists; Bill and Gloria, dancers, and Art Larue and Company appeared four times daily. The Yolando Trio, strolling troubadours, were also featured during the day. A rodeo, produced by topping last year's mark by about Harry Rowell, was staged Friday and Saturday nights.

Fireworks display ended each day's

program.

## Indoor Folk Show Set For Danbury

DANBURY, Conn., Sept. 23.-Danbury Fair opens here next Saturday (30) and will continue thru October 8 with its usual policy of no night programs. Improvements at the fairgrounds include an enlarged, elevated stage in the center of the main exhibition tent. Bleacher stands will be at opposite ends of the stage.

Al Brundage and his band will play for professional and audience square dancing on the stage, with 10 pro groups set. Fashion shows also will be conducted. A group of Penobscot Indians from Maine will offer morning and afternoon exhibitions of tribal dances.

Spotted about the grounds will be the P. T. Barnum Museum, a new kiddie playground and an animal exhibit for the kids. Karl Rhode and his band will back a daily offering of circus acts. A street parade also will be offered each day.

#### ALLENTOWN BEATS

(Continued from page 60) zees: Hamid-Morton circus horses; Pierrot and Piroutee, roller skating, and Joe Basile's band.

Ward Beam's World Champion Hell Drivers accounted for one of the biggest crowds at an opener here. Mrs. America was an added grandstand ploying exhibit space has prompted feature. Harness racing was presented thruout the week.

Secretary Reba Schall reported a big demand for concession and exhibit space. Altho the annual does not officially open until Tuesday, there was action on the grounds beginning Sunday. Trucked-in show were on hand to entertain the big Sunday and Monday.

SACRAMENTO, Sept. 23 .- W. C. Wright, president of the California State Fair Board, spiked rumors that the event will not run in 1951 and also reported an increase in night show attendance at the annual run which closed Sunday (10).

"There is nothing to even vaguely indicate the 1951 fair will be called off," Wright declared. He pointed out that the fair did not run while World War II was in progress. The cancellation of space by a few firms who had planned to exhibit at the 1950 event may have given rise to the rumor, he said.

In releasing the figures for the night shows, it was learned that the afternoon racing and horse show attendances dropped as compared with

Attendance at the grandstand night shows was 87,040, as against 81,980 in 1949. Horse racing attendance was 91,189, as against 103,-029, and the horse show pulled 37,185 in its attempt to beat '49's 41,247.

# Gt. Barrington Tabs Big Finale

GREAT BARRINGTON, Mass., Sept. 23.—Barrington Fair closed with a bang here Saturday (16), when hit \$1,964,335. single-day attendance and pari-mutuel handle records were set.

Total attendance for the wind-up was about 30,000, while racing fans wagered \$300,490 to break the oneday record made during the 1948 event, when \$284,704 was bet. The mutuel take for the fair run, Sunday (10) thru Saturday, was \$1,095,049, \$20,000, and is the second highest figure in the fair's history. Heavy race crowd for the finale helped pack the grandstand for the Al Martin night show, Fair Follies of '50.

The big wind-up put the annual in better financial condition than expected, as rain plagued the event during most of the week, and day attendance, other than Saturday, was

below normal.

## Rain Cuts Into Biz At Northampton, Pa.

NORTHAMPTON, Pa., Sept. 23.— Officials of the Twin-County Fair, which closed here Saturday night (16) after a run that was marred by rain, are planning expansion and improvement of the fair's physical plant and a stronger entertainment bill for next year.

Annual ran for four days, featuring Morris Hannum Shows on the midway for the eighth year, but lost the first two days to rain. Attendance dropped below previous years.

New midway is planned, in addition to the three avenues which now carry the fair's major traffic. The 30-acre tract accommodates 60 concessions, and Willis Keiser, fair president, estimated that 40 new stands could be spotted next year with the construction of a new lane.

Present dirt midway, a headache for fair officials in past seasons, will be paved with shale and concrete. It also is planned to expand parking facilities at the northern end of the fairgrounds. Autos are now handled at the eastern end of the site.

Response of local merchants in ema need for a merchandise building which would accommodate 55 exhibitors. The proposed structure would cost \$15,000, and would be 100 by 60 feet. Also in the works is the installation of all new sanitary and toilet facilities.

Fair officials also plan a large inunits belonging to the World of Mirth | crease in the showing of modern farm implements and road equipment, turnouts that result from a free gate which proved a big attraction this

www.americanradiohistory.com

# San Jose Beats "Calif. State Fair Early Pomona Attendance To Operate in '51," Pruned by Rain; Gate Dips 1st 5 Days of 17-Day Run

### California Biggie Introduces Many New Features

fornia, except for the fairgrounds, was drenched by rain. On the fifth day the turnstiles beat the same day last year by 1,797, indicating that the event may regain its 9.5 per cent loss by its October 1 closing, and even beat its 1949 total of 1,027,466.

Comparative figures for the first five days follow:

1950 1949 Friday (15).... 36,699 38,852 79,917 Saturday (16).. 78,775 Sunday (17)... 71,125 83,163 34,168 Monday (18)... 32,704 Tuesday (19) .. 42,241 40,444 Wednesday (20) 42,127 42,699

319,243 Totals .....303,671

With racing scheduled for each day except Sunday, the pari-mutuel handle for five days was \$140,628 ahead of last year. In 1949, for a \$1,823,707, and this year has already

Along with the racing, vaude acts, booked thru Barnes-Carruthers, are being presented. On the schedule the work has been departmentalized. for the entire fair run are Belmont | Shortly before the fair opened, Henri Brothers, Capt. William Heyer and his horse, Starless Night; Balabanow Duo, Three Glenns, Benny and Betty Fox, the Arwoods, Wallendas, Karrels and Sensational Riette.

#### Many Innovations

Under the able direction of C. B. (Jack) Afflerbaugh, who has headed the event since its founding in 1922, many innovations made their debut sions, and Basil (Hap) Young, with this year. Using "The American Way" theme, an outdoor show with its recreational and sportsmen displays is featured in the area formerly used for the carnival midway. A section of the 17-acre plaza is also devoted to comprehensive automotive, trailer and heavy machinery shows. To hypo interest in the sportsmen's section, national contests for fly-casting honors are being held.

Again Lisle Sheldon is handling radio and television, and the event is going strong on these media. From the radio-television auditorium Dorothy Preble's fashion show is being broadcast daily. During the week, an average of eight radio shows went out daily, either live or taped, from the grounds. All judging events were covered and most of the livestock judging was carried by various farm reporter programs. Network shows emanating from here included Meet the Missus, over CBS; Dallas Day, over NBC, and the Curt Massey show over CBS. The Massey show will again be broadcast from here September 29.

#### Midway Biz Off 10 Per Cent

A master control booth was installed in the front of the radiotelevision building, with four Class A lines running directly into radio central. Operations began Thursday (14), the day before the fair opened.

Crafts Shows are again playing obtained in 1941, execs estimated.

POMONA, Calif., Sept. 23 .- At- | the midway, which now occupies a tendance at the 1950 Los Angeles section of the parking lot to the north County Fair, which opened here Fri- of the grounds. A large permanent day (15) for 17 days, was cut 12,038 arch with a neon "Fun Zone" sign Sunday (17) when Southern Cali- has been erected over the entrance. There are also two 300-foot concession stands just within the entrance. The Kiddieland occupies a section of the old carnival lot.

> Business on the midway was reported to be about 10 per cent under the comparative 1949 time. Frank Warren, Crafts' manager, said this was due to the drop in attendance.

#### Feature Video House

A feature of the Home Show, sponsored by the Building Contractors' Association of California, is the "television house," containing a telesion room with special sound-proofing. The show is also presenting the latest developments in construction designs and building materials.

A horse show is the feature in front of the grandstand the first nine nights. Set to open tomorrow night (24) is comparable period, the pool was the Barnes-Carruthers show, Cavalcade of Stars.

> Roy Driscoll is again handling press relations. However, the fair has grown to such proportions that Warner, who handled special events at the San Diego County Fair in Del Mar for two years and also at the San Joaquin County Fair, Stockton, was added to the staff here.

> A number of the old-timers are back this year on the midway, including Pat Treanor and son, of San Francisco, with the novelty conceshis eating stands in the promenade building and a canvas set-up at the end of the flowered promenade. H. R. Harper, who has represented Foster's Freeze at many fairs during the season, is also here with the lost child

### ESE'S RECORD GATE

(Continued from page 60)

art building was reported completely sold out. Government agency exhibits, admitted free in the past, this year were squeezed out, as all of the space was sold to commercial exhibitors. Adrian L. Potter, assistant to Charles A. Nash, general manager, handled the sales.

George Bernet, concession manager, reported a sellout by early summer. Space sales are limited to food sellers and demonstrators and the sales are limited so that all can be assured of a profitable week. Spending was reported good by concessionaires.

Parking areas are vast and efficiently handled, but Sunday all gates had to be closed early in the afternoon when an estimated 10,000 cars jammed the grounds.

Annual is still operating with an uncovered bleacher type grandstand. Current building cost would run approximately three times the figure

#### PASADENA, TEX., LIVE STOCK SHOW AND RODEO SPONSORED BY CHAMBER OF COMMERCE

SHOWS—CONCESSIONS—RIDES Oct. 23-29

NO GAMBLING OR GIRL SHOWS Everything booked independently. Our 400 by 1100 ft, midway is well located on our newly erected permanent fairgrounds with free parking for 7,000 cars and bus service to the entrance. Patrons must walk the entire length of the midway to enter the exhibits and grandstand. Expected attendance 100,000-200,000! Advance ticket sale far exceeding expectations! Pasadena has a population of 30,000, our industries are working to capacity. Our city limits join FABULOUS INDUSTRIAL HOUSTON on our west and the LARGEST CATTLE PRODUCING AREA IN TEXAS on our right, Write JIM BENNETT, Concession Mgr., for descriptive catalog and calendar of events.

Pasadena Live Stock Show and Rodeo Assn. 3015 TRAVIS, HOUSTON, TEXAS

# BAD BIZ FOLDS DAILEY ORG

# Train Moves To Gonzales

Hope, Ark., last stand of Davenport-Hammill outfit —18 future dates canceled

(Continued from page 52) sumed that the show-owned animal acts would make Shrine circus dates at Houston and Fort Worth in November.

#### Trouble All Year

The closing was not unexpected. After opening in April the show played to consistently poor business on its way to Canada. Davenport told The Billboard then that he would close the show after its Canadian dates unless conditions improved. Later Hammill denied the show would close before November.

In Canada the circus featured Joe Louis, former boxing champion, who received a reported \$1,000 a day for several weeks. He left/midway in the Canadian tour when the owners decided not to renew Louis's option unless a lower price could be arranged. Business in Canada was not good for the Dailey show, which returned to several of the towns it had played last year.

A labor shortage plagued the show after it returned to the States, and the big top was cut from five to four poles while the menagerie was sidewalled. A number of staff men and performers left the circus after it returned to this country. The band was replaced with an electric organ.

At the first of its rapid moves southward, Dailey reportedly played to a few good houses in Missouri, but in general the turnouts continued

Rumors recurred that the show (See Dailey in Barn on page 66)

# Larkin Named Beatty Manager Biz Dwindles After Buster Cronin Closes; For King Org Ringling Wait Paper Cuts Biz In S. Calif.

general manager of the Clyde Beatty Circus, and Red Larkin has been moved into the post. It was the second major staff change in recent weeks. Paul Eagles resigned as general agent a few weeks ago and Beatty named Bill Moore to take his place. Both Eagles and Cronin have returned to the West Coast. Meanwhile, opposition from Ringling-Barnum in this area has trimmed Beatty business somewhat. Beatty faced wait paper in Richmond,

Va.; Goldsboro, N. C.; Greensboro, N. C.; Charlotte, N. C., and other stands. Biller Bros. and Polack Bros. shows also are in the area. At Portsmouth, Va. (13-14), the Beatty show drew half and three-quarter houses. In Suffolk, Va. (15), business was about the same, outdrawing Biller, which was in a week earlier, by two to one. Richmond, Va. (11-12), was a blank for Beatty, because of an approaching fair, bad weather and Ringling paper.

#### Rhythm Riders Join

Sunset Carson, movie cowboy, and his Rhythm Riders have joined for the Beatty concert and are playing to good percentages of the big show houses. The outfit gives roping, riding, shooting and hillbilly music turns.

Other Beatty staff members include Tom Plank, merchant tickets; Ray Smith, schools; J. R. Hervey, local contracting agent; Frank Lee, C. S. Primrose and Eddie Howe, press; Tommy Reale, boss ticket seller; Ray Huttick, tax box and lot superintendent.

each. Rows of chairs and rear rows of blues complete the seating arrange-

Members of the family will present their riding and teeterboard acts along with four turns. In addition, Loyal has inked Malaikova's wire act and is negotiating for seal and wild animal acts. Three Spanish clowns rounded by 42 boxes of four seats from South America will be used.

#### Earlier Towns Better

LOS ANGELES, Sept. 23.—Stands in this area have failed to give King Bros.' Circus business equal to that it had in Northern and Central California. Houses in San Fernando, Burbank and Culver City this week were light.

Heading this way from the San Francisco Bay area, the show had good business for both shows in Fresno Wednesday (13). Coalinga the next day had a light matinee but a capacity evening. Hanford on Thursday (15) had a full house at night, and Porterville the following day had good afternoon and big evening houses. Wasco, where the show played a matinee-only Sunday stand (17), was good.

The show opened in this area at San Fernando Monday (18) and went to Burbank the next day. Afternoon attendance was light both places and half to three-quarter houses were on hand both evenings.

At Porterville the show changed to a city ball park lot a few hours before the show arrived.

Harlan DeWitt, former Los Angeles fireman and until recently with Clyde Beatty, joined King Bros. at Ukiah September 6 to head the show's fire protection unit. Lloyd Center, clown, joined the Side Show and Charles Ryan, boss canvasman, returned to the show after two weeks in the hospital with an infected leg.

# Adolf Fischer Tours **Germany With Show**

BERLIN, Sept. 23 .- Adolf Fischer, who for many years played the leading circuses and vaude theaters of Europe with his trio of elephants, has been touring Germany with his own circus.

Circus Fischer features Fischer's elephants and Fischer's mixed group of trained camels, zebras, bison and water buffaloes. Other animal acts on the bill are Schafer's bears; Donna and Adolf Mark's high school horses; Fischer's Liberty horses; Klein-Adolf, jockey riding; Two Serloos, aerial novelty; Three Alandis, equilibrists; the Johns, trampoline; Miss Ohavo, Japanese juggler; Dschapur and Lutha, Oriental equilibrists, and Bobby and Charley, tumblers.

# Schumann Org Ends TopCopenhagen Run

COPENHAGEN, Sept. 23.—Circus Schumann winds up a run since mid-May at its indoor arena here tomorattracted a full house. Elephants row night. The Schumanns, with only one change of bill, have played to capacity houses most of the time. Show will hit the road for a six-week tour before closing season.

The two big tent shows, Circus Moreno-Reinsch and Circus Louis Schmidt, also ended runs in Copenhagen and resumed road tours. Cirand a booming straw house of 5,700 cus Belli followed them in here and is playing under canvas.

# R-B Sets Cuban Winter Run

New Loyal Show

For Latin Tour

KLAMATH FALLS, Ore., Sept. 23.

—Giustino Loyal, elaborating on

plans for his newly purchased circus

in Puerto Rico, said this week that

the org will play Central and South

at San Juan, P. R., and 12 weeks

will be played on the island.

Show will open about March 10

Following the Polack Bros.'

Charleston, W. Va., stand December

10, Loyal said, his Giustino Loyal-

Repensky Family riding act moves

to the Circus Atayde, Mexico City,

before going to Puerto Rico. Mean-

while, Loyal, his father, Jules Loyal,

and his brother-in-law, Aldemardo

(Cento) Catarzi, will go direct from

purchased from Jerome Wilson will

be used in the Circo Gran Loyal

Americano but the big top, designed

by Giustino Loyal and built by

United States Tent & Awning Com-

pany, Chicago, will be used. Show

will be presented in one ring sur-

Most of the physical equipment

the Polack org to Puerto Rico.

America.

# Kansas Stands Give Good Biz

Straw house at Concordia; wait paper used against Beatty in North Carolina

DODGE CITY, Kan., Sept. 23.— Ringling Bros. and Barnum & Bailey will return to Havana, Cuba, after its regular tour, for its second consecutive winter show there. The show will open in the Sports Palace December 8, the same orening date as last year.

A one-ring program made up of Ringling's featured acts will be presented. Last year the show played thru the holidays and closed a bangup Havana run January 4. Personnel was flown to the island while animals and five cars of show equipment were transported by boat. Last year the show faced day and date opposition

UPPER DARBY, Pa., Sept. 23. — Mills Bros.' Circus probably will not return to quarters at Circleville, O., after this season but no substitute site has been selected from among several under consideration. Circleville city officials invited the org back, it was reported, but the show was unable to get assurance of the number of buildings needed.

Meanwhile, recent days' business for the circus showed an increase. Here Monday (18) the Mills org played to a three-quarter matinee and a full house at night. At Norristown, Pa., Saturday (16), both shows drew three-quarters of capacity. In Harrisburg, Pa. (14), the matinee was full but rain interfered at night and the show drew a three-quarter house.

Lewiston, Pa. (13), was blanked Kelly-Miller a three-quarter matinee by rain, while State College, Pa. (12), rain held business to two half houses. at night.

# Mills Show Seeks | Kelly - Miller's Larger Quarters; Night Biz Big Pa. Biz Improves At Ind Stands At Ind. Stands

PETERSBURG, IND., Sept. 23.—Al G. Kelly & Miller Bros. scored big night business at its final Indiana stands recently and moved on for more Southern Illinois dates. Lots, which still were soft after heavy rains in the area, slowed moves somewhat.

In here for a matinee only on Sunday (17) the circus drew a threequarter house. At Jasper, Ind., Saturday (16) it had only a half house for the matinee but the night show helped move trucks on both lots.

At Mount Carmel, Ill., Friday (15) the matinee was a weak half but at night, altho in competition with a football game, the show drew a full

Mount Vernon, Ind. (14), gave



(See Ringling Sets on page 66)

... and it will be backed by the BIGGEST PROMOTION

in its 56-year history by NOVEMBER 4

#### Ringling-Barnum

Show had dry, hot weather for the Kansas tour and did good business. Some of the matiness were at 3:30 p.m. for the convenience of school children. Concordia gave two big houses. Sunday off in Salina was enjoyed, with all trains arriving early. In Manhattan, Jack Conley made several broadcasts from the back yard with the help of Bob Dover.

Cecil B. DeMille and his crew returned to Hollywood. Jackie Bostock left to enter the army at Camp Blanding. Nina Cristiani, Randy Concello and Curtis Genders left at Kansas City, Mo., for Sarasota. Deloros Baldwin closed to become an airline hostess at Minneapolis. Jenny and Alberto Zoppe are celebrating the birth of a son at Sarasota, Fla. Heidi Gutis, Harold Alzana, Esther Chaney, Billy Snyder, Red McKettrick, Frank Phelan, Rusty Johnson and Irene from the Side Show observed birthdays with parties.

Visitors: Dorothy and Orrin Davenport, Ala (Ming), daughter Sonja and Dick Fritz; Mitzi Fein, Adrianna and Lopez, Charley and Pepi Borza, Mr. and Mrs. Willie Willys, Bonnie (Cristiani) and Tommy Junetius and Mr. and Mrs. Louis Rosenthals and son.

Back yard scenes: Mac McCarthy's boys have the floats painted and looking like new for the Southwestern tour. Leon de Rousseau has added a series of loud revolver shots to his act before his dive. Antoinette Concello is rehearsing new web girls.

Cookhouse flag contestants are narrowing down and everyone is wondering who will win it.—MARY JANE MILLER.

#### Kelly-Miller

A wave of intestinal flu has affected personnel. Mr. and Mrs. Phil Enos are the parents of a boy born in Seymour, Ind., Labor Day (4), and Phil is passing out the cigars. Steward Frank Francois whipped up a tasty baked ham dinner for the Labor Day celebration.

Clown Harold Conn celebrated his birthday with a party. His son, Jerry, assisted, and guests were Mr. and Mrs. Corky Clark, John Toy, Lee Virtue, Ralph McQueen and Eddie Dullum. Mrs. Alice Cuthbert also celebrated her birthday. Mrs. Frank Cooper, wardrobe mistress, left for her home in Oklahoma City. Mrs. Laura Enos has taken over her duties. Bob King, CHS member of Richmond, Ind., spent several days on the show and worked in the ticket department.

Iza and Charles LaBird are the newest additions to clown alley. Dick Davis joined the elephant department. Lee Virtue and Eddie Dullum were guests at the home of Mr. and Mrs. Walter Chapple in Tell City, Ind., and the Chapples caught the night show. Mrs. Ira Watts is on the sick list. Leona Teodora is working in the big show ticket department. June Tearney made her debut in the Pat Knight wire act. Helene Hendricks recently made her debut in the riding act. Muggsie Gallagher Clark is back in the big show, working rolling globe, after a lengthy illness.

Visitors included Mr. and Mrs. Zack Terrell, Theol Nelson Marlowe, D. D. and Josephine Monarch, Maggie Wise, Paul Nelson, Jinx Adams, Donald Haigh, Van Wells, Clifford S. Brooks, Mr. and Mrs. Carl Sahlin Williams, Karl K. Knecht, William E. Griffin, Earl D. Griffin, Mr. and Mrs. John Protsman, Mr. and Mrs. Joseph Woyton, Ed Hollis, Harry Simpson, Bob Raupfer, Ed Hillhouse, Wallie and Sophie Wallace, R. V. and Irene Lewis, Mr. and Mrs. Ed Widaman, Mr. and Mrs. Bill Fussner, Mr. and Mrs. Lloyd Massey, Wilson Campbell and Russ Wilson.—EDDIE DULLUM.

# DRESSING ROOM GOSSIP

#### Mills Bros.

Chi and Somay, en route to fairs, visited the Ming Sings in Altoona, Pa. Jimmy Ray traded his old car for a de luxe model. Despite a torrential rain, which put the Altoona lot under water, show was loaded and off the pond at 11:30 p.m. Frank Noel's mother visited at State College, Pa., and took Frank Jr. back to classes. Trombonist J. A. Pursley's son, John, sat in with the band as trumpeter one day.

Margaret Smith, of the Wallabies, and Chief White Eagle made a radio show in Altoona. At Harrisburg, Pa., the Chief, Senor Torres, Bill Bailey and Steve Crowe made one hospital show, while the Rickerts, Larry Benner, Alex Brock and Jack LaPearl made another. Pottstown, Pa., gave show the first dry lot in four days. School kids were out in force at Harrisburg, Lewiston and Pottstown, Pa. The band played Happy Birthday for Myrna Karsey at Norristown, Pa.

Vistors included Doc and Mildred Oyler and daughter, Margie, who rode in the spec; Mr. and Mrs. Buzz Martin; Jimmy Palmer; Cap (seal act) Huling's daughter; Jan Shafer; members of promotional staff; James Malone and party; Hallie Hastings; John Viazanko; Dr. and Mrs. Chanda; Dick Anderson; J. Rudolph Conway, Dr. C. E. Ware, Art Carr, Leo Goupee and R. L. Campman.

#### Siebrand Bros.

The cold weather finally forced all the girls to discard leotards in favor of slacks and sweaters for our run in Blackfoot, Idaho. Local gentry appeared to be used to the low temperatures, however, and thronged the midway.

On the sick list recently were Rosa Patine, Helen Ravell and Clara, Eugene and Iaro Hoffmann. Bill Hall seems to be a good weather prophet since he always gets his topcoat out a day or so before the mercury drops. The Patines entertained Rosa's parents during our Eastern Idaho State Fair stand. The Hodginis were recently hosts to the Razell brothers with whom they toured the West Indies on Gran Circo Americano, Birthdays included those of P. W. Siebrand and the writer. Tommy Hodgini finally completed adjusting the brakes on Jack (Koko) Fairburn's trailer prior to the longest jump of

Visitors included Jake Crumley, Rose Behee, Arden Larey, Earl Dean, Robert (Red) Vinsonhaler, Mr. and Mrs. G. Strayer and Mr. and Mrs. Kenny Leach.—JOE HODGES HOD-GINI.

#### Polack Eastern

With a few days off before going into New Bern, N. C., many with the show made a dash into Morehead City, which is on the Atlantic Coast and near New Bern. Besides tanning and fishing, the dog races were popular with several, including Mrs. Bessie Polack, Mr. and Mrs. Fred Proper, Mr. and Mrs. George Cutshall, English Hitchcock, Mr. and Mrs. Eddie Boone, Claire Levine, Mr. and Mrs. Eddie Boone, Claire Levine, Mr. and Mrs. Nate Lewis and Kris Krenkle.

Billy Barton and Irene Lafferty did a broadcast, and Herman Joseph, retired clown who was scheduled to do a later broadcast, was prevailed upon to supply background music for our program. He almost broke us up with his rendition of Goodnight, Irene.

On the sick list is Mrs. Chris Del Rae, who flew to New York to recuperate. Mrs. Art Barrett also was ill and left for her home in La Crosse, Wis. Wanda Joaniddes celebrated a birthday anniversary recently. Recent visitors included Carl Cartwright, Mr. and Mrs. Rutter, Dick Siscoe and Herman Joseph.—IRENE LAFFERTY.

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#### Clyde Beatty

Show is rambling thru North Carolina. Weather has been good and business has increased during the past week. The recent stand at Portsmouth, Va., completed show's trip from the Pacific to the Atlantic in one season. While there, many visited sea food restaurants. Bernie Griggs ate so much crab meat he was on the sick list for a day.

At Clarksburg, W. Va., the Caudillo Sisters and clown alley gave a performance on the courthouse plaza at noon under Junior Chamber of Commerce auspices. Show was broadcast over WHAR. Johnny and Fay Fulghum, of Richmond, Va., visited for three days and Johnny worked in clown alley for one performance. Mr. and Mrs. Clyde Beatty celebrated their 17th wedding anniversary, and Clyde presented his wife with a huge bouquet of roses.

Irish Ryan joined to drive Harold Voise's gilley wagon. With the Polack Eastern show near by, several of their people visited here, including Bob Porter, John Harris, Walter Long, Dennis Stevens, Dime and Connie Wilson, Mr. and Mrs. Albert Fleet, Billy Barton, Jeep Ward and Mr. and Mrs. Mike Koucik. Alva Evans has been making a hit as the bride in the clown wedding. Mark Anthony is doing the table rock. Hermaline Griggs escaped injury when one of the guy lines on her loop rigging snapped during the act. The Great Barton proved a master balancer when the lights went out while he was in a handstand on a high pedestal.

Bobby Kay is getting much attention with his fan dancer clown walkaround. Sunset Carson's cowboy band joined as concert feature. Danny Denise spent Sunday in his home town with his family. Barbara White is back after a week's illness. Other visitors included Karl Cartwright, Roy O'Rork, Jimmy Salters, George and Ruby Cutshaw and Doc Holland.—LAURENCE CROSS.

## Cole & Walters

Chilly days, rain and little sunshine this week. Dr. Butterfield and grandson from Minneosta visited recently. Mrs. Anderson has rejoined after a vacation in Emporia, Kan. Mr. and Mrs. Bill Wolf have a new car and trailer.

Stanley, the chimp, belonging to Tom and Tiny Twist, decided it needed a vacation, so with a loaf of bread, a jar of jelly and a spoon it left the show after its act. The Twists missed the next day's matinee, but Stanley was located near the lot. Altho he departed in a hard rain and hail storm, he seemed none the worse for his adventure.—MILDRED WELBES.

#### Ayres & Kathryn Davies

Show has had rain and muddy lots thru Midwest Illinois, altho biz has been good. Concession department is being handled by Willie Rawls. Corky Frazier has bought a new Nash and the writer a Ford. Mrs. Davies has left to take son, Peter, to school. Junior Rawls is drawing crowds in the Side Show, with Bob Meyers doing fire eating, vent and magic. Walter Raudenbush is producing clown, the alley including Corky Frazier, Irv Gooie and Harry Villeponteaux. On sick list are Corky Frazier and Bob Rawls.—JOHNNY FRAZIER.

#### Polack Western

Kennewick, Wash., was a new date for the show, promoted by Dixie Herbert, of Jimmie Rison's staff. People lined up hours before show time and during the performance were sitting on the grass in the outfield of the ball park. Date was the last outdoors event of the Polack season.

Armida Loyal, wife of Giustino, has arrived in Sarasota with the children and Mrs. Julius Loyal Sr. On the trip to Kennewick, Giustino was delayed by motor trouble. Joe Gallaso injured a finger in a zipper and required hospital treatment. Others on the sick list include Harry Dann, Billy Griffin, Hubert Castle and Nino, member of the Landon Midgets, who sprained an ankle.

Rudy Docky entered one of his boxers in a dog show at the exhibition in Vancouver, B. C., and came up with first prize. Girls of the show gave a birthday party for Simone Loyal, and Terry Collins, of Loyal-Repenski Troupe, baked a cake for the event. Ross Paul and Rudy Docky are members of a kennel club with a new kennel named in their honor.

Eddie Kohl, of the Ward-Bell Flyers remained in Seattle with relatives
who took him bear hunting. Visitors
included Penny Parker, Brice Santrey, Hugh Lyon, Gifford Owens,
Harry Sawdon and Frenchy Manning.
—FREDDIE FREEMAN.

# ACTS WANTED

FOR MY 1951 FAIRS AND CIRCUSES

## **ERNIE YOUNG**

203 N. WABASH, CHICAGO 1, ILL.

## To Governor C. T. Hunt

and Family and Staff and all Personnel with

Hunt Bros.' Circus

#### THANKS

for a pleasant and happy 1950 Season.

# **Ernie Thompson**

Clarinetist

7129 Allentown Rd., S. E. Washington 20, D. C.

# WANTED

Two big top pushers.

Lex Lott, please wire.

## CLYDE BEATTY CIRCUS

Wilmington, N. C., Sept. 26; Florence, S. C., 27; Columbia, 28; Sumter, 29; or per route.

# PHONE MEN!

GOOD MASONIC AND VETERANS' DEAL

Permanent. Absolutely No Drunkst
P. O. BOX 304 KANSAS CITY, MO.

# STEVENS BROS.' CIRCUS

Butchers, Elephant Men, Working Men all departments, \$21.00 per week; good cookhouse and berths. Cirls for Ladder and Webb, Family Act strong enough to feature. Pay every night. Curley Booth, contact Charley Smith. Dean, Lucky and Whitey, come on.

Mansfield, 26; Mt. Grove, 27; Houston, 28; Willow Springs, 29; Thayer, Oct. 1; Doniphan, 2; all Missouri.

# Ringling Sets Cuban Dates

(Continued from page 64) from two other shows in Havana.

Meanwhile, the show is finding business good in the wheat belt. The show played to a half-house for the matinee and a three-quarter house for the night show here Wednesday (20) but Great Bend, Kan., the day before (19) drew a three-quarter matinee

Alzanas Act Out

and full-house in the evening. Total

crowd was estimated at 16,000.

Salina, Kan., came thru with two near-capacity houses Monday (18). Leon de Rosseau received a slight ankle injury in his high dive there and the Harold Alzanas high wire troupe was out of the show. Jack Beverly, owner of the lot, took 1,249 kids to the show.

Concordia, Kan., where the show set an all-time business record several years ago and then bettered that record the following year, gave big business again this time. Matinee drew a straw house estimated by police at 14,000. The night show played to a two-thirds house Saturday (16).

At Manhattan, Kan., (15) the show played to a half matinee and full night show.

Matinee Hour Changed

Second half of the Ringling twoday stand at a suburb of Kansas City gave with a weak matinee but a good night house. Officials blamed poor afternoon business there on a new 3:30 p.m. starting time designed to accommodate school children. However, they said the plan had not worked and that the usually 2 p.m. hour would be resumed as soon as advance advertising for coming stands could be changed.

Ringling is skedded into Ada, Okla., for Sunday (24) and a group of ministers there has placed large newspaper advertisements protesting the Sunday stand. One of the churches also has placed ads similar to those of the ministerial association.

Advance crews of the Ringling org have posted wait paper against Beatty in North Carolina, where R-B will be in November. Closing of Dailey Bros'. Circus eliminates anticipated opposition with that show in the South.

## 4 PHONEMEN

UPC Ticket and Circus Banners. This is a Miller Bros.' Exchange Club date, benefit of Crippled Children's Fund.

J. F. SHAFER

O. Henry Hotel

Greensboro, N. C.

## PHONEMEN

UPC and banners. Largest and best spon-sored circus on the road today. Come on all who know me, others answer before September 30th.

BILL G. PHILLIPS Care Daniel Boone Hotel Reading, Penn.

> HIGH ACTS CIRCUS RIGGINGS

> > MADE TO ORDER

RICARDO

Order now while material is still available.

# Hard-Working Ira Watts Spans Two Circus Eras in Key Posts

(Continued from page 59)

people and worked out some novel Cages for its horse-drawn street parade were four-wheel trailers until march time, when they were converted into wagons thru use of a dual pole arrangement. Another vehicle was a semi-trailer for hauling the canvas until a special dolly gave it front wheels and turned it into a bandwagon for a six-up hitch.

The season looked good at the outset but proved disastrous for many shows. Watt's partner died early in the season. Nevertheless, Parker & Watts came thru okay and enlarged in 1939 by annexing Chase Bros.' Circus and other equiment. That was the final season for the title, but Watts took out a winter show he called Adams Floto Circus, and he trouped it, too, in 1940.

A highlight of the 1939 season was an opposition battle with Cole Bros. Watts recalls it this way:

Cole found Canadian business weak and switched its route to Parker & Watts territory in Upper Michigan. Adkins told Watts that Cole was coming and suggested they divide the territory. But when Cole began contracting Watt's towns, "we had to fight—and we didn't come off second best," Watts says. Stands of paper were covered three and four times in the "war." When Parker & Watts men ran out of show paper they used old newspapers to keep the Cole dates as secret as possible. Watts says he and the Cole owners were close friends before and after the battle despite the rat sheets they used, and Watts became Terrill's assistant on Cole Bros. in 1941. That winter he tried Adams-Floto in the South again.

Tries Mining, Farming

Watts next turned his truck show talents to operation of a fleet of trucks hauling lead and zinc ore out of the Ozark Mountains during the war years. In 1946 and 1947 he was back in the circus fold as manager of the Clyde Beatty Circus. The period included Beatty's phenomenal tour of Canada.

He tried farming the next year but the experiment convinced Watts that Arkansas agriculture was not for him, so in 1949 he was back in harness, this time as superintendent of

the Kelly-Miller show.

Watts's extensive experience and association with many of the leading circus officials of recent decades give him insight into the changes that have come to the business and its management. He rates Zack Terrell and Fred Buchanan "among the smartest showmen in the country." Buchanan also holds Watts's acclaim as the best weather prophet. "Sometimes he'd look at a clear sky and tell us to take the show down. Even before we could hit the seats, the rain would start," Watts recalls.

Scores Circus Firsts

Jimmie Patterson also is down in Watts's book for reaction to weather. If it looked like it might rain when the Patterson train pulled into a town, Jimmie, preferring to lose a day rather than risk a muddy lot, would order the show on to the next stand. Watts remembers that many noondays found the Patterson show rolling thru countryside which by that hour was swathed in warm sunshine.

Watts is modestly proud of his firsts

WANT WANT WANT FOR LONG SEASON 1951

Strong Act to feature. Special billing. Also Family doing two or more acts, Acts that double. Elephants and Hay Eaters. Wanted for Midway—Rides, Major and Kiddie, not conflicting with what we have. Some good Shows to feature on Midway and Clean Concessions.

JAY GOULD CIRCUS

OTTAWA, ILLINOIS

-the records and loud speakers on Sparks, the horse-drawn parade on Parker & Watts and that of moving a rail show during the first major railroad strike of recent times. Knowing that the walk-out was coming, Watts had the empty Clyde Beatty train moved to its next town before the strike deadline and then hauled the wagons overland that night.

A "last" also turns up in the Watts story. His Parker & Watts parade of 1939 was the final major street march; Cole Bros. paraded that year but closed before Watt's org.

Wife, Son in Showbiz Watts believes the value of parades was lost sometime between 1934 and 1939, explaining that by the latter date the public seemed to think they saw the entire performance in the parade and that nothing more would be done in the big top. He points out that the '34 Hagenbeck show with a parade made more money than did Ringling without a parade in the same year but that five years later street ballyhoos didn't seem to help Parker & Watts.

"With it and for it," Watts is enthused about the Kelly-Miller operation and much of K-M's good record for moving and showing with a minimum of performance losses belongs to Watts. Filling circus posts equally well is Mrs. Leona Watts, who has trouped with her husband on every show he has been with since 1919 except the Ringling-Barnum org. Their son, Jimmy Watts, is a Ringling departmental superintendent this sea-

Watts's career, more than most, is a connecting link between two eras of circus management. As a promising young man in John Ringling's empire, he reached the top. As an experienced veteran, he has played vital roles in a new cast of shows. There will be more for him to do in seasons yet to come-and no one will be bothering Ira Watts.

# Under the Marquee

Ray Brison, who closed with Lee Bros. Circus recently, is managing a concession unit of the R. K. Spidell Concession Company at fairs. . . . J. C. (Chubby) Guilfoyle, Manuel King, Marjorie Kemp and others have put together an act comprised of 19 lions and lionesses at the World Jungle Compound, Thousand Oaks, Calif. Guilfoyle lost his right arm in 1928 at Syracuse in a lion fight on Sparks Circus. Act is presented by Pat Anthony.

An old-timer is a fellow who remembers when big tops were put up at every stand from opening day to closing.

Col. Bob Morton has signed the Flying Romas for their third consecutive year of Hamid-Morton Circus indoor dates, which get under way in Boston, with stands in Toronto, Philadelphia and Atlanta to follow. Members of the troupe include Mary and Roy Romas, leapers, and Ralph Oseyth, catcher. Act made the Ward Bros.' Shrine Circus tour this summer.

Summer has come to circus lots when one can eat spud salad and cold cuts in cookhouses without wearing gloves.

Ayres & Kathryn Davies Circus enjoyed one of its biggest days of the season at Glencoe, Ill., recently. One show was strawed to the ring curbs and two others were capaci-George Hubler caught the ties. show that day and reports concessions also did a big business. . . Dick Hale, Shreveport, La., model builder, visited model builders in Chicago last week.

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DAILEY IN BARN

(Continued from page 64) would cut five cars from its train to reduce operating expenses, but apparently that had not been done. Among many other rumors which persisted in recent weeks was that the show was selling some of its horses.

Decision to close at Hope was influenced by the fact that it is as near to winter quarters as the show would be routed for several weeks. The show was to have played Natchez, Miss., October 8.

Prior to the closing, Dailey played to three-quarter houses at Ashdown, Ark., Wednesday (20). Ground was soft from previous rain and the night show was given without the big top. At Rogers, Ark. (16), the show had two three-quarter houses.

Early in the season Davenport said that he was considering reframing his show for 1951 as a street unit to be sponsored by merchants. Recently he reportedly had said he contemplates a 15-car circus next year. This year's show moved on 25 cars.

WILSON, N. C., Sept. 23.—Biller Bros.' Circus scored a full house for the evening performance here Wednesday (20). The matinee, delayed until 3:45 p.m. so school children could attend, drew a threequarter house. Weather was cloudy in the afternoon but better at night.

# SAM BLUESTEIN

WANTS FOR FOOTBALL GAMES MISS. STATE STADIUM

Novelty Men and Hustlers for Candy Stand.

Sept. 30, Miss.-Tenn.; Nov. 4, Miss.-Auburn; Nov. 11, Miss.-Ky. All at Starkville, Miss.

## WANTED

Cook for Pie Car, \$75 per week; Fry Cook, \$35. Two Helpers, one Stand Man for Grab percentage. Mike Kusey, wire. No drunks. Prepay own wires. Answer as per route.

Kelley-Miller Circus

# PHONEMEN

**Book-Tickets** 

Phone: 2-0024

Jackson, Michigan

Pay your own

## AT LIBERTY FELIX MORALES AND

Three People presenting Comedy Trampo-line, Head Stand, Slide for Life and general

Bartlettsville, Akla., till Sept. 26; then Route 7, Doniphan, Mo.

Young person, acrobatically inclined, to join act. Good amateur considered. Send picture, state age and weight. Also state what tricks you can do. Address care of

**BO-JONS** 

c/o ROGERS BROS.' CIRCUS as per route, Billboard

# 3 PHONEMEN-3

FOR POLACK BROS.' SHRINE CIRCUS

Contact

BILL KAY

Williams Hotel

Daytona Beach, Florida

# PHONEMEN

**VETERANS' DEAL** STARTS SEPT. 25TH

TED WILLIAMS

Phone 2-7227 lackson, Michigan

# HARRY HENNIES SELLS SHOWS

# Strates Org Scores Big At York, Pa.

All Units Share Dough

YORK, Pa., Sept. 23.—James E. Strates Shows came up with a winner at York Interstate Fair here Tuesday (12)-Saturday (16), despite heavy rains. Shows and rides registered good grosses from the opening Children's Day, until the close, except for Wednesday (13), when weather marred daylight operation.

Top money-getter were Jack Norman's Broadway to Hollywood revue, Nate Eagle's Midget Movie Stars, Rita Cortez's South Americans, Irvin C. Miller's Brownskin Models and George Murray's Lion Thrill Arena. Walter McCracken, Monkey Circus operator; Claude Bentley's Side Show, Doc Hartwick's Wild Life and Snake Show reported a good week. Saturday night (16) attractions did capacity, with day play also good.

Slow move from Syracuse put the shows behind schedule here. Unloading was not completed until after 10 open at 9 a.m. as slated.

Shows have eight weeks to go for the season and again will winter at Pinecastle Army Air Base, Orlando, Fla.

# JJJ Beats '49 In First 4 Days At Chattanooga

CHATTANOOGA, Sept. 23.—The Johnny J. Jones Exposition struck pay dirt here at the Chattanooga-Hamilton County Interstate Fair and thru Thursday (21), its fourth day, was racking up grosses that topped those of the past two years.

Despite threatening weather opening night, Monday (18), grosses for the day were approximately \$1,000 ahead of '49. Receipts the following day were below the same day a year ago, which had been children's day.

Org's rides and shows were dolled up with fresh paint jobs. The Wish brothers joined here with five new concessions.

# Hannum Units Do Well in Pa.

NORTHAMPTON, Pa., Sept. 23 .-Morris Hannum Shows split into two units for the week ending Saturday (16), with Lehman Moor and Harry E. Wilson handling the Northampton Fair unit and owner Morris Hannum piloting the other at Elizabethtown,

Both fairs, scheduled for four days, fairgrounds location. were rained out opening day, Wednesday (13). Children's Day at Northampton was postponed from Thursexpectations.

Friday night at Northampton produced a capacity crowd, with spending the best of the date. A good and night despite cold weather.

Elizabethtown date, following the with rides getting a strong play.



J. C. McCAFFERY and Paul Olson (right), together with Lefty Ohren, have bought the Hennies Bros.' Shows from Harry Hennies. McCaffery will continue as general agent, and Olson as concession manager. Ohren will be inactive in the shows' operations.



# Midway Renovations Boost WOM Power at Allentown

ALLENTOWN, Pa., Sept. 23.—With to Trenton tonight and erected in more earning power than it has ever time for tomorrow's opening. before been able to marshal at the Great Allentown Fair, the World of the biggest days of the annual cut p.m. However, all attractions were Mirth Shows was heading for a siz- slightly into the potential gross. With able gross that would approximate good weather today the finale can the best takes garnered here in the easily send the gross to a new high.

> show this year when more midway favor for this type of entertainment. space became available. The usable area was increased principally by the elimination of some 90 trees and the extension of several side areas.

In addition to being able to erect all of the show units, Bergen added Bob Edwards' Posing Show, a Globe of Death, Mechanical City and an iron lung here.

These units will probably stay with season.

Despite the increased midway area. four major rides had to be left in the wagons. Previously, space shortage made it necessary to leave down as many as 10 or more major units.

A special Kiddieland section, equipped with 11 show-owned moppet units, has been established in the grove. The special neon-embellished fun zone front used at the Central Canada Exhibition, Ottawa, was transported here to point up the kid zone. Creation of the special area was credited by Howard Sigmaster, fair president, to Bergen and Bucky Allen. show concession manager. Singmaster said that sand pits and other free attractions, together with appropriate decorations, would be added to that area next year.

The show train made the more than 300-mile jump here from Brockton, Mass., in record time, arriving at 10 a.m. Monday morning (18). The trip involves ferrying of all equipment from New York to New Jersey. A mounted police escort was provided for each wagon as it came down the runs and made the short haul to its

Altho the fair does not officially open until Tuesday, virtually all show units were in operation Monday day to Friday (15). In spite of the night. Many units were on hand to muddy lot Thursday about 1,000 kids take advantage of the big crowd atturned out, and while Friday biz tracted by the free gate Sunday. was satisfactory, it was not up to These were trucked in from Brockton. The Monday play also is lucrative, since crowds are large, again as the result of a free gate.

Units not in action here have alcrowd turned out Saturday afternoon | ready been transported to and erected at the New Jersey State Fair, Trenton, for tomorrow's (24) opening of rainy start, proved highly satisfactory, the event. Many more, including only \$20,000 under the 1947 all-time necessary light plants, will be trucked | high of \$432,546.75.

Bad weather Thursday (21), one of easily send the gross to a new high.

Girl Show units are almost sure Show owner Frank Bergen was able to wind up with top money at this to increase the earning power of his | spot where patrons have long shown

# T. Tabs Big At Mineola Fair

MINEOLA, N. Y., Sept. 23.—The I. T. Shows did good business here for the last two days of the Mineola Fair, the org thru the remainder of its fair Friday (15) and Saturday (16). The show included a separate Kiddieland for the date. All rides except a Miniature Railway were show-owned.

The big ride line-up included Ridee-O, Caterpillar, Whip, Tilt-a-Whirl, two Octopuses, three Ferris Wheels, Merry-Go-Round, Comet, Dive Bomber and Chairplane.

The Kiddieland featured a Merry-Go-Round, two boat rides, pony cart, auto ride and fire truck. Two side shows were on the midway, including Slim Kelley's, plus a Suicide Globe, a Wild Life show and a Motordrome. Ed Crowe's cookhouse, making its first stop here, did good biz.

Business early in the week for the shows was only fair because of rain or threatening weather. The fair began Tuesday (12).

## London Rain Does Little Harm to Conklin Grosses

LONDON, Ont., Sept. 23.—Despite a week of rainy weather, described by J. W. (Patty) Conklin, midway impresario, as one of the worst he has experienced in the outdoor show business, the Conklin midway ended its six-day stand at the Western Fair here Saturday (16) with ride, show and concession grosses slightly below '49. Rain on five of the six days failed to discourage fair patronage.

Final figures on midway biz at the Canadian National Exhibition, alsc operated by Patty and his brother, Frank, disclosed grosses there were

# McCaffery, Olson, Ohren New Owners

## Hennies To Open Kiddieland

(Continued from page 52) tinue to use the Hennies title.

Of the new owners, Ohren, who resides in Chicago, will be inactive in the shows' operation. McCaffery, now general agent, and Olson, concession manager, continue in those capacities. Decision as to who will manage the shows will not be made until after the new owners take over at Hot Springs.

McCaffery's action in buying into the Hennies shows sparked speculation on the future of the Imperial Shows, owned by the Amusement Corporation of America, in which McCaffery is the major stockh lder. The Imperial, a 25-car show, went into winter quarters at Iowa State Fairgrounds, Des Moines, this week after closing its season Saturday (16) at the Spencer (Ia.) Fair.

Imperial Plans Secret McCaffery declined comment on future plans of the Imperial. It is understood, however, that Mel Dodson, co-owner with McCaffery in that org last season until he sold out during the winter to McCaffery, still holds title to some of the Imperial equipment, and this heightened speculation regarding the future of Imperial.

Hennies, following the sale, enthused about his plans to withdraw from the road and open a Kiddieland. He said that he will shoot for a March opening of the small fry fun spot and that he plans to have 12 new rides in operation. Orders for some rides already have been placed, he said.

In withdrawing from the road, Hennies closes a 16-year career as a show owner. He started out in 1934 in association with his brother, the late Orville, with a truck show. Three years later he and his brother bought out the United Shows, better known as the Morris & Castle Shows, from which it stemmed. Orville died in 1938 and Harry continued as sole owner thereafter.

# Weather Cuts Marks N. C. \$

HENDERSONVILLE, N. C., Sept. 23.-Four days of rain wiped out the chance for the John H. Marks Shows to get good grosses at the recent Hendersonville Fair. Despite the rain, spending was free enough to insure concessionaires of making the nut.

Date was seen as one of the better ones on the show's itinerary. Fair secretary A. M. Foster, who made elaborate plans for the event, said that dates for next year would be moved up to escape seasonal rains.

Show has added seven new Internationals to its motorized equipment. General Agent Allan A. Travers said that three fair dates have been added to the show's list putting the season's end at November 19. Equipment will be returned to Richmond, Va., quarters.

Ladies of the show are planning parties to raise money for the Miami Showmen's Club, Tampa Showmen's Club and National Showmen's Association. Mrs. Marks and Mrs. ..oman are in charge of plans.

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#### All Replies L. J. HETH SHOWS

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For Lamarque, Texas, Sept. 27-Oct. 1; then Army Posts.

Concessions — Bingo, Snow, Candy Floss, Popcorn, Photo, Hanky Panks that don't conflict, Mitt Camp. AGENTS — Rolldown, Razzle, P.C. FOREMAN for Merry-Go-Round who can produce; salary paid every week General Help in all departments. ELEC-TRICIAN who understands Diesel Light Plants; Burton, come on. For Sale or Trade -A complete Chairplane. Contact

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Tarpon Inn, Freeport, Texas, until Sept. 26; Buckneer Hotel, Galveston, Texas, Sept. 27-

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#### JOHN P. CIABURRI WANTS AGENTS

For Southern Fairs For Cork Calleries, Watch-La, Pitch and Duck Pond. Must be capable. Playing major Fairs only. All reply care AMES E. STRATES SHOWS Danville, Virginia, this week; Charlotte, N. C., follows.

FOR SALE

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## MIDWAY CONFAB

Mr. and Mrs. William E. Lauther, newlyweds on the Carl J. Lauther Side Show, with Gooding's Greater Shows, were given a shower when the Gooding org played Shelbyville, Ind. A buffet lunch was served in the Side Show cookhouse. Attending were Mrs. William Leisure, Mrs. Mary Ingalls, Mrs. Earl Ingalls, Mrs. Pauline Clark, Loretta Thumberg, Mrs. Fred Thumberg, Mrs. Gerald Frantz, Mrs. Mabel Daley, Mrs. Tex Conroy, Mrs. Frances Lauther, Peggy Wall, Marylyn Ingalls, Teresita Rivero, Mrs. Estella Britt and Bobby Ingalls. Bride is the daughter of Mr. and Mrs. Harvey Wilson, Glass House operators on another Gooding unit.

Personnel line-up of Carl J. Lauther's Side Show on the Gooding Shows for the fair season includes Carl J. Lauther, owner-operator; Frances Lauther, astrology; R. (Gingervitis) Brandenburg and William E. Lauther, talkers; Tex Conroy, emsee and magic; Lee (Airbrake) Hayford and Geoffrey Sargent, tickets; Eddie Phelps, fire; Faustino Garcia, iron tongue; Harold Keller, sword, ladder and glass dance; Robert Griffin, torture board; Peggy Wall, shooting thru woman; Baby Jane, fat girl; Madam Zelda, Buddha; John Reimer, pin cushion; Gloria Lauther, headless girl, and Josephine Cheater and educated chimp. Annex has Josephine Conroy, four-legged girl, with Billie Fisher on tickets. After closing with the Cole Bros.' Circus, Billie Burke and George Barnaby, of clown alley, joined for the remainder of the season. Lillian Griffin is on bally, and Tom Cobb is cook.

John Marks, of the show bearing his name, and his wife plan a short trip at the end of the season, with contract arrangements for the show to be left to General Agent Allan A. Travers. Paul Lane, who has been purchase of a new house trailer to show moved from Roanoke, Va., to Hendersonville, N. C.

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Ben Tucker and Ben Parker, of Richmond, Va., visited World of Mirth Shows at Allentown (Pa.) Fair. L. T. (Pete) Christian, of Richmond, also an expected visitor, was still missing at midweek. . . . Don Greco is in the East with an iron lung unit after handling the front end of Royal Crown Shows. Greco played the Brockton, Mass., and Allentown, Pa., fairs. Tentative plans call for him to play the remainder of World of Mirth Shows' route.

Jack Hornfeld, bingo op, is making out okay despite a broken hand and a plaster cast, sustained while hitching up his trailer. . . . Jeff Harris, of World of Mirth Shows' concession department, also is making out with one hand as the result of a severe cut which necessitated immobilizing the appendage. . . . William P. Harris, former manager of Royal Midwest Shows, is in the armed service and would like to hear from friends. He's with the 515th Engineer Petr. Dist. Company, Fort Belvoir, Va.

Leo Benoiton, after four months on Johnny J. Jones Exposition with his aunt, Bertha (Gyp) McDaniels, operator of the Rocky Road to Dublin and Penny Arcade, last week planed to Montreal from Chattanooga to re-enter Loyola University there. Leo and brother, Rene, are in their sophomore year there, matriculating from Magee High School there. Both are well known in outdoor show business, and Leo, upon being graduated from high school, was awarded a four-year scholarship at Loyola for having the highest aggregate mark in the Province in science. Leo has been on the Jones org for the past four seasons, while Rene has spent two summers with the show.

Mr. and Mrs. Joe LaMarche and Marks's assistant, has arranged for Otto Klotz have signed their concessions with Pioneer Shows for replace one destroyed when the 1951. . . . Al and Alice Alfredo, who closed with Gulf Coast Shows, have returned to Pascagoula, Miss., where

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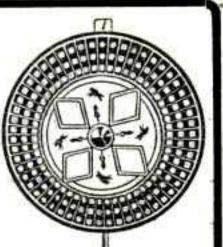
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Slum Skillo, Line-Up Store and Country Store Agents. Also general help.

DAN DONNINI

Dunn, N. C.

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Mechanical Show (and a good one), Duck Pond. Candy Floss and Slum Jewelry.
Privilege and P.C. must be right, as I pay
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For Grind Stores and Skillos, Bingo Counter-man, also general Concession Help. All replies A. R. (DUTCH) WHITESIDE Care Marion Greater Shows, Bennettsville, S. C., this week; Moncks Corner, S. C., next week.

Want for Rector, Ark., week of Sept. 25 to Want for Rector, Ark., week of Sept. 25 to 30, and then long season in cotton. Mug Outfit, Fish Pond, Cork Gallery, Hoop-La, Pitch-Till-U-Win, Ball Game, Mitt Camp, 6-Cat, Set Outfit, Balloon Dart, Jewelry. Will book Rollawhiri for balance of season. Can place Monkey or Animal Show. Contact JOHN HANSEN, Mgr., Rector, Ark., this week; Hornersville, Mo., Oct. 2 to 7.

With car. Must do some billing. Out all winter. Write

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Side Show, Monkey, Snake Show and other Shows.

Also want Rock-O-Plane, Dipper, Chairplane.

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Wants Girls for two Girl Shows. Good salary and good treatment. All winter's work in Florida. Wardrobe and transportation supplied This week, Washington, N. C.; next week, the Big One, Jacksonville, N. C. Don't write; wire or come on. Contact

JOE CONTI

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SECOND-HAND SHOW PROPERTY FOR SALE \$30.00 Genuine English Concertina, Bargain. \$20,00 Tiger Rug, mounted head, good condition. \$35.00 Wax Head Red Communist, natural color. Genuine Mummy in Coffin, 2000 years old. This is a real subject and is exceptional. Sell cheap. WEIL'S CURIOSITY SHOP

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# WANT NAIL AGENTS

EUGENE CAIN

e/o WALLACE BROS.' SHOWS Clarksdale, Miss.

they will remain until next season. Their daughter, Dorothy, has entered Our Lady of Victory School there. . . . After closing with the Girl Show on Central States Shows, Vicki LaPage and Cherri Vaughn joined Heart of Texas Shows. While en route to the shows they visited with Cleo and Minerva Lee. . . . Mr. and Mrs. Paul Obershaw, of the Hiawatha Shows, were recent visitors on Carter's Dramatic Show at Ashton, Mich. . . . After a two-year absence, Mae Joe Arnold has rejoined John T. Hutchens Modern Museum. . . . Joe Pearl, The Billboard sales agent on Cavalcade of Amusements, reports that he sold 310 copies of Billyboy during the Michigan State Fair, Detroit, which topped his 300 mark set in Atlanta last season.

# Ray Williams Shows, Inc.

Want for Jeffersonville, O., Big Fall Festival on the Streets-This Week, Sept. 27-30

CONCESSIONS-Hanky Panks of all kinds. Can place Kiddy Rides and Major Rides not conflicting. Electrician and Ride Help who can drive semis. Yes, we have other big Street Fairs and Celebrations to follow. Address:

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For Nashville, Ark., and Bastrop, La., Fair

Two Flat Rides, Cook House, Snow, Floss, Stock Concessions of all kinds. Agents for office-owned concessions. Second Man on all rides.

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FOR POWHATAN, VIRGINIA, THIS WEEK

Hanky Panks of all kinds, Mitt Camp, Popcorn and Candy Apples. All replies to

> MANAGER JOLLYTIME SHOWS

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### Midway of Mirth Shows WANT

FOREMAN FOR TILT-A-WHIRL.

Caraway, Ark., this week; Campbell, Mo., next week.

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MOULTON, ALA., FAIR, OCTOBER 2-7 ALEXANDER CITY, ALA., FAIR, OCTOBER 9-14 TALLASSEE, ALA., FAIR, OCTOBER 16-24 WITH THREE FLORIDA. FAIRS TO FOLLOW RIDES

Want Tilt, Spitfire, Octopus or any Ride not conflicting. Ride Help wanted on Merry-Go-Round and Second Men on all Rides. Must drive semis.

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> Crops good in Alabama and Florida. HARRY ALKON, Owner-Manager; FRANK (WHITIE) VASULKA, Gen. Rep. Henderson, Tenn., Fair, this week.

Piedmont Interstate Fair October 9 to 14 Inclusive, Spartanburg, S. C.

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October 16 to 21 Inclusive, Macon, Ga.

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DAY & NIGHT—OCTOBER 2 THRU 7—DAY & NIGHT

WANT RIDES! WANT SHOWS!

Octopus, Tilt-a-Whirl, Whip, Ridee-O, Rocket or any Major Ride not conflicting. Kiddle Rides of all kinds. Of all kinds, with own equipment! Have 20x30 top, front and banners for Girl Show Operator with girls and equipment for same.

WANT CONCESSIONS! Of all kinds! Come on, no ex. except Bingo and P.C., which are booked. Can use Cookhouse, Custard, Novelties, Age and Scales, Diggers, Race Game, Penny Arcade, Jewelry, Buckets, Grind Stores, Popcorn, Apples, Long Range Gallery. Want Agents for office-owned P.C. and Hanky Panks and 6 Cats. No time to write, come on; will place you.

All address

MAXTON, N. C., ALL THIS WEEK

Can place sensational Free Act! Capt. Shin Songer can place you. Advise immediately.

P.S.! RIDE HELP: Need First Man on #5 Eli and Second Men on all Rides. Come on, will place you.



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Motordrome, Minstrel with own Outfits for Fairs including the Tift County Fair and Dixie Fair, Waycross, Ga. These should help the Winter B. R. High Free Act priced right. Clean Stock Concessions. Two Good Second Men on Rides. Drunks cause of this ad. Address Montezuma, Ga., this week; McDonough, Oct. 2 to 7.

# JACKSONVILLE, N. C., FAIR

OCTOBER 2 TO 7TH

50,000 Marines-Pay Day October 2. To be followed with Roanoke Rapids, N. C.

CONCESSIONS: Open for everything except Bingo. RIDES: Will book Tilt or Rolloplane, Kiddy Rides. SHOWS: Any Grind Shows.

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Ride is in A-1 condition. Loads on a Chevrolet Tractor, with two-speed axle, equipped with 2 Saddle Tanks, with a 26-ft. special built Dorsey Semi-Trailer. Above equipment new in 1947. Ride operating on J. A. Gentsch Shows. Will give terms to responsible party.

Address BUCK McCLANAHAN

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Novelties, Derby Racers, Rotaries, Holly Cranes, Grind Stores of all kinds, Eat and Drink Stands.

SHOWS—Wrestling, Fat Show, Midget, Mechanical City, Dark Ride, Hill-billy, or any show of merit. Posing Show also Girls for Scandals, office owned shows. Beach, let's hear from you about Dark Ride.

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Rocky Mount, N. C.; Greenville, N. C., week October 2-7

# **DUMONT SHOWS**

## LITTLETON AGRICULTURAL FAIR

LITTLETON, N. C., OCTOBER 2-7

WANT

WANT

Concessions—Ball Games, Photos, Hoop-La, Guess-Your-Age and Weight, Basket Ball, Short-Range Gallery or any legitimate Concessions. Shows—Want Colored Show with own equipment.

Address LOU RILEY, Mgr.

Zebulon, N. C. (Fair), September 25-30

## INTERSTATE SHOWS

Can Place for EMANUEL COUNTY FAIR, Swainsboro, Georgia, October 2-7
With seven more fairs to go—then to our Florida fairs

SHOWS: Will give good proposition to 10-in-1 with own equipment or will furnish top and front if you have something for inside. Want to book Monkey Show, Snake Show, Glass House, Motordrome, organized Minstrel Show or any non-conflicting Shows. RIDE HELP: Want Foremen for Roll-o-Plane, Tilt, Chairplane. Second Men on all Rides. ALL CONCESSIONS OPEN, OPEN MIDWAY. ALSO ALL EATING AND DRINKING STANDS OPEN. CAN PLACE LARGE BINGO FOR BALANCE OF SEASON.

All replies to H. B. ROSEN, Mgr., Madison, Ga.

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Want for North & South Carolina, Georgia & Florida Concessions: Ponds, Age, Weight, Palmistry, Eats, Grab, Popcorn, Floss, French Fries, High Striker. Jack Beal, come on. No flats. Some P.C. and others open. Shows with own transportation. Ride Help for Wheel and Merry-Go-Round with driver's license, come on. The best of treatment and sure pay.

All address WM. J. MESPELT or TOMMY SCOTT

### ARCHIE GAYER

Please get in touch with me immediately at Adolphus Hotel, Dallas, Texas.

RAY MARSH BRYDON

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Want Hanky Panks. Operator for Funhouse and Monkey Show. Ride Help who drive.

Ashland City, Tenn., Fair now; then per route.

W. E. (SHOTGUN) PAGE, Mgr.; CHARLES (SAILOR) CROY, 'Asst. Mgr.;
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Write or Wire

K. O. FARRIS, 1130 Delaware Street, Denver, Colorado

# Mrs. M. Cohen Dies; Wife of ACA Sec'y

ROCHESTER, N. Y., Sept. 23. — Mrs. Marcella J. D. Cohen, wife of Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, Inc., died Tuesday (19) at her home here.

In addition to her husband, she is survived by a daughter, a son, her mother and a sister.

#### FED. COURT RULING

(Continued from page 52)

Appeal of the court decision is being readied by the Internal Revenue Bureau's general counsel in Washington. Indications are that the appeal will be filed soon in U. S. District Court of Appeals, but that it might be a year before the case comes up on the court calendar.

#### Legislation Looms

Meanwhile, new legislation which would subject rides to a new tax loomed as a possibility if the higher courts uphold the district court's ruling. The Treasury's Department has revealed that it is conducting a study with the view to drafting such legislation.

Some ride operators hold, however, that even if new legislation is passed, it is unlikely that a tax would be placed on rides priced at less than 20 cents. They base this belief on sentiment which prevailed in Washington before the Korean outbreak, when downward scaling of admission taxes was under consideration.

#### EASTERN PUBLICISTS

area is the heart of the Pennsylvania Dutch country, beer was in order—that is for all who could negotiate the booby-trapped passage from Moyer's office to the cooler located behind the third filing cabinet on the right hand side of the assistant treasurer's quarters.



# NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for Information

# B. & H. AMUSEMENT (O. CAN PLACE

Bingo, Diggers, Kiddie Rides, all Stock Concessions. Agents for P.C. All Fairs to follow. Don't miss Tabor City, N. C., Yam Festival. Helen McKinnon, answer. Fred Bell, have you forgotten us? All answer:

W. E. HOBBS

Lynchburg, S. C.

## MARIE

Am at home, please call or write. Will make everything as it should be.

JACK

## HELLER'S ACME SHOWS

Next week the Great Reidsville Fair, Madison Fair, Carteret County Fair, Beauford, N. C.; Farmville, N. C., and three others to be announced.

Want Eating and Drinking Stands, Guess-Your-Age, Novelties and Diggers. Will book 3 Wheels and 3 Count Stores. Prefer man who does his own legal adjusting. Have all Rides we want, but will book Kiddie Train and Boat Ride. Al Bydiark, holding space for your 2 Rides. Want Shows—Monkey, Motordrome, Side Show and People for Side Show; also Girl Show. Address: Walnut Cove, N. C., this week. HARRY HELLER, Mgr. Then as per route.

# Hurry, Hurry—Want for New Mexico and Arizona LARRY NOLAN SHOWS

Ride Help who drive, Agents for Office P.C., Outside for Skillo. Book one Major Ride, prefer Spitfire or Tilt. Use following—Hanky Panks (and Cotton is good, 10 bang-up weeks for all), Coke Bottle, Fish Pond, Duck Wheel, Glass Pitch, Country Store. Wire, don't phone: LARRY NOLAN, Bayard, New Mex., until 30th; Douglas, Ariz., Oct. 2 to 7. Yes, we hold contract for the big week at Tucson. Close Dec. 2, open last of February.

FOR SALE—Parker No. 10 Wheel in excellent shape, new Seats, new Motor. Priced right for cash. Loads on 16 foot bobtail. Come see it.

## WANT TO BUY FOR CASH

Number 5 Eli Ferris Wheel. 32 Ft. Merry-Go-Round, with organ. Either Allan Herschell Little Beauty or Parker Baby-Q. Not interested in home-made equipment. With or without transportation. Write or wire

TONEY MARTONE

MILNER HOTEL, 219 WEST 9TH ST., KANSAS CITY, MO.

P.S.: Curley Little, still interested.

## DIXIE EXPO SHOWS

WANT FOR YADKIN COUNTY 100TH YEAR CENTENNIAL, WEEK OF OCTOBER 2.
Parades, Beauty Contest, Free Acts, Fireworks, Free Gate. Everything in Town.

Can place Novelties, Eating Stands, Photos or any 10¢ Hanky Panks. Shows with own outfits. Fun House, Jig Show, what have you? Low percentage. RIDES—Place two Kiddy Rides. Need Foremen on Wheel and Ridee-O, Merry-Go-Round; also Help that drives. Need Man and Wife for Illusion Show.

Address this week, Taylorsville, N. C.

## FLOYD O. KILE SHOWS

WANT FOR WINN PARISH FAIR, WINNFIELD, LA., OCT. 1-7

Can place Concessions of all kinds. Grind Shows of merit. Eli Foreman, Jenny Foreman.
Out till Dec. 17th.

Ferriday, La., Concordia Parish Fair Grounds, this week. All replies per route.



CAN PLACE FOR 8 FAIRS TO GO

CONYERS, GA., THIS WEEK; LIVE OAK, FLA., FOLLOWS-All These Are County Fairs

CAN PLACE NOW AND FOR BALANCE OF SEASON

SHOWS—Grind Shows, Animal, Monkey, Side Show. No junk, please. RIDES—Place Rolloplane.

CONCESSIONS—High Striker, Custard, Hat Bands, Pronto Pups, Basket Ball, Long or Short Range.

Counter Man for Bingo. One Pin Store Agent. Jack Lydic, if at liberty, get in touch. Will buy 25-kw. Diesel Plant for Florida this winter, priced right.

FAIRS

MIGHTY

SHOWS

NOW BOOKING FOR SHELBY, N. C., NEGRO FAIR AND OUR OUTSTANDING ROUTE OF FAIRS, THEN FLORIDA

Concessions—Hanky Panks of all kinds, especially Water Games, Eating and Drinking Stands, Penny Pitch, Bumper and String Games. Also Rotary Diggers, Six Cat, Pin Store, Swinger, Buckets, Bowling Alley and a few choice Wheels, Shows—Glass or Fun House, Motordrome of any Show not conflicting. Pocketbook Harris wants bright Chorus Girls and Musicians for fast stepping Minstrel. Rides—Fly-o-Plane, Spit Fire, Live Pony and Boat Ride. Ride Men who drive, with license, come on. Top salary if sober and can cut it.

All replies to BILL PAGE

High Point, N. C., this week; then Shelby, N. C., Negro Fair, next week. P.S.: Want Broad Mob, Micky Dale, answer or come on.



For MORRILTON, ARK., Right in the Middle of the Cotton, Oct. 2 to 7; Also YELL COUNTY FREE FAIR at DANVILLE, ARK., Oct. 9 to 14, and WHITE RIVER DAM CELEBRATION, Oct. 16 to 21, MIDWAY, ARK. (Mountain Home). Thousands on Project—Big Payroll.

Hanky Panks, Percentage and Shows. Sunset Amusement Co., this week 3rd District Free Fair, Hope, Ark.

P.S.: Want to buy small Merry-Go-Round.



"HONESTY IS OUR POLICY"

Want for Limestone County Colored Fair, Athens, Alabama, with a complete line of bona fide fairs for five straight weeks. Join now as I will not be advertising again. CONCESSIONS WANTED: Cookhouse, Photos, Short Range, French Fries, Pronto Pups, Milk Bottle Ball Came, Hit & Miss, Cork Callery, Bumper, Hoop-La, Pan Came, Penny Pitch, Big Six, Coke Bottles and Buckets. Want Pea Pool Agents. SHOWS WANTED: Colored Girl Show or two Girls to work in office-owned Show and any Show of merit.

All replies JOHN PORTEMONT CARROLL COUNTY FAIR, HUNTINGDON, TENN., THIS WEEK.

# PECK AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS:

Newton, Waynesboro; then the Delta, where the cotton is good—Marks, Winona, Belzoni, all Miss., and others to follow.

Wanted—Photo, Ball Games, Penny Pitch and any other Concessions working for stock. Don't wire, come on down where the money is. We are out till December.

C. S. PECK

Newton, Miss., this week; Waynesboro, Miss., next week; then per route.

# JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind for St. Paris, O., Street Fair. Popcorn, Cracker Jack. Two good spots to follow. All replies to

JIMMIE CHANOS, Winchester, Ind.



11 Rides — 8 Light Towers — 3 Diesels — 8 Shows

**NOW BOOKING FOR 1951** 

COMMITTEES AND FAIR SECRETARIES OF MARYLAND, VIRGINIA, NORTH AND SOUTH CAROLINA

You Are Now All Invited to Visit the Outstanding Show of the Carolinas at the Louisburg, North Carolina Fair this week.

#### The Following Fair Associations, Contact Us:

Laurinburg, N. C.; Reidsville, N. C.; Leaksville-Spray, N. C.; Littleton, N. C; Elizabeth City, N. C.; Greenville, N. C.; Warrenton, N. C.; Henderson, N. C.; Asheboro, N. C.; Camden, S. C.; Bishopville, S. C.; Newberry, S. C.; Chester, S. C. This Ad is for you Fair Secretaries of North and South Carolina, we ask you to pay this show a visit.

Louisburg, North Carolina this week (Franklin County Fair); Wadesboro, North Carolina, Oct. 2-7th (Legion Community Fair); Lancaster County Fair, Lancaster, South Carolina, Oct. 9-14th.

WANT—Grab Stands, Cotton Candy, French Fries, Photo Gallery, Popcorn. All Hanky Panks open. No Glass Pitches wanted.

All Mail and Wires to

WM. C. (BILL) MURRAY

# **CACTUS STATE SHOWS**

WANT FOR THE CREAM OF THE COTTON SPOTS AND CELEBRATIONS IN ARIZONA

Legitimate Concessions of all kinds, also Bingo.

CHANDLER, ARIZ., Week September 25

Will book one more Major Ride. Holding contracts for some of the best spots in Arizona, including Eldorado Days in Tombstone, Ariz., Oct. 18. Earl Wells wants Skillo Agent. Babe. Gallmore wants reliable ride man for Whirl.

CHARLES THOMPSON, Chandler, Ariz.



FAIR FAIR

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FAIR

FAIR

FAIR

Heart of the tobacco market fairs of North Carolina
Now booking for Oxford, Roxboro and Edenton, N. C., Tobacco Fairs
REMEMBER OXFORD LAST YEAR? THIS IS IT.

Want Ball Games, Bowling Alley, Fish & Duck Ponds, String Games, Pitches, Shooting Galleries, Photos, Hanky Panks of all kinds, reasonable rates. Happy Hawkins, contact Willie Lewis. Shows: Fun House, Snake Show, Animal Show, Monkey Show, Side Show or others—low percentage to us. Any Flat Ride that does not conflict with what we have, come and enjoy a good list of Fairs. All communications contact by wire.

W. C. KAUS SHOWS, Durham, N. C., this week. RUSS OWENS, MGR.

WANT
Walker County Fair, Huntsville, Tex., week Oct. 2; Cherokee County Free Fair, Jacksonville, Tex., week Oct. 9; Bowie County Fair, New Boston, Tex., week Oct. 16; East Texas

Yamboree, Gilmer, Tex., week Oct. 23.

Colored Performers and Musicians, wire Doc Anderson. Salaries paid by office. Concessions that work for stock, Derby Racer, Ice Cream, Set Outfits, Ball Games, Hanky Panks that don't conflict. Shows—Want Side Show with own equipment. Will furnish complete outfit for operator with acts and own PA sets; join Huntsville. Joe Lemke, wire. Mechanical City, Dark Ride, any Pit or Platform Show that can get money. Ride Help who can drive semi trailers. All Rides come on. For Sale—Combination Motordrome, 16-Car Octopus with or without transportation, 32-Ft. Parker Merry-Go-Round (new in 1949). Address:

L. C. McHENRY, Mgr., Crescent Amusement Co. HENDERSON, TEXAS, FAIR, THIS WEEK; THEN PER ROUTE.

# BILL HAMES SHOWS, INC.

MINSTREL PERFORMERS

RIDE HELP SHO

Can place Help on following rides—Merry-Go-Round, Ferris Wheels, Looper, Octopus, Caterpillar, Tilt-a-Whirl, Dipper, Roll-o-Plane, Pretzel, Dodgem, Spitfire, C-Cruise, Kiddie Auto, Kiddie Planes, Kiddie Buggy, Dipper, Sky Fighter, Kiddie Boats. Can also place other useful Show Help. Can place Independent Shows not conflicting.

Address: BILL HAMES, Mgr.

Abilene, Sept. 25-30; Lubbock, Oct. 2-7; Haskell, Oct. 9-14; Palestine, Oct. 16-21; Bryan,

Oct. 23-28; Kingsville, Nov. 6-12. All Texas Fairs.

# PRELL'S WORLD FAIR SHOWS

WANT

FOR GOLDEN BELT FAIR, HENDERSON, N. C., OCT. 2-7; CAMDEN, S. C., TO FOLLOW

Eating and Drinking Stands, Derby Racer, Photo, Long Range Gallery, Hanky Pank, Merchandise Wheel. Can use Buckets.

Want Girl Show, Unborn Show, Fat or Midget Show.

Want Tilt-a-Whirl, Caterpillar, Rocket, Dark Ride. Sober, reliable Ride Help. Semi drivers given preference.

Want at once, Side Show Acts and Attractions.

JOE PRELL or JOHN VIVONA

Goldsboro, North Carolina

LEE CO. FAIR SANFORD, NO. CAR. Oct. 2-7

CHASE CITY, VA. Oct. 9-14

We hold exclusive contracts to these dates with 5 more Fairs to follow. Playing only the best Tobacco markets.

CONCESSIONS SHOWS . . . . RIDES . . . . . .

Can place Eating Stands, Floss, Novelties, Jewelry, Long Range and all types of legitimate Concessions. Can place Wild Life, Fun House, Arcade or any worth while

Shows with own equipment. Can place Spitfire, Fly-o-Plane or Caterpillar. These are tre-

HELP . . . . . . Lew Bernstein can place reliable Agents in all departments.

Can place reliable Ride Help who drive semis. No drunks tolerated. Red McGee or C. E. Brown no longer connected here. Want information as to Roy "Red" McGee. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows Lexington, N. C., this week; Sanford, N. C., Fair to follow.

# JOYLAND MIDWAY ATTRACTIONS

WANT

WANT

WANT

# V. F. W. FALL FESTIVAL

Oct. 3rd to 8th. SHOW GROUNDS. 8 MILE & VANDYKE. New Location.

Everybody Working. Want Ball Games, Fish Pond, Balloon Darts, Over 12, Short and Long Range Lead Galleries. Can place Cook House or Grab Stand, Ice Cream. Rides not conflicting with what we have. Want Shows—Ten-in-One, Girl Show, Snake Show. Want sensational High Act.

Phone—Write—Wire

ROSCOE T. WADE, 16845 Lindsay, Detroit 35, Michigan VErmont 5-5232

## UNITED EXPOSITION SHOWS

BIGGEST FAIR GREENVILLE HAS EVER HAD-PLENTY OF COTTON. STARTING MONDAY AND ENDS SATURDAY (OCT. 2-7). WANT WANT

CONCESSIONS OF ALL KINDS. BLINKEY HUMPHREY, WIRE, TELEPHONE OR COME ON.

BOB NEELY WANTS SIDE SHOW HELP OF ALL KINDS

TEXAS CITY STOCK SHOW AND FAIR FOLLOWING FOUR OTHER FAIRS TO FOLLOW All replies C. A. VERNON

CARTHAGE, TEX., THIS WEEK; THEN PER ROUTE.

## ROYAL EXPOSITION SHOWS

This week, Evans County Fair, Claxton, Ga.; followed by Coffee County Fair, Douglas, Ga.; then Middle Georgia Fair, Milledgeville, Ga., October 9 to 14; Bulloch County Fair, Statesboro, Ga., Oct. 16 to 21; Jefferson County Fair, Louisville, Ga., Oct. 23 to 28; Bacon County Fair, Alma, Ga., Oct. 30 to Nov. 5, and then Central Georgia Colored Fair, Macon, Ga., Nov. 6 to 11; followed by American Legion Carnival, in heart of town, Pelham, Ga., Nov. 13 to 18. Look this route over, then if you have a worth-while Show or Ride not conflicting we will book you. Can use several Concessions for these dates. Dan Riley wants Ticket Sellers and Semi Drivers to Join on wire. Address:

Claxton, Ga., this week; then as per above route.

J. P. BOLT, Gen. Mgr.

# DYER'S GREATER SHOWS

Amory, Miss., Veterans' Association Carnival, Sept. 25-30.
Oxford, Miss., American Legion Carnival, Oct. 2-7.
Forest City, Ark., St. Francis County Free Fair, Oct. 9-14.
Marianna, Ark., Lions' Cotton Carnival, Free Gate, Oct. 16-21.
Tunica, Miss., Combined Veterans' Cotton Carnival, Free Gate, Oct. 23-28.
Post card booking, confirmation (Man on Bicycle).
Want Pony Ride. Shows with own outfits. What have you? Hanky Panks, Candy Apples, French Fries, Novelties. Consider first class Girl Show (Oxford), no stripping. Contact WM. R. DYER.

P.S.: FOR SALE: Good Spitfire with or without trailer, Can be inspected Memphis Fair Park.

# WALLACE & MURRAY SHOWS

JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., OCT. 2

Want Hanky Panks, Custard, French Fries, Mitt Camp (must be American), Scales and Age. Agents for Count Store and Slum Skillo. Bob Warnell, contact Mack McArary. Willy Fritz, get in touch with Charlie. Can always use a few more experienced Ride Men. Also useful Carnival Help. Will buy for cash-Octopus, must be reasonable.

Athens, Ga., now; Wrightsville, Ga., next week.

COLUMN TO THE RESIDENCE OF THE PROPERTY OF THE

#### CARNIVAL ROUTES

(Continued from page 56) Page Bros.: (Fair) Ashland City, Tenn.; (Fair) Atmore, Ala., Oct. 2-7. Parada: (Fair) Longton, Kan., 28-30.

Peck Am. Co.: Newton, Miss.; Waynesboro Oct. 2-7. Peerless Celebration Am.: Amelia, Va.; Dillwyn

Oct. 2-7. Penn Premier: (Fair) Lexington, N. C.; (Fair)

Sanford Oct. 2-7.

Pla-Park: (Fair) Corsicana, Tex. Powelson Greater: Nashville, O.

Prell's Broadway: (Fair) Rocky Mount, N. C.; (Fair) Greenville Oct. 2-7. Prell's World's Fair: (Fair) Goldsboro, N. C. Purvis: (Fair) Kilmarnock, Va.

Raines Am. Co.: (Fair) Foreman, Ark.; (Fair) Nashville Oct. 2-7. Rose City: (Fair) Henrietta, Tex.; (Fair)

Teague Oct. 3-7. Royal American: (Fair) Oklahoma City, Okla.; Little Rock, Ark., Oct. 2-7.

Royal Crown: (Fair) Lawrenceburg, Tenn.;
(Fair) Caruthersville, Mo., Oct. 2-7.
Royal Expo.: (Fair) Claxton, Ga.; (Fair)
Douglas Oct. 2-7. Royal Midwest: (Fair) Flemingsburg, Ky.;

(Fair) Vanceburg Oct. 5-7. San Valley: Reeds Spring, Mo., 28-30; (Fair) Cassville Oct. 2-7. Schafer's Just for Fun: (Fair) Crockett, Tex.; (Fair) Longview Oct. 2-7.

Shan Bros.: (Fair) Canton, Ga.; (Fair) Winder Oct. 2-7.

Shugart, Doc, & Son: (Fair) Antlers, Okla. Siebrand Bros.: (Fair) Albuquerque, N. M.; (Fair) Roswell Oct. 3-8. Silver Slipper: Monticello, Ky.

Smith Am.: Lamarque, Tex.
Smith, George Clyde: (Fair) Rocky Mount,
Va.; (Fair) Warrenton, N. C., Oct. 2-7. Snapp Greater: Pine Bluff, Ark. Southern States: Nashville, Ga.; Donalson-

ville Oct. 2-7. Southern Valley: (Fair) Olla, La.; (Fair) DeRidder Oct. 2-7.

Sparks, J. A., (Fair) Savannah, Tenn.; (Fair) Vienna, Ga., Oct. 2-7.

Star Am. Co.: Earle, Ark.

Stephens, C. A.: Conyers, Ga.; Live Oak, Fla., Oct. 2-7.

Stephen's: Milton, Ia., 28-30; Bloomfield Oct. Strates, James E.: (Fair) Danville, Va.;

(Fair) Charlotte, N. C., Oct. 2-7. Sunset Am. Co.: (Fair) Hope, Ark.; Morrilton Oct. 2-7.

Tassell, Barney: (Fair) Loveville, Md.; Brookneal, Va., Oct. 2-7. Texas Centennial: Fort Worth, Tex. Thomas Joyland: Parsons, W. Va.; Elkins

Oct. 2-7. Tidwell, T. J.: (Fair) Lamesa, Tex.

Tim's United: (Fair) Nezperce, Idaho. Tinsley, Johnny T.: (Fair) Newnan, Ga.; (Fair) Thomaston Oct. 2-7.

Tivoli Expo.: (Fair) El Dorado, Ark. Tri-State: Flippin, Ark. Turner Bros.: Campbell, Mo. 20th Century: Fort Smith, Ark. Twin City: (Fair) Sherrill, Ark.

Tyler's: Dunlap, Ill. United Expo.: Carthage, Tex. United States: Gaffney, S. C.

Veterans United: Shenandoah, Ia.; (Fair) Pawnee City, Neb., Oct. 3-6. Victory Expo.: Lawton, Okla.; (Fair) Iowa

Park, Tex., Oct. 2-7. Vivona Bros.: Goldsboro, N. C. Virginia Greater: (Fair) Louisburg, N. C .; (Fair) Wadesboro Oct. 2-7. Volunteer: Lebanon, Tenn.; Greenfield Oct.

Wade, W. G., No. 1: (Fair) Kalamazoo, Mich. Wade, W. G., No. 2: Union City, Ind. Wolfe Am.: Kings Mountain, N. C.; (Fair)

Easley, S. C., Oct. 2-7. Wallace Bros.: Clarksdale, Miss.

Wallace Bros.: (Fair) Leamington, Ont., Can.; (Fair) Simcoe Oct. 2-7. Wallace, I. K .: (Fair) East Bend, N. C.

Wallace & Murray: Athens, Ga.; Wrightsville Oct. 2-7. West Coast: (Fair) Monterey, Calif., 28-Oct. 1.

Williams, Ray: Jeffersonville, O. Wilson Famous: Astoria, Ill. World of Mirth: Trenton, N. J.

# BAIRNIEY ASSIEILIL

# UNIT SHOWS

Look these over, but don't let size of towns fool you

Week October 2-BROOKNEAL, VA., TOBACCO FESTIVAL Week October 9-KEYSVILLE, VA., TOBACCO FESTIVAL

Week October 16-YANCEYVILLE, N. C., TOBACCO FESTIVAL

Week October 23-ROCKINGHAM, N. C., LEGION FESTIVAL

Then on my annual 16th year of Florida dates This is that BIG little show that gives you value for your money. No gate admission and sensational free acts.

Can place major rides not conflicting. Shows of merit. No girl shows. Concessions of all kinds, except Bingo, Grab and Candy Floss. No grift or PC.

Can place Ride Help at all times. Must drive semi trailers. Wire this week, c/o St. Marys County Colored Fair, Loveville-Leonardtown, Md.

# VICTORY EXPOSITION SHOWS

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEX., OCT. 2-7 6 BIG DAYS—6 BIG NIGHTS

Soldiers' Pay Day, Sheppard Field—35,000 Men

CAN PLACE HANKY PANKS OF ALL KINDS. ALSO LONG AND SHORT RANGE GALLERIES, CUSTARD AND JEWELRY.

CAN PLACE SHOWS—MECHANICAL, MOTORDROME AND FAT SHOW. WANT RIDE HELP ON SCOOTER AND FLY-O-PLANE. ALSO FOREMAN ON TILT.

CLYDE DAVIS CAN PLACE GIRLS FOR GIRL REVUE.

ADDRESS LAWTON, OKLA., THIS WEEK.

WANT

WANT

FOR SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, OCT. 3-8 CONCESSIONS THAT WORK FOR STOCK. STILL NEED SIDE SHOW.

(MARK WILLIAMS, ARE YOU COMING?) Mistake in route last ad in Billboard. Our show now playing both Oberlin and Thibodaux. Donaldsonville, next, followed by Franklinton.

(CURLY WALTERS, YOUR STUFF AT THIBODAUX.) All address BUFF HOTTLE, Mgr., Thibodaux, La.

# KEYSTONE ATTRACTIONS

WANT

Cookhouse, French Fries, Custard, Mug, Stock Concessions. Shows with own equipment. Johnny Eck, Nasuta Fave, Logan Hinkles' Busy City, come on. Stanley, Va., Sept. 25-30. Five more weeks to follow.

### FOR SALE

20x30 Cookhouse, 36 Stools, 6 Formica Top Tables. Complete to the minute. Kitchen on 28 ft. Semi, Hot and Cold Running Water, Elect. Refrigeration, Bottled Gas, 10-Hole Range, Light Plant, Kitchen Tools, Dishes and Silverware to serve 100 people, 1947 Reo Tractor. \$5,000 cash. Cannot be duplicated for \$12,000. Complete list of equipment to interested party.

C. F. MELLEN 145 Elm St.

Pontiac 20, Mich.

## COASTAL PLAINS SHOWS

Want for

STANTONSBURG, N. C., AMERICAN LEGION FAIR; BAILEY, N. C., LIONS' CLUB FAIR CONCESSIONS: Bingo, Apples, Floss, Popcorn, Fish Pond, Ball Games, some P.C. open.

Tarboro, N. C., this week. Everybody address: C. V. "Bill" Cox

Want Agents for Stock Outfits, Penny Pitch, P.C. Want First Man for Merry-Go-Round. Can place Photo, Grab or Cookhouse, Popcorn and Peanuts, Floss Candy, Lead Gallery, Long or Short, Custard, Candied Apples, Country Store, Diggers.
Henrietta, Tex., Fair, Sept. 26-30; Teague, Tex., Fair, Oct. 3-7; Livingston, Tex., Fair,

W. E. Kilgore, Owner-Mgr.

#### WANT for DALLAS FAIR

Slum Store Agents and Counter Men for Wheel and Mouse Game. Jack and Virginia Chisolm, Steve and George, I can use you. Will be at Dallas, Tex., Fairgrounds Oct. 1st.

ALTON PIERSON

### **GEORGIA GREATER SHOWS** CAN USE

Duck Pond, Scale and Age, Ball Games, Hoop-La, etc. Shows with own equipment and transportation. Will book Chairplane, Roll-o-Whirl or Kid Auto or Train.

O. O. "BUD" POINT, Clarkdale, Ga. P.S.: Can use Agents for office-owned Count Store and Single-O Skillo.

## SIDE SHOW PEOPLE

CAN PLACE FOR LOUISIANA FAIRS Mental Act, Annex Attraction and Tattoo Artist. Wire

MARK WILLIAMS

Care Southern Valley Shows Olla, Louisiana, this week; De Ridder, next week.

### FOR SALE

Boat Ride, complete, six boats, good condition; Smith & Smith Airplane Ride, up and running. Both bargain for cash,

JOE WILLIAMS

c/o CAPITAL CITY SHOWS Manchester, Ga.

# MOON ROCKET

FOR SALE

Will sell cheap. A-1 condition. BOX 764, SANDUSKY, OHIO

## WANTED CARNIVAL

**Annual Fall Festival** 

Sponsored by VFW, October 2 thru 7.

Contact ORVILLE J. BANKSTON, Parma, Mo.

## WANTED

One high class Girl for Girl Show; Sue Souverner, contact immediately.

D. R. "TIM" KETTWIG Care MODEL SHOWS, INC., Aurora, Mo., this week; Muskogee, Okia., Oct. 1 thru 7.

## LOU PEASE

WANTS DANCING GIRLS

Best pay and treatment DIXIE EXPOSITION Taylorsville, N. C., Fair

LAST CALL

LAST CALL

# CARUTHERSVILLE, MO., FAIR

OCTOBER 2d THRU SUNDAY 8TH

CONCESSIONS

Cook House, Grab, Snow Floss, Prontopups, Jewelry, Ball Games, Fishponds, High Striker, or any Hanky Pank concession.

RIDES

Dark Ride, Rock-O-Plane, Caterpillar, Looper, Little Dipper, Kid Boat Ride.

SHOWS

Motor Drome, Crime Show, Midget, or any well framed and flashed show not conflicting; must have own transportation.

RIDE HELP

First and second men for office owned rides; must be sober and licensed semi drivers.

NOTICE—This show closes Nov. 11th. Opens in January with Florida Fairs. All replies to

E. L. YOUNG, Mgr., Royal Crown Shows

Lawrenceburg, Tenn., this week.

# WOLFE AMUSEMENT

ALL FAIRS TILL NOV. 11

Easley, S. C., **Pickens County** Oct. 2-7

MORE FAIRS TO FOLLOW McCormick, S. C., Fair Oct. 9-14

Want Novelties, Fish Pond, Ball Games, Diggers, Mitt Camps, Age and Scales. Will book any 10-Cent Concessions. Good opening for Cookhouse, Custard, Eating and Drink Stands; reasonable privilege. Want Shows-Fat Show, Fun House. Will book two Kiddie Rides. We positively play seven bona fide Fairs. All answers

BEN WOLFE, all this week, Kings Mountain, N. C.

# HARRY BURKE SHOWS WANT

For following fairs: New Iberia, La., Sugar Cane Festival, Sept. 26-Oct. 1; Amite Fair, Oct. 3-8; New Roads Fair, Oct. 9-15; Yambilee, Opelousas, Oct. 16-22; Jennnigs Fair, Oct. 30-Nov. 5.

Wanted on account of sickness-Frozen Custard. Also want Ten-in-One, Grind Shows and Cook House. Ray Shill, Don Tyler, come on.

All Replies: PER ROUTE OR BOX 95, BATON ROUGE, LA.

# HALIFAX & NORTHAMPTON COUNTY FAIR

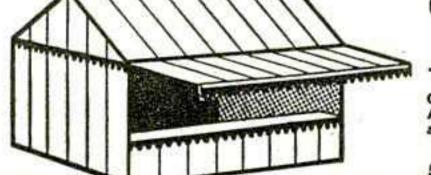
ROANOKE RAPIDS, N. C., OCTOBER 9 THRU 14

WANT

Will Sell Grandstand privilege Pitchmen, Jewelry, Novelty Hats.

R. E. GILSDORF, Roanoke Rapids, N. C.

# ANGER OR FERMA



CONCESSIONS, BINGO TENTS, RIDE TOPS MOTORDROMES, SHOW TENTS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP 5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

www.americanradiohistory.com

# TALKER WANTED

# IRVIN E. MILLER'S

Only Talkers with experience with high class midway shows need reply.

## JAMES E. STRATES SHOWS

Danville, Va., this week.

## HEBRON, OHIO ANNUAL FALL FESTIVAL

OCT. 4-5-6-7

Want Shows and Concessions. Rides, Lunch, Bingo sold. Write-Wire

#### **GRATZIANO** and **CARLIN**

Phone 2771, Buckeye Lake, Ohio

## FOR SALE

COMPLETE GIRL SHOW OUTFIT

Also suitable for Minstrel Show. 25 by 50 khaki top, eight-foot side wall, with fiftyfoot palm tree front, stage and seats, \$1,200.00. Come see it. Also have for sale '41 11/2-Ton Truck.

#### F. W. MILLER

Care Crescent Amusement Co. Henderson, Texas, this week; Jacksonville, next week.

# FOR SALE

Reverse tubs, other improvements, best condition, \$2,000.00 cash. Booked with Gooding Amusement Co. Also Portable Washing Machine, Electric Heater for sale.

LEWIS A. FINOTTI R. #1, Clarion Co., Rimersburg, Pa. Tel.: 5ligo 4481

3 in working condition, with track if possible. Price must be reasonable for "wheel chair ex-trouper." Write to

W. KIRKEY

General Delivery

LARGE, PA.

### Gattis Amusement Shows WANT

Hanky Panks of all kinds, \$10.50 per week; Bingo and two Mitt Camps. Will book couple nicely flashed Grind Stores. All reply JIMMIE CATTIS, Manager, or BROWNIE BISHOP, Legal Adjuster, Denison, Tex., then as per route.

A permanent Park to set down 5 Rides consisting of Tilt, Wheel, Merry-Go-Round, Chairplane and Kiddie Car Ride, All in tip top shape. Also Roll-a-Whirl available. Address inquiries

Humboldt, Tenn., now; then per route.

# CAN PLACE

Capable Foreman for Skooter; capable handling men; salary, \$100 per week.
Laurel, Miss., this week; Tupelo, Miss., next
week.

AL WAGNER CAVALCADE OF AMUSEMENTS

Attention, F. H. BURTON

Wired you at Sharon, Kansas. Contact me. Want Caterpillar, Spitfire Help starting Oct. 8. at Memphis Fair Park. This Spitfire for sale, inspect above location.

Dyer's Greater Shows Amory, Miss., this week, then Oxford, Miss.

All showmen welcome at my Fishing Camp at Bayside Beach, Monument Highway #238, out of Port Lavaca, Tex. Trailer Camp in operation.

> E. A. SHERWOOD General Delivery, Port Lavaca, Tex.

# WIRE RE GREATER SHOWS

THE SHOW BEAUTIFUL

Want for Union, S. C., Oct. 2 to 7, and Petersburg, Va., Oct. 9 to 14, where they have 50,000 soldiers and pay day. Followed by Winston-Salem, N. C., Oct. 16 to 21; Marion, S. C., Oct. 23 to 28; Savannah, Ga., Oct. 30 to Nov. 4; Moultrie, Ga., Nov. 6 to 11.

CONCESSIONS

Custard, all Eating and Drinking Stands, Candy Floss, Snow Balls, Ball Games, Novelties, Guess Your Age, Buckets, Derby Racers, Photos, Rotaries, Hanky Panks of all kinds. Few choice Pank Agents. Other Agents for Office Outfits.

SHOWS

Motordrome, Fat Show, Mechanical City, Wild Life, any Grind

RIDES

Dark Ride and Little Dipper.

HELP

Want Truck Mechanics who understand International Trucks and will stay sober. Can use Ride Help who can drive Semis. Talkers and Grinders.

BUSTER WESTBROOK, get in touch with us. All replies-Phone, Wire or Write.

SAM LEVY, Mgr., Vance Hotel, Statesville, N. C.

FEATURING THOROUGHBPED ENTERTAINMENT FOR

GREENE COUNTY FAIR, GREENSBORO, GA., WEEK OCTOBER 2; FOLLOWED BY TWO STATE COLORED FAIR AT AUGUSTA, GA., WEEK OCT. 9, AND CONTINUOUS ROUTE OF BONA FIDE FAIRS THRU ARMISTICE DAY

Legitimate Stock Concessions and Hanky Panks of all kinds: Hi Striker, Balloon Dart, Pitch Till You Win, Coke Bottle, Slum Spindle, Glass Pitch.

SHOWS: Can place non-conflicting shows with own transportation and equipment. Address: C. C. GROSCURTH, MARIETTA, GA.

# LOOK WHO IS SELLING "SPARTAN" & "M SYSTEM" TRAILER COACHES

YOUR FRIEND-FRANK D. CLANCY

(Former Director of Motor Vehicles, State of Arkansas)

WHEN IN ARKANSAS, DROP BY AND SEE FRANK (He'll be gad to see you)

WE CARRY A COMPLETE LINE OF TRAILER PARTS AND ACCESSORIES ALSO OPERATE A CLEAN AND UP-TO-DATE TRAILER PARK FINE-NEST TRAILER COLONY, INC.

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NORTH LITTLE ROCK, ARK.

# WANT-FOR ALBEMARLE COUNTY FAIR-WANT

CHARLOTTESVILLE, VA., OCT. 2-7

**JEWELRY** 

NOVELTIES

HANKY PANKS

Also Agents for Wheels and Grind Stores. Also for Wilson County Fair, Wilson, N. C., Oct. 9-14. All replies now to:

LOUIS A. RICE, c/o ENDY BROS.' SHOWS

Bloomsburg, Pa., this week.

# UNITED STATES SHOWS

WANT

SHOWS-Monkey Show, Animal Show, Mechanical City, Drome and Unborn Show. Good proposition.

CONCESSIONS-Mug, Custard, Candy Floss and others.

Wire L. P. Brady, Gaffney, S. C., this week

## JAMES H. DREW SHOWS

FRANKLIN COUNTY FAIR, LAVONIA, GEORGIA, WEEK OCT. 2; LAURENS COUNTY FAIR, DUBLIN, GEORGIA, WEEK OCT. 9

Will place legitimate stock concessions of all kinds. Good opening for glass or fun house.

NOTE: Fair managers, we have the week of October 16th open. This is at 10-ride show. Wire us or come and see it. Address this week James H. Drew Shows, Newport, Tenn.; Lavonia, Georgia, week October 2nd.

## FROM THE LOTS

Virginia Greater

WEST POINT, Va., Sept. 23.-Monday night (11) opening at Tidewater Fair here, marking the third year for the show at this date, brought only fair business. The lot was on the airport grounds outside of town, and the midway was laid out on concrete runways.

Children's Day, Tuesday (12), drew a good crowd. Reports of an impending hurricane kept night attendance down, but biz for a second kid's day, Wednesday, was good and the take for the night was excellent. Friday and Saturday biz was satisfactory.

A. Longo sent three rides from his Silk City Shows to remain on this show. Four new light towers, ordered by Manager Rocco Masucci, arrived from Suffolk, Va.

Manager and Mrs. Masucci had Lt. J. Burgess, of the Virginia State Highway Patrol; his wife and family as guests on the show Wednesday. The Masuccis also were hosts to Bob Maultsby and Gregory Brookes, of the fair association at a supper Thursday (14) in Pop Garrett's cookhouse. Friday visitors included Mr. and Mrs. A. L. Altaffer, of Warsaw, Va.

#### Dickson United

SULPHUR, Okla., Sept. 23.—Everyone had good Saturday night biz here. Mrs. H. B. Dickson and daughter, Jean, closed and are at Wynnewood, Okla., where Jean will finish school. Mr. Anderson is topping the midway with his newly framed concession. Blackie and Grace Hegernan have two and Mr. and Mrs. Flory one. Tex Ellison has added two animals to his Side Show. A light plant has been added. General agent is booking still spots for fall and winter in Arkansas, Louisiana, Oklahoma and Texas.-H. B. DICKSON.

#### Lone Star

CENTRAL CITY, Ky., Sept. 23.— Shows begin their fair dates at Perry County Fair, Linden, Tenn., winding up in Florida. Myrtle McSpadden underwent an operation in Rush Hospital, Chicago, recently. The Stanleys joined for the season with their palmistry booth, ball game and guessyour-age. Mr. and Mrs. McSpadden celebrated their 30th wedding anniversary recently.

#### **Mad Cody Fleming**

CUMMINGS, Ga., Sept. 23. — Org struck pay dirt here Monday night (18), with grosses topping Saturday night's opener. Local spot followed much rain in the past four stands altho spending was good between the showers. Small lot here kept ride line-up down to nine.

Jack McCarty is working despite an injured leg. Grady Strickland, son of Smokey Strickland, first sustained a gash in his leg and when this healed, smashed his foot. Eddie Sorrow, Merry-Go-Round foreman, has also had his share with an injured leg and foot.

On the brighter side, Cecil Rice is doing good biz with his big snake. Ray Varner is winning with his photo gallery, and Ken Dantzler's bingo is doing well when weather permits.

Henry Richman joined here with custard. Others in the concession line-up are C. D. Deans, Judge Dowdy, Mrs. Briggs, Frankie Shelton, Mrs. Cecil Rice, Bill Knox; Mrs. Dantzler, cigarette gallery and Mrs. Grace Fleming, cookhouse and short range gallery.

# -INSURANCE T

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO. ILLINOIS

WANTED

Complete with late model truck-minimum of 20 cages of animals. Aver must be in excellent condition. Send list of animals and all equipment. Also state your lowest figure. This must be a real value. Address:

H. WADE

620 South Ardmore Ave. Los Angeles 5, California

## NORMAN C. WOLF

Please contact, urgent.

EUNICE ANDERSON 1941 So. Hoover St. Los Angeles, Calif. Phone: Richmond 7-7598

# GEORGE CLYDE SMITH SHOWS

WANT FOR THE FOLLOWING FAIRS Warrenton, N. C., Fair, week Oct. 2; Vance County Colored Fair, Henderson, N. C., week Oct. 9; Suffolk, Va., Colored Fair, week Oct. 16; Waverly, Va., Fair, week Oct. 23. WANTED—Free Act for week of Oct. 2nd. Ball Games, Duck and Fish Pond, High Striker, Pitch-Till-You-Win, Photos, 6 Cats, Buckets, Swinger, Grab, Candy Floss, Pop Corn, Cigarette Shooting Gallery, Penny Pitch, Hoop-La, Wheels, Skillos, Spot the Spot, Penny Arcade. Girl Show, Motordrome, Minstrel Show, Snake Show, Mechanical City. General Ride Help.

All replies to GEORGE CLYDE SMITH Rockymount, Va., this week; Warrenton, N. C., next week.

## GRAND AMERICAN SHOWS

WANT FOR EAST PRAIRIE, MO., OCT. 2-7; PARAGOULD, JONESBORO, TRUMANN, STUTTGART, PINE BLUFF, ARKANSAS, THRU NOV. 11.

Want Arcade, Photo, Custard, Lead Gallery, High Striker, Scales, Age, Hoop-La, Penny Pitch, Fish Bowl, any Hanky Pank that does not conflict. P.C. sold. No flats. No gypsies. Want any Grind Show with own equipment. Want organized Minstrel with own props. Will furnish top, banner line, P.A. sets. Will book Kiddle Train or Airplane.

L. O. WEAVER, Manager

Portageville, Mo., thru Sept. 30; then as per route.

WANT

GENERAL DELIVERY

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WANT

WANT

SECOND ANNUAL ELLOREE, S. C., COLORED FAIR, October 2 to 7, 1950

Small Cookhouse, Photos, Novelties, Glass Pitch, Penny Pitch, small Bingo, Pitch-Till-U-Win, Percentage if you have Hanky Panks. Good proposition to good Minstrel Show. Good proposition to Man with few Concessions able to book spots in South Carolina. Write or wire

SCOTLAND RIDES

ELLOREE, S. C.

WANTED FOR

# SOUTHERN STATES SHOWS

Ferris Wheel Man, also Merry-Go-Round Man. Must be good and drive truck. All winter's work to the right people. Want Bingo account disappointment. Can also use few more Stock Concessions. All answers to

JOHN B. DAVIS NASHVILLE, CA., THIS WEEK; DONALSONVILLE NEXT.

75

W. Barry Secretary J. R. McSpadden Myrtle McSpadden Treasurer

LAST CALL

LAST CALL

WRITE—PHONE—WIRE FOR NORTHWEST GEORGIA FAIR AT CEDARTOWN, GA., OCT. 2-8, INCLUDING SUNDAY WANT WANT WANT WANT

Hanky Panks of all kinds. Especially want Long and Short Range Gallery, Cigarette Shooting Gallery, Basketball, Novelties, Hoop-La, Pitch-Till-You-Win, Glass Pitch, Waffles, French Fries, Custard, Foot-Long Hot Dogs, Age and Scales. Can use a good clean set of Diggers.

Also want Derby.

Following Cedartown we have the big-Colored Fair at Cartersville, Ga.; followed by Marion County Fair at Buena Vista, Ga. Then three more Fairs in Georgia and eight weeks in Florida. Want for Cartersville: Two clean Mitt Camps without eight kids or more. RIDES: Any Rides not conflicting with the ten we now have.

SHOWS: Can use Animal Show, Fat Show, Unborn, Jig Show (will get well in Cartersville), Posing Show, Glass House. If you have your own equipment, will give you a good proposition. RIDE HELP: First and Second Men on all Rides. We have never missed a pay day. If you can drive semi and stay sober, you can have all winter's work.

J. R. McSPADDEN

Have a 120-foot Side Show complete. What have you to put in it?

Decatur County Fair, Parsons, Tenn., week of Sept. 25; then as per route. P.S.: Dutch Wilson wants Wheel and Razzle Agents. Dickie McSpadden wants P. C. Dealers. Torchy wants Girls for Girl Show.

FRED WEBSTER, CONTACT IMMEDIATELY. VERY IMPORTANT.

### BUSINESS IS GOOD

WANT FOR WINDER, SANDERSVILLE, ROME AND ATLANTA, GA. ALL FAIRS.

Caterpillar, Tilt, Scooter, Spitfire and set of Kid Rides.

Want Big Snake, Fat Show and Wild West.

Want Sign and Scenic Painter. Tex, answer.

### SHAN BROS.' SHOWS

Canton, Ga., this week; Winder, Ga., next.

WANT

#### WANT

DODGE COUNTY FAIR, EASTMAN, GA., Week Oct. 2-7 HART COUNTY FAIR, HARTWELL, GA., Week Oct. 9-14 GWINNETT COUNTY FAIR, LAWRENCEVILLE, GA., Week Oct. 16-21 WORTH COUNTY FAIR, SYLVESTER, GA., Week Oct. 23-28 and Fairs Until Nov. 11

COTTON PRICES HIGHEST IN HISTORY WANT Legitimate Stock Concessions of all kinds.

Good opening for Long Range. SHOWS-Big Snake (Lee Houston, contact me), Fun House or Glass House.

RIDES-Rockoplane, Little Dipper, Cart Ride and Pony Ride. WANT A-#1 Billposter, to join on wire, must have car. All replies to J. L. KEEF

Tri County Fair, Manchester, Ga., this week.

### DIAMOND STATE SHOWS

CHESTER COUNTY FAIR, CHESTER, S. C., OCT. 2 TO 7

CAN PLACE

Side Show, Minstrel Show, Girl Show, any new or novel show with equipment. Concessions-No ex this spot. It plays to better than fifty thousand. New 1950 auto given away Saturday. Can place Hanky Panks all kinds, Eating-Drinking Stands, Novelties, Percentage, Grind Stores, Wheels. Can use Ride Men that drive. Want Wheel Foreman that can up and down Twin Wheels. Place Razzle and Skillo Agents for office stores. Want Wheel and Spindle Man. Girls for Girl Show.

All address LEFTY WESTON, Cheraw, S. C., this week

### HARRY'S GREATER SHOW

SMITHFIELD, N. C., LEGION CELEBRATION, OCT. 2-7 ALTAVISTA, VA., OCT. 9-14 AMHERST, VA., 41ST ANNUAL COUNTY FAIR, OCT. 16-21

And 3 more weeks to follow. CAN PLACE-Photos, Custard or Ice Cream, Ball Games, String Game, Hi-Striker, Bumper or any legitimate Concession not conflicting. One clean Mitt Camp.

Contact HARRY BOYLES, Asheboro, N. C., Fairgrounds

FINAL CALL

GENERAL HELP

FINAL CALL

### TEXAS STATE FAIR

OCTOBER 7 — DALLAS — OCTOBER 22

16 BIG DAYS AND NITES

Talkers, Ticket Sellers, Grinders, Canvasmen, Bally Girls, Dancers and any useful people. DIANNE ROSS Can Use for

PEEP SHOW

Exotic Dancers: Theima White, Roxann Lee, Evelyn West, Marline Joann Dare, etc.
Top pay. Glenn Brooks, why don't you answer my call?

CHARLES HODGES

Can place an outstanding Freak to feature for Dallas. Dick Best, what is your best for Betty Lou for 16 days? Cortex Lorow can use Grace McDaniels, Working Acts, Novelty Acts, etc.

GINGER RAE

HAS REPLACED NORMAN WOLF and can use people capable of playing in a Dope Expose, SATAN'S CHILDREN

> Phil McCrath or Tom Kennedy, have excellent deal for you; wire. All Reply in Detail to

> > RAY MARSH BRYDON

ADOLPHUS HOTEL, DALLAS, and proper parties will get wires.

CAN PLACE

CAN PLACE

FIVE MORE BIG FAIRS TO GO

MURPHY, N. C., THIS WEEK; FOLLOWED BY BIG CHEROKEE INDIAN FAIR, CHEROKEE, N. C.

CONCESSIONS-Popcorn, Sno Balls, Candy Apples, Frozen Custard, Hi-Striker, Ball Games, Bucket Store, Six Cats, Pitch-Till-You Win; all other legitimate Concessions open.

RIDES—Good opening for set of Kiddie Rides.

SHOWS—Penny Arcade, Glass House, Snake Show. Have complete 20x100 Side Show Top.

Wire JOHNNY DENTON, Murphy, N. C., this week

WANT FOR MAURY COUNTY FAIR, COLUMBIA, TENN., WEEK OF OCT. 2, AND SIX MORE FAIRS TO FOLLOW

Concessions of all kinds. Some P. C. open to Concessionaires with two or more Hanky Panks. Can place Skillo, Count and Peak Stores. Have opening for Spot the Spot, Swinger and Buckets, JOE HARRY BAXTER NO LONGER CONNECTED WITH OUR ORGANIZATION. Need competent Ride Help for ten office-owned Rides. Immediate opening for Wheel, Tilt and Merry-Go-Round Foremen. WANT MOTORDROME, SNAKE SHOW, MONKEY SHOW, UNBORN AND ONE MORE GIRL SHOW. Paul Boyette and D. Hale want Pea Pool Dealers, Skillo, Razzle and Rolldown Agents.

> This week, Clay County Fair, West Point, Miss. Wire or come on. A. SPHEERIS, Owner; PAUL BOYETTE, Agent



THE BEST IN THE MIDDLE WEST

WANT

WANT

CONCESSIONS OF ALL TYPES

ATHENS, ALA., THIS WEEK; TO BE FOLLOWED BY MERIDIAN, MISS. (FAIR); MOBILE FAIR AND CELEBRATION—DOWNTOWN; PRICHARD AND GULFPORT, MISS. (FAIR).

Address ART FRAZIER, Concessions Mgr.

### CAN PLACE AT ONCE FOR BURLESQUE SHOW

OPENING SEPT. 30, KILLEEN, TEXAS, FOR 90-DAY RUN. Capable Girl Show talent, Specialty Acts. Also Count Store, Skillo and Hanky Pank Agents. Sammy Epple, Gordon Curly, wire and come on. Will book all Hanky Panks. All under a circus big top. Agents, wire SCOTT LAMB; all others wire

HEDA JOE STARR

KILLEEN, TEXAS

### LEO LANE SHOWS WANT

For five Georgia Fairs starting Crawfordsville, Sept. 25; Jackson next. Bingo, Cookhouse or Grab, Mug Outfit, Custard, all Hanky Panks open.

Ride Help on 8 office owned rides

Can use operator for Monkey and Snake Show, P. C. Dealers for office.

#### Communications to 2160 Patterson St., Cincinnati 22, O.

## Gay's Skateland To Celebrate Birthday, Enlarge Its Layout

Skateland here will observe its first anniversary October '1-7 with a nightly change of program and prize awards, reports Daniel E. Gay, who with his father operates the rink. Already scheduled for the celebration are an exhibition hockey game, dance exhibitions by club members and races. The Gays came here two years ago from Milwaukee, where the junior Gay was skateroom manager at Pallomar Roller Rink.

Gay reports that Skateland has had a good year, with sales of shoe skates excellent, and expects the rink's business to show further gains in the coming year as a result of an improvement program planned for the building. When completed, the rink is expected to be one of the most modern in Texas. Plans call for construction of a 20 by 120-foot addition to the building which now measures 60 by 140 feet. The addition La. will house an enlarged skate room, soda fountain, and sales, stock, club and locker rooms.

Roller skating has shown considerable growth in Texas in recent years, says Gay. The quality of skating has improved and a number of permanent rinks of good quality have been erected. He thinks the time is ripe for organization of a Roller Rink, Detroit.

TEMPLE, Tex., Sept. 23.—Gay's | State association of rink operators.

Located in American Legion Park, about 20 blocks from downtown Temple, Skateland operates nightly except Sundays and offers Saturday and Sunday matinees. Once a year it closes for six days in the fall during the local fair which is held in the park. At that time the building is leased to the fair board for use by the annual.

### Treadwell Bows 250G Spot in San Antonio

SAN ANTONIO, Sept. 23.—A capacity crowd turned out August 4 for the opening of Midtown Rollerdrome here, constructed at a cost of about \$250,000 by C. H. Treadwell, who in recent years has operated Ludendi Rollerdrome in Shreveport,

The Texas rink boasts such features as steel and concrete construction, an air-conditioning system, an organ and all facilities that are associated with a modern rink.

Special attraction for the opening was the appearance of Russell Bice at the console. For years Bice has been organist at Arena Gardens

### Stockton Spot Plugs Skating Via Fair Booth

STOCKTON, Calif., Sept. 23.—The Stockton Rollatorium and the Stockton Skating Club put their advertising message before the public in a big way in sponsoring an exhibit booth at the annual Lodi (Calif.) Grape Festival, September 15-17, reports Paul J. Gilbert, Rollatorium manager, who conceived and directed the publicity scheme,

The elaborate booth contained stairway shelves on which were displayed trophies won by the club, displays of Cleveland skates and parts and Hyde skating shoes and pictures of skaters in action. The illustrations consisted of large colored photographs of some of the club's champion skaters and theater display stands holding photos of skaters snapped during competitions held in the past.

Some of the club's skaters, in costume, were on hand at all times to explain the club's activities and answer questions about roller skating, and occasionally they gave short skating demonstrations to attract crowds. Each evening the club put on a nightly skating act which was sanctioned by the United States Amateur Roller Skating Association. The show featured such skaters as Delores Cummings and Barbara Allman.

In charge of the booth, located in the Commercial Building on the fairgrounds, was Richard McIlroy, Rollatorium professional,

An inter-club dance contest of the month has been scheduled for Sunday afternoon (24) at the Rollatorium with approval of the USARSA. Skaters from the Fresno Rollatorium, operated by the same company which controls the Stockton rink, will compete against local skaters and contestants from Merced and Watsonville. The Stockton club is entering 20 dance teams in both junior and senior divisions.

### Long Beach Sets Committees

STRATFORD, Conn., Sept. 23.— Edward Johnson, president of the Long Beach Skating Club at Lordship here, has announced committee appointments as follows: Theresa Leoci, competitions and tests; Lois Douglas, membership; Rose Convertito, publicity; William Wright, ways and means, and Raymond De-Cava, construction. The club plans to get under way with skating parties at Ernie's Skating Rink next week.

Homer Wright has remodeled Wrightway Skating Rink, Sheridan, Ark. Formal opening was held re-

### Hartford Area Notes

HARTFORD, Conn., Sept. 23.-Reopening date for the Winter Palace, Holyoke, Mass., has not yet been set due to a redecorating and remodeling program. Owner E. C. Aldrich said the rink would reopen sometime this month.

Irving Richland and Harry Neckes, of Hartford Skating Palace, back on a fall schedule, got busy with extensive newspaper advertising heralding the return of regular rink hours.

The Rialto, Springfield, Mass., also got under way. It is now sporting free parking facilities for patrons on a lot at the rear of the rink.

Jerry Perkins, manager, Rivervu Rink, Turners Fall, Mass., reports he is a member of the Roller Skating Rink Operators' Association, having been accepted by the organization the past summer. Dance class schedules are to be announced soon for the

### Membership Rises In RSROA Family

DETROIT, Sept. 23.—Ten rinks have been added to the membership roll of the Roller Skating Rink Operators' Association this past summer, it was announced this week by Fred A. Martin, secretary, from his offices

The new operators are W. B. Goodnough, Skateway Roller Rink, Lynden, Wash.; Harry Kleinman, Staten Island (N. Y.) Rolladium; Roy and Agnes Koppelman, Koppelman's Skateland, New Orleans; Doyle H. Leonard, Leonard's Roller Rink, Bell Gardens, Calif.; Jerry Perkins, Rivervu Roller Rink, Turners Falls, Mass.; Mr. and Mrs. Homer M. Pittman and Homer M. Pittman Jr., Pittman Roller Rink, Waco, Tex.; Samuel S. Price, Dixie Roller Rink, Lima, O.; Michael A. Sach, Edmonton Rollerdrome, Edmonton, Alta.; Joe A. Spillman, North St. Mary's Rink, San Antonio, and Roy A. Sollberger, Carnot Roller Palace, Coraopolis, Pa.

Martin also reported that Eric W. Kunzel, Santa Ana, Calif., who has been inactive, has resumed operation of his two rinks in that city and that Claude C. Ellis has resumed operation of his Skateland Rollerdrome, Asheville, N. C. Two member operators have opened new rinks, said Martin. They are Al Dexter, who is operating Dexter's Roller Rink, Miami, formerly operated by his father, and Charles H. Treadwell, Midtown Rollerdrome, San Antonio

#### Martinsville Skateland Goes to Hillbilly Shows

MARTINSVILLE, Va., Sept. 23.— Fred's Skateland here launched its new policy of presenting traveling hillbilly name attractions, with Little Jimmy Dickens opening September 8.

It is reported that the show pulled the heaviest hillbilly audience of any venture in that territory in a number of years. Hank Williams has been inked for an October 2 appear-

The roller rink on the midway of State Fair of Texas, Dallas, will be converted into a theater-restaurant during the October 7-22 exposition. Three nightly old-fashioned melodramas, along with singing waiters, will be featured.

STEEL CASES (Metal Over Wood)-Assorted color combinations. Finest made. \$29.64 doz. Sample, \$2.47.

ALL ALUMINUM CASE—"The Featherweight Champions." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW, \$33.00 Doz. Sample \$2.75.

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Distributors of Heiser Products, Skating
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### BEST BUILT RINKS Largest manufacturer of portable rinks and

sectional floors. Only one complete 40x100 ft. rink left for immediate delivery at the present low price. Buy now and save money. Write for full information about complete rinks or interchangeable, sectional floors of Northern hard maple. Make big money in the skating business

GOLD'S PORTABLE RINKS CO. 409 N. 5th St., Longview, Tex. Phone 2443K

CURVECREST RINK "COTE"

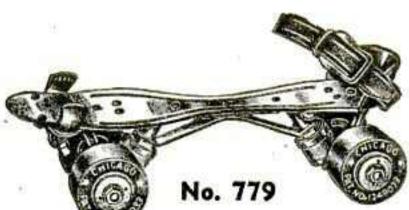
THE PLASTIC RINK SURFACE Write

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Mich. Originator and Sole Distributor

#### COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS Oldest Manufactuters of Rink Equipment. BILT RITE FLOORS & RINKS 108 East 4th St., Tyler, Texas. Phone 4-9585

### RINK MEN WHO USE CHICAGO SKATES-



ARE SUCCESSFUL

There's a reason. Chicagos are strong, can take hard wear, low up-keep cost. easy rolling. Simple to replace worn parts after

long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

### CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

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CHICAGO 24, ILLINOIS

### MOST POPULAR SKATING RECORDS

IN THE NATION NOW ON NEW SUPER-TONE FLEX MATERIAL AT ONLY

79C EACH

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Please enter my subscription to The Billboard for one year, \$10.



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AT THE LOWEST PRICE!

The Petunia Pendulette

#### Sell DUNHALL WATCHES For BIGGEST PROFITS



8 Flashing Rhinestones and 4 Simulated Rubies Genuine Swiss Move-

e Looks Like \$50 Watch e Individually Gift Boxed Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)

**14K Gold Plated** CHRONOGRAPH

Assorted

Yr. Service Guarantee Instruction Sheet Copy of \$75 watch Brand New

Move-

ment

Radium

Individually Gift Boxed e Genuine Leather Strap With Matching Gold Plated Link Expansion Band, \$1.00 Addl.
Above prices for orders of 6 or more

watches, \$1 ea. extra on orders under 6. 25% with order balance C O D

DUNHALL IMPORTS Co. N.Y. 6, N.Y. IOI CEDAR St.,

(SLUM) This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of games.

All Usable Items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

3000 PCS., \$25.00 Lot Also special lot, 1000 pcs., \$6.75; 3000, \$18.

5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr. 10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr. \$1.00 Items \$40.00 Gr.

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For Men's, Women's and Children's Shoes, Low priced. Lightning seller! SAMPLES FOR AGENTS Sample offer sent ton send name at once. A penny postal will do. SEND NO MONEY:

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## CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 12¢ A WORD - MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

#### FORMS CLOSE THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St. Cincinnati 22 early in the week.

#### ACTS, SONGS & PARODI

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1951 catalog free. Kleiman. 5146 Strohm Ave., North, Hollywood, Calif. noll

NEW COLLECTION OF ONE LINERS Song Titles, Heckler, Disc Jockey and Television Material. "The Wit Parade," \$1. Baker and Larsen, 1558 Vine St., Hollywood,

ARRANGING FOR BAND, ORCHESTRA-PIANO Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O Box 2169, Daytona Beach, Fla.

COMING! "CARUSO ON A CAROUSEL" AND "The Voice of the Wilds," Grimes Music Publishers. Shubert Building, Philadelphia, Pa.

"EMCEE" MAGAZINE—CONTAINING BAND novelties, parodies, monologs, comedies, jokes. Subscription, \$2; add \$1 for four gagpacked back issues. Emcee-B, P.O. Box 983 Chicago 90.

FREE LIST OF SMASH MONEY MAKING gag material on request. Edmund Bodlais, Metro. Box 50.6. Los Angeles 55. Calif

HUMOR FOR ENTERTAINERS—READY PRE-pared or specially written; list available Erwin Currie, 155 30th, Seattle 22, Wash.

NOTICE—BLACKOUTS, MONOLOGUES. MC'S. Parodies, etc.; 35 yr. collection of Hoyt Smythe, comedian-producer (now deceased). Thousands of skits, etc., suitable for burlesque, TV and clubs. Communicate with R. H. Smythe, P.O. Box 821, Tracy, Calif.

PARODIES (NOT DIRTY—JUST SHADY), also simple act or specialty routine for dance band. Write Bob Blum, 132 S. Main. Ottawa, Kan.

SMASH HIT PARODY! "OH, JOHNNY!" LIST latest gags, bits, blackouts, acts, skits, sketches, etc.; rush \$1; write for Latest Catalogue. Writers Mart, Box 575, Hollywood,

#### **AGENTS & DISTRIBUTORS**

SENSATIONAL TALKING XMAS Card"; pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 25¢; send 25¢ right now, today, for sample and prices; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

AAA RED HOT NOVELTY FOR MEN! Everyone buys; sell taprooms, bars, night clubs; it's different; it's new; they will take it away from you. Send \$1 for three prepaid samples and selling plan. Shafer Co., P.O. Box 723, Kansas City 10, Mo.

A BEST SELLER - NEW, BEAUTIFUL "Mother of Pearl" name pins and religious pins; must be seen to be appreciated; send \$5 for dozen assortment; money back if not satisfied. William Kellerman, 2082 Davidson Ave., New York 53, N. Y.

ABALONE PEARL SEA SHELL JEWELRY,
Italian Inlaid Mosaic Jewelry, Chinese and
Mexican Jewelry, real Butterfly Wing Jewelry,
real Feather Bird Pictures, Tropical Souvenirs
and Novelties. Joseph Fleischman, 906 Tampa
St., Tampa, Fla.

AGENTS, PITCHMEN, DEMONSTRATORS— Earn money your hometown or travel; costs under 3¢ in 5&10; sell for 35¢; complete in-formation \$1 postpaid. Whitehill, Box 344. Punxsutawney, Pa.

AGENTS, A SPECIAL BUY—FOUNTAIN PENS, assorted colors, inside filler; \$1.50 dozen in gross lots; dozen lots, \$1.80 postpaid; guaranteed. Crescent Sales Co., 150 Broadway, N. Y. C.

AMAZING OFFER—\$40 IS YOURS FOR SELL ing only 50 boxes Christmas cards. And this can be done in a single day. Free samples. Other leading boxes on approval. Many surprise items. No experience needed. Free samples personalized Christmas cards, stationery, napkins. Write today. It costs nothing to try. Cheerful Card Co., 1568, White Plains, N. Y.

ARTISTS' MODEL KEY CHAINS-NATURAL colors, many poses; \$12.75 gross; 25% deposit, balance c.o.d.; sample dozen, one dollar; jobbers, write. Unique. 472 Hendrix, Brooklyn, N Y.

ATOMIC CHRISTMAS SPECIAL—FOUNTAIN Pen Desk Set; heavy plastic, bronze base, gift boxed; sample and wholesale prices \$1 postpaid. New York Article Co., G.P.O. Box 405, New York 1, N. Y.

BIG SALESBOARD DEAL-TEN 5¢ AND 10¢ and 25¢ plus surprise package. all for \$6.50. Heil, Gaylord, Minn.

BIG FLASH DEAL-100 FINE RAZOR BLADES and Dandy Pen; sell wholesale, sample deal, low prices; \$1 prepaid or c.o.d. McKitrick Distributor. Mt. Vernon, Ill.

BUY THOUSANDS OF NATIONALLY ADVER-tised products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa.

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

City Ky

CANVASSERS, PITCHMEN-HOTTEST HOUSE-

COMIC CARTOON CARDS—100 SAMPLES, \$1.00; list free to dealers. Cheshires Fun House, 739 Poydras. New Orleans 12, La.

CONCESSIONAIRES—SELL RAIN CAPES AT football games; \$7.50 per 100; samples, 3 for \$1.

DISTRIBUTOR WANTS NEW SUNDRY, SPEC-

FREE FOLIO-700 MONEY MAKING DEALS Plans. Formulas: supply sources unusual items. Kolamite-E, Box 572. Dayton 1, O. oc7

HANDKERCHIEFS AND SCARFS-ALL KINDS. reasonable: also Holiday Gift Boxes for ladies. men and children Alfred Rubio. 1155 Broadway. New York. N Y. se30

LADIES' FULL FASHIONED NYLONS —
Packed 3 pairs to the box, individually wrapped; our best grade, \$6.50 dozen; mill-run quality, \$3.50 dozen; standard sizes, latest shades; satisfection guaranteed. Southern Horiery Sales, Box 1624, Chattanooga, Tenn.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; ex clusive territory to good men: no experience needed Electric Ad Clock Co 222 North Jef reson St Chicago 6 4830

MAKE PERFUME FROM OUR CONCENtrates; information free; men, women. Write Carey Laboratories, 1914 Chouteau. BB, St. Louis 3, Mo.

size copyright book; \$1; free sample; sells fas.t Ernest Jones. 1211 Grand, Kansas City, Mo.

NEW HORSE RACE GAME—BIG SELLER everywhere, homes, offices, factories, clubs, frats, PX's; retails \$2.50; your cost, \$12 dozen; sample, \$1.25 postnaid. Brand, 154 West 27th St., New York. CH 3-2628.

Albany Ave., Kingston, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler 335 Goetz. Lemay 23. Mo.

OVER 150% PROFIT—NO INVESTMENT. Glossy reproductions of any photo; sheet of 100 gummed and perforated, similar to postage stamps; free samples and information. Hylyn Photo Co., 32-08 35th St., Long Island City 6, N. Y.

PERFUME - WHOLESALE, BIG PROFIT; modern French odours; 50e per ounce in bulk. Fischborn Laboratories. 350 Lincoln Rd.,

Miami Beach Fla

POCKET COMBS-100 CARDS 12's, \$20; CLIP Combs, 100 cards 12's, \$25; assorted colors; 3 cards (36 10e) Combs, \$1. Carleton House Distrib-

QUICK EXTRA CASH SELLING CHRISTMAS Cards and Gift Novelties. Request free sam-Ave.

REAL GIRL PHOTOS—TREMENDOUS PROF-its; sell on sight; 20 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33. Pa.

REALLY COMIC XMAS CARDS—FAST SELL-ers; \$1 will bring you 3 sample sets; if you can sell taverns we have another deal that's also tops. Midstates, Box 412, Bloomington, Ind. RFD SALESMEN MAKE EASY EARNINGS

with America's leading, fastest selling Poultry Mazagine: maximum commission plus bonus: unlimited opportunities Poultry Tribune Box 100 Mount Morris III

SALESMEN, DISTRIBUTORS — FAST SELLING

SELL GREATEST INVENTION SINCE FOUNtain pen; sensational \$3.95 Check Protector; untouched market; big profits, repeat. Pro-checktor, 627-B Grove, Evanston, Ill. no18 (Continued on page 78)

CANVAS PATCHING CEMENT-GOV'T SURplus, guaranteed to hold; 1 pt. can, 55¢; doz. cans, 40¢ ea. Oldham & Sutherland. Junction

hold gadget; sells for quarter; sample dozen one dollar none free. Curtain Cowboy, 1720 Curtis, Denver. Colo.

Charlie White, Fort Oglethorpe, Ga.

ialty and Novelty items; wide coverage by mail order and agency force. Farm & Home Industries. Gardenville 7. N. Y.

GEORGE WASHINGTON PORTRAITS-BEAUtifully colored, heavy paper, size 22x28; sample dozen \$1 prepaid. Curtis Specialties. Box 1916, Denver I, Colo.

GIRL PICTURES-BEAUTIFUL POSES; 5 SAMples 25c; 25 assorted, \$1. Fred W. Hine, 1314 Douglas St Omaha. Neb.

GOOD PROPOSITION FOR SALESMEN CALLing on business and professional people. S. A. Bortz. Box 475, Indianapolis 6, Ind.

MAKE EXPENSE MONEY SELLING POCKET

NEW TOYS, HOUSEHOLD AND OFFICE Items; ideal for demonstrations; free catalogue. Write B-1, Consumer's Shopper, 131

NYLONS-FACTORY REJECTS, \$1.50 DOZEN; better grade, these are good, \$4.00 dozen; Rayon Rejects, \$1 dozen; pospaid if cash ac-companies order; in five dozen lots; samples, add 25¢ dozen; 25% deposit, balance c.o.d. Thayers Hosiery Sales, Box 54, Clarence, Mo.

ONCE A KNIGHT COINS-100, \$7.50; 10, \$1.00; 2, 25¢. Lewis, 7321-B S. Peoria, Chicago 21, Ill. ocl4

PERFUME - SIDELINE TO INDEPENDENCE; learn all free. International, 6347 Parnell BA-10. Chicago 21, Ill.

utors, Texas City, Tex.

Elmcraft, Dept 171 5930 8 Western Chicago 36 III oc7

Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass.

Per Sample

in Dozen Lots \$23.04

Dozen

\$1.92

Each

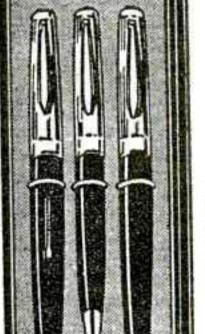
NO. 322

Natural Like Flower Designing Patterned on this year's gold medal winning "Fire Chief Petunia." Finished in a brilliant red with green stalk and leaves. Bee in brown and yellow attached to end of swinging pendulette. Complete with the famous Lux GUAR-ANTEED 30-Hour Clock movement. Overall dimensions 4" wide by 61/2" high. Individually boxed,

Free Folder on other Pendulette Models. 25% with order—balance C. O. D. F. O. B. Chicago.

COOK BROS. 816 W. Maxwell St. Chicago 8, III.

### DIRECT



From -Manufacturer

The King of

Them All!

Precision

Flash Quality FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

25% Deposit, Bal. C. O. D. f.o.b. New York.

Send for free catalog of our complete line.

395 Broadway, New York 13 Phone CAnal 6-8016

# Easy to MAKE MONEY

Thrilling new money-making opportunity — spare time, full time, sideline—with nationally known Bostonian Shirts. All styles, sizes, fabrics, colors. Dress and sport. Finest quality - sensational low prices. Also rainwear, slacks, underwear, women's

#### wear, etc. No experience needed. FREE SAMPLES

of fabrics and costly presentation.
Just send name and address. See how
easy it is to make exceptional money with old, reliable company. Send no money, but write NOW!

BOSTONIAN MFG. CO., 89 Bickford, Dept. J-34, BOSTON 30, MASS.



**BIG PROFITS** Own your own pusiness stamping key checks, name plates, social security plates. Sample with name and address 25#

Bart Mig. Co. 303 Degraw St. Brooklyn 2, N. Y.

### FREE SAMPLES

New discovery. Sharpest Blade in America. Big profit. Territory now being allotted. Specialty Jobbers, write for samples, prices. open territory

H. L. BLAKE, Broker Little Rock, Ark.



... and it will serve you BETTER IN EVERY WAY

beginning NOVEMBER 4

### SURPLUS STOCK! STUFFED TOY **CLOSE OUTS**

DIRECT FROM MANUFACTURER SPECIAL CLOSE-OUT OFFERS



Dep., Bal. C.O.D. if not rated.

30" Real FUR Grizzly Bear, Rayon plush trim, esstd. colors ..\$36.00 dz.,

SAMPLE

\$3.75 ppdi Assorted Plush Animals, 9" to 11" Standing and

Sitting Bears and Scotty \$8.25 ppdl Dogs, \$7.20 dr., SAMPLE DOZEN POSTPAID ..... Send \$11.50 and receive One Dozen Asst. Plush Animals and the REAL FUR Bear

#### SENSATIONAL PRICE SLASHES

#500-19x21" Rayon Plush black and white Boston Terrier. -19x23" Rayon Plush Donkey.

POSTPAID!

- Open mouth. \$700-20x24" Rayon Plush Elephant, Asstd. colors #800-141/2×25" Rayon Plush Colt, open
- All Dressed in Plastic Collars, Saddles, Blankets, etc.

Hach \$36.00 SAMPLE \$3.75 of the above Send \$14.50 and receive ALL FOUR SAMPLES POSTPAID. Mention Billboard

to receive these low prices. Assortment of ALL SAMPLES in this ad, 17 Pieces for only \$26.00!!

SPECIAL SET-UP FOR QUANTITY USERS NOTICE: Take advantage of these sensational low prices. Due to current conditions prices

may rise. Savel Order NOW!
Send for FREE catalog of exclusive line of
STUFFED FUR & PLUSH TOYS for the
Carnival, Concession and Christmas trade. Close-outs always on hand. State nature of your business in first letter to avoid delay. Write today.

ACE TOY MFG. CO. New York 1, N. Y. 122 West 27 St.

#### HIGHEST PRICES ALLOWED FOR Your OLD Watches

Your old watches and movements are as good as money if you send them to Emas. We offer highest prices in trade on the many wonderful values in our big catalog. Send for your free copy today and see how you can benefit. SEND FOR FREE CAYALOG



WATCHES NEW . RECONDITIONED . GOV'T SURPLUS HAMILTON . ELGIN . WALTHAM . BENRUS . BULOVA . GRUEN and SWISS

Full Line of DIAMONDS and RINGS



### Simulated **PEARLS**

.....\$2.00 25% Deposit, Balance C. O. D.

Elvee Manufacturing Co. 866 SIXTH AVE.

MUrray Hill 6-4177-8

<del>>>>>>></del>

#### CLEAN UP WITH PLASTIC RAYON TOWELS.

Grease, Ink Stains rince right out in cold water Use over and over Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C O.D. Powerful Quick Demonstration

SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

#### AGENTS AND MANAGERS

(Continued from page 77) SELL SLEEP-AMAZING CHRIST PICTURE with startling features; never offered before; will promote sleep; sample 50¢; money back guarantee, Outstanding Products Co., 9118 St. Clair Ave., Cleveland 8, O. oc14

SELLING OUT 20,000 G.A. ELECTRIC DOU-blehead Razors, gift boxed; retail price, \$25; closeout price, \$5 each; \$6 brings sample post-paid. Kotsalis Bros., 444 Somerset St., Johns-

SENSATIONAL — \$85 WEEKLY POSSIBLE.
Amazing Pencil writes four colors; sample,
25¢; 20 year guarantee given with ball point
pen; sample 25¢; or eight samples, four pencils,
four pens, \$1 prepaid. Louis Balogh, 1703
Roosevelt, Valparaiso, Ind. oc14

SOUVENIR SEA SHELL KEY CHAINS (IM-printed Resort Name). What Nots Co., 104 S. Maryland, Atlantic City, N. J.

SPECIALTY JOBBERS-WAGON JOBBERS-WE are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O.

TOP VALUES-XMAS CARDS TO SELL FOR \$1, 65¢, 35¢, 25¢; aluminum foils, folders, etc.; all four samples mailed postpaid for \$1; no c.o.d.; our 38th year. Charles Ufert, 16 East 17th St., New York 3.

WILDERNESS ROSEBUD"—AMATEUR BEAUty posing, artists' inspiration, lighting, reviewing, 25¢; dealers supplied. Exchange, 271-BB, Jonesboro, Tenn.

WOW! WHAT A PARTY GAG! IT'S A LAUGH riot. \$100 worth of laughs guaranteed. Try this gag on your best friend and if he doesn't want one after he almost dies laughing you can return for full refund. Sideline salesmen can earn plenty selling this laugh provoking novelty to taprooms, bars, night clubs, etc. All your friends will want one to take home. Rush \$1 for sample and full details. It's the darndest novelty ever thought up. Allied Sales, 311 North Desplaines, Chicago 6.

15 JEWEL GUARANTEED GRUEN, BULOVA. Elgin. Benrus Watches, \$14 each; Necklace Sets, 18-K gold plated, boxed, \$10 per doz.; sample sets, \$4. M. Brininger, Box #46, Mc-Clure, Pa.

#### ANIMALS, BIRDS, PETS

ATTENTION, WILD LIFE MEN-ADULT CIN-namon or White Face Ringtails, \$22.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also Pacas, Agouti, Cabybara, Giant Anteaters and all other South American Birds, Animals or Reptiles; ½ cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. 8e30

BABY PYGMY HIPPO (100 POUNDS); MOTHER and baby Monkeys, Baboons, Chimpanzees, Leopards, Kangaroos, baby Elephants, Musangs, Civets, Crowned Pigeons, Cranes, Pythons, Boas, Snake Dens. Chase Wild Animal Farm, Egypt,

HEALTHY SNAKES, ARMADILLOS, IGUANAS, Boas, Gila Monsters, Mexican Beaded Lizards, Rhesus Monkeys, Pigtail Monkeys, Alligators, Albino Raccoon, Coatimundis, Agoutis, Peafowl. Squirrels, Glant Jungle Rats, Hamsters, Guinea Pigs, Opossums, Ferrets, Ringtail Cats, Wild Cats, Prairie Dogs, Rabbits. Porcupines, Raccouns. Fantail Pigeons Terrapins, Bantams. Phone 141, Otto Martin Locke, New Braunfels,

KEEP YOUR REPTILES ALIVE! NEW BOOK just published gives complete instructions and information. Send \$1 "Keep Them Alive!" Book will be sent postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. no4

LARGE FAT ALLIGATOR, APPROXIMATELY
7 feet; many years in captivity, perfect
feeder, etc., \$75. Dens assorted Snakes, \$25.
Ringtail Monkeys, \$40. Red Fox, \$15. Raccoons, \$15. Trails End Zoo, St. Stephen, S. C. se30

MONKEYS—CAGE TYPE CINNAMON RING-tails, \$22.50; very young for pets, \$27.50 ea.; 4 for \$100; Baby Ocelots, \$60; Boa Constrictors, up to 7 ft., \$3 per ft.; over 7 ft., \$5 per ft. Terms: ½ cash, balance c.o.d.; dealers, write for quantity discount. The Pesky Pet Shop, 1113 Franklin St., Tampa, Fla. oc7

SPECIAL SURPLUS SALE—SOUTH AMERI-can Red-Tailed Boas to 7 ft., \$2 fer ft.; Tegu Lizards, \$15 each. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla.

#### BUSINESS OPPORTUNITIES

ADVERTISE YOUR PRODUCTS BY RADIO! Pay only for orders received! No risk! De-tails 50¢. Sibon, 59 Park Avenue, New York 16, N. Y.

CANDY APPLE MAKERS—1 OUNCE LIQUID flavors and colors 125 apples, 10¢; pint, \$1.50; quart, \$2.80; gallon, \$10. Westy Candy Co., 10 Milton Ave., Dorchester, Mass.

DURACLEAN EQUIPMENT "COMPLETE"—
Almost New, Rug and Upholstery, Mothproofing. Does fine work. Opportunity for real income your own business. Materials, Instructions included first one takes. Full price, \$425, including shipping. Norm P. Smith, 13840 22nd Ave., South, Seattle 88, Wash.

FAIR GROUNDS FOR SALE OR LEASE —
113 acres, including ½ mile race track,
grandstands, airport; 2 miles from city limits.
Jack Howard, POB 3055, Savannah, Ga.

FOR SALE-MUSIC STORE; WELL ESTABlished; owner going into service; healthful, prosperous area; good quick buy. Address Box C-230, care Billboard, Cincinnati, O.

plans, formulas, supply sources; unusual items. Kolamite, E. Box 572, Dayton 1, O. se30 FREE FOLIO-700 MONEY MAKING DEALS;

FREE FOLIO-700 MONEY MAKING DEALS;

unusual items; whole supply sources. Write Reynard Service Bldg., Smithfield, O. oc14 FREE DETAILS - MAKE EXTRA MONEY sparetime; little capital; no experience. L. & M. Service, Box 377-B, Sharon, Penna.

HIGHWAY 66 LOCATION FOR PLASTER Man, Souvenir or Novelty Shop; new house, 4½ acres, \$8,500; close to Meramac Cavern. Leslie Hilliard. St. Clair, Mo.

LEARN PITCHING AND MAIL ORDER-FT.
Smith Auction School, Fort Smith, Ark.;
term soon; veteran approved; free catalogue.

LEARN MAIL ORDER BUSINESS — READ Progressive Mail Trade Magazine. Special, four good issues 25¢, Dollar Value. Hillstrom, 2523 East 7th, Long Beach 4, Calif.

LIFETIME BUSINESS OF YOUR OWN --Small investment; mail order news shows how. Carmine Talarico, 676 Sandt's Court, Easton Pa.

MAIL ORDER BEGINNERS — NEW 10,000word Hand-Book, by noted expert, shows "how," spare time, small capital; from idea to Mail-bag. Includes "Business Development Plan," "Profitable Mail Selling Ideas," "Pointers Along the Mail-Order-Trail" and Starting Questionnaire. 25¢ postpaid. Satisfaction guaranteed. Maupin & Maupin, 327-4 S. 28th. La Fayette, Ind.

MAKE PERFUME — MEN, WOMEN. WRITE International, 6347 Parnell BB-10, Chicago 21, Ill.

NAME AND ADDRESS OF ALMOST ANY manufacturer, wholesaler, distributor, Jobber. etc., 50¢ each. Donald Kelly, A-9544 Whitcomb, Detroit 27, Mich. sel4

PORTABLE SKATING RINK - FULLY equipped; largest in Florida; operating with best season ahead, \$8,750; information: Box 125, Winter Garden, Fla.

PURCHASING AGENTS WANTED-FULL OR part time; no experience needed. Kroll Equipment Co., 712 S. Dearborn, Chicago. oc21

QUICK SIGN PAINTING-USE LETTER PATterns: avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51.

RINK — PERMANENT, FULLY EQUIPPED, near camp. Lease or sale. Some cash required. A. L. Boulavsky, 6181 Marlboro Pike, Washington, D. C.

SIGHT-SELLERS-GOLD (14 KARAT SOLID) Birthstone Rings, beautiful synthetic stones; quality merchandise repeats holiday business; money refunded. Markoff, 926 G Place, Washington 1, D. C. oc7

THE BEST BUY OF THE YEAR—A 50x120 portable rink in A-1 condition; can be used in a building larger or smaller, as floor is in sections; priced to sell at once. Harry Numbers, Monmouth, Ill. Phone 1996.

TRADE MAGAZINES — Business, Vocational, Diversion. Current copies, all fields, through easy-to-get acquainted plan. Send now for list. It's free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19 and dianapolis 19, Ind.

WHERE TO BUY 1,000,000 ARTICLES wholesale at rock bottom prices; Directory, 25¢ (refundable). Publishers, Box 1302-B10. Detroit 31.

WILL SELL SMOOTH OPERATING DONKEY Ball Team; known as Ozark Donkey Ball or will lease to good operator; basketball season just ahead. Cyrus Leaming, Route 5, Austin, Minn.

50'x100' PORTABLE RINK, BAIL AND RING tent, maple floor, 200 pr. clamp skates, 12 pr. shoe rentals, grinder, all "Chicago"; p.a. system, large oil heater, spare parts; all 23 months old: in operation; priced to sell; \$4,500 cash. Valley Roller Rink, Box 432, Fairfax, Ala. Phone 74-J.

#### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coln Machine Bargains will be found on page 90 In this Issue.

#### COSTUMES, UNIFORMS WARDROBES

FOR SALE-40 NEARLY NEW GRAY WHIPcord Uniforms; excellent condition; \$20 each. Lookout Fire Co., Pen Argyl, Pa. oc7

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up: Principals, three up; no catalog; state wants. Guttenberg. 9 W. 18th St., New York 11, N. Y. oc7

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE-50 complete Candy Corn Machines and Cookers \$225 complete set; 50 all electric from \$155 Krispy Korn 120 S Halsted Chicago Ill.

BALLROOM AND RINK LIGHTING, NEW-Crystal Showers, Spotlights, Color Wheels. Newton, 253 W. 14th, New York City.

FOR SALE TENTS—TENTS, SPECIAL OFFER; 85 Tents. 20'x30'x14' high marquee (round end) complete with 5' 6" sidewalls and all end) complete with 5' 6" sidewalls and all poles, \$99; roof only (no poles) \$59; 75 Circular Tents, 10' 8" H. x 14' diameter, complete with poles, \$29; These are khaki army surplus tents, slightly used, but in good, all round serviceable condition, guaranteed to give satisfaction or money refunded. Immediate delivery; splendid opportunity to stock up on tents at these low prices; send for pamphlet. Write, wire, phone 4491 St. Lawrence Distributors, 269 Bartholomew St., Brockville, Ontario, Canada. ville, Ontario, Canada,

POPCORN MACHINES. PEANUT ROASTERS. Geared Kettles. Copper Caramelcorn. Candy Kettles Gasoline. Bottled Gas Heating Equipment. Northside Co., Indianola, Iowa

SUPER-STAR FLOOR MODEL ELECTRIC POP-per (220V-'48 model); new machine mech. guar.; looks excellent; \$295 FOB Philadelphia. Poppers Supply Co., 1211 N. 2d St., Philadel-

(Continued on page 80)

### **FIREWORKS**

ATTENTION, DEALERS AND JOBBERS For Lowest Prices write Today for complete Price List.

MID-WEST FIREWORKS 114 W. SECOND ST. SEDALIA, MO.

Easy Salesi Easy Money! That's what you'll be shouting . . . when you line up with our sensa-tional, fast selling item in your ter-ritory on a full time or spare time basis. Saves money for restaurants, lunch rooms, taverns, meat markets, food-beverage stores. Enormous field. No experience needed.

Write Quick for big money starting plan. Hurry! 53 W. Jackson Blyd., Dept. 28, Chicago 4, III.

### **PUBLIC DEMAND** THIS The HOTTEST Buy of 1950

No. 623 OPEN BACK

Men's very attractive clear imitation diamond ring (not a foil back). Available in either 14 Kt. Gold or Rodium Plated. 1 Ct. size center--resembles a brilliant diamond.



stone has 38 facets Only \$3.25 per doz. \$36.00 per gr.

No. 08

Men's Streamlined Ring --Flashy 1 Ct. centerstone in beautiful 14 Kt. Gold Plated mounting. A fast seller!



Only \$3.00 per doz.; \$33.00 per gr.

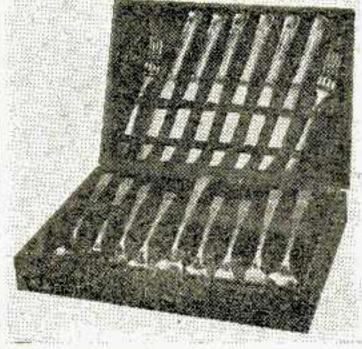
Minimum order—One dozen. Remittance in full or 25% deposit, balance C.O.D. Sample of both rings sent for \$1.00 postpaid. New catalog sent free.

### STERLING JEWELERS

44 East Long St.

Columbus 15, Ohio

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

\$4.25 10 SETS

SAMPLE \$4.40 Display Chest, \$1.00 extra.

ROHDE SPENCER CO. 223-225 W. Madison St. Chicago 6, III.

FOR ADULTS AND CHILDREN

Satisfaction Guaranteed or Money Refunded

25% Deposit with Order, Bai C.O.D. SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO

### AMAZING LIFE-LIKE RUBBER HEAD MASKS Cover Entire Head



Coloring and detailing make these masks outstanding values. You have to see them to appreciate the work-manship. 8 assorted nears in dozen lots.

o Devil—No. 582 o Goofy—No. 580 o Pumpkin Head—

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in 6 Doz.

lots and

\$8.40 lots a Doz.

25% with order—balance C. O. D. On cash with order, add 5% for mailing charges.

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3.00

(6 or more) Complete with metal stretch band. 30-day time limit on this offer.

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FOR

Removable push pins Written 1 year guar-

Radium dial Sweep second hand Brand new (not rebuilt)

FREE · Handsome chrome case CATALOG Unbreakable crystal Genuine Swiss

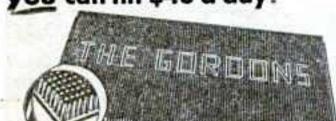
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Pocket \$40 profit every day! Useful, \$4.95 Every door step, dwelling or busimess, a sure-fire prospect. Jumbo-size 18"x28" mat, any name (up to 13 letters), choice of all red, all blue, all black or all green.
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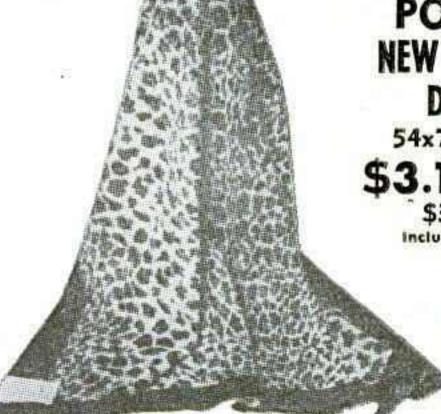
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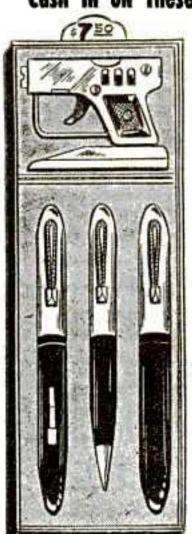
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(Continued on page 82)



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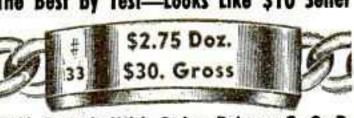


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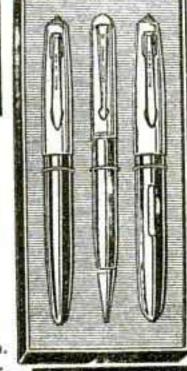
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ATTENTION! NOVELTY STORES! Rush \$2.00 for Samples of 15 Fast Selling MAGIC TRICKS, JOKES & PUZZLES, Retail Value About \$4.00.

STATE LINE OF BUSINESS AND ASK FOR LARGE WHOLESALE CATALOG NO. 10. IT'S FREE!

D. ROBBINS & CO. New York 18, N. Y. 131-B W. 42nd St.

#### PRINTING

ARTISTIC, SPARKLING RAISED PRINTED Letterheads and Envelopes, 100 of each, only \$2 postpaid. Nelson, 1941 Sedgewick, Chicago.

ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5. Modern Print, Box 34, Hyatts-

ATTRACTIVE 100 8½x11 LETTERHEADS AND 6¾ Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas. City 4, Mo.

BUSINESS CARDS — RAISED LETTERS; 7 Lines; sample sent; \$3.95 per 1000. Paul Bragg, 23 Dean St., Bangor, Me.

GOOD PRINTING — LOW COST; 100 8½x11 Bond Letterheads and 100 6¾ Whitewove Envelopes, five lines copy, \$2.25 postpaid. Mero Products, 96 Morrison, Punxsutawney, Pa.

NEARGRAVURE EMBOSSO LETTERHEADS!
Distinctive Show Designs, golds and colors;
samples 10¢; be surprised. Solliday's Colorprint, Knox, Ind. se30

QUALITY PRINTING AT LOWEST COST — Circulars, catalogs, publications, stationery; free price list. Adams Printing, Dept. BB, 30 West Washington, Chicago 2, Ill. no25

RUBBER STAMPS, 3 OR 4 LINES, \$1 POST-paid; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. oc28

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. oc14

100 81/2x11 LETTERHEADS, 100 LARGE ENvelopes; Hammermill Bond, 5 lines copy, \$2; samples free. Ace Press, Clearwater, Fla. oc14 100 LARGE ENVELOPES AND 100 81/211 LET-terheads, \$2; 200 Cards, \$1.25; 200 State-ments, \$1.50; 500 6x9 Dodgers, \$2.50; prepaid. Crown Print, Adelphi, O.

200 634 WHITE ENVELOPES AND 200 WHITE bond Letterheads, 8½x11, \$3 postpaid in U. S. Webster's Printshop, Farmland, Ind. oc7

#### SALESMEN WANTED

MAKE \$3,000 NEXT 90 DAYS—NATIONALLY advertised item; price protected; merchants need increases business 60%; commissions advanced; outfit free. Schubert, 330-F South Wells, Chicago.

PHONE SALESMEN—"BEST RADIO DEAL yet"; commission; no drinkers. Write Box 971, Des Moines, Ia.

PLENTY OF FRONT MONEY EVERY DAY selling Christmas decorations to business places. Wales Xmas Co., Cold Spring, N. Y.

POSITIVELY NEW — OVER 100 % PROFIT.
Two sided reversible Neckties. Free details.
Farrell Company, Dept. B-15, 1377 Van Zandt, Cincinnati 31, Ohio.

\$6 CASH EVERY HOUR SHOWING OUR SENsational 3 in 1 Deluxe Folding Shopping Bag and Purse; women buy several; commissions advanced daily; sample furnished. LeNard, 179-C, Washington, Chicago 2.

#### SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544.

#### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COL-ors, Needles, Outfits; genuine German Pellcan ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3.

EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines. Designs, Colors; complete outfits: illustrated catalog free. Milt Zeis, 728 Lesley, Rockford, Ill. se30

TATTOO OUTFIT IN TRUNK—BIG FLASH.
For sale. For particulars write Red Gib-bons, Route 1, Box 36, Beaumont, Calif. oc7

#### WANTED TO BUY

DARK RIDE, KID RIDES, RINK, ARCADE and Bowling equipment; have Tilt, Kid Coaster and Adult Whip for trade. F. Shafer, Washington, Ind.

I WANT TO BUY NUDE MODEL PHOTOS, Strip Teasers, etc., from confidential whole-sale source; send samples, prices, Box C-214, care Billboard, Cincinnati, O. se30

LARGE TOP 50x100 OR LARGE MONKEY OR other animals and any kind of rides. Edward Stearns, 63 Branford St., Hartford, Conn.

MUSICALLY TUNED SLEIGH OR SWISS Bells. State all in first letter. Del Rio, 4611 12th Ave., Brooklyn, N. Y. GEdney 8-0751.

USED PHONOGRAPH RECORDS, 1920 TO 1940 period; any quantity; any label. Jacob Schneider, 128 West 66th St., N. Y. C. oc28

WANT TO BUY—FERRIS WHEEL AND MERRY-GO-ROUND. State condition and price for cash. Ken Roberts, 19 Wolcott St., Hartford, Conn.

WANTED — ODDITIES IN SEA SHELLS OR like specimens. Write Randall, 1 Irvington St., Boston, Mass.

Minimum \$2

# IS OUR BUSINESS

IS OUR MOTTO

We Have Everything For: Jewelers Engravers Demonstrators

Attention, Engravers! NEW CATALOG

NO. 105-HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE

5 No. Wabash Ave. Chicago 2, Ill. ALL PHONES CEntral 6-7966

SELLS ON SIGHT BASKET PEARL EARRINGS and many other styles.

Group #1224 Doxen 54 Assortment

These Basket Pearl Earrings and many other styles, including Antique and Rhinestones, are the hottest numbers in the country. Shipped 1 pair to card. \$4.00 per dozen assortment. 25% with order, balance C.O.D.

MONEY BACK IF THEY DON'T MOVE JULWIN CO. 844 Sixth Avenue, New York 1, N. Y.



NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

LOWEST PRICES! BEST SERVICE ALL-THE-TIME

S. R. CANTERMAN 1115 OGLETHORPE ST. PITTSBURGH 1, PA.

### BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

**Electric Flash Boards** Electric Bingo Blowers

Wire or write for Catalog

817-823 Broadway, Newark 4, N.

STEEL OR WOOD

Folding or Non-Folding Prompt delivery if desired. Mini-mum order, 4 doz. State quantity needed. ADIRONDACK CHAIR CO.



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PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY 8 x 10-5f, Postcard-2f, Blowups, 20 x 30-\$2,,30 x 40-\$3.

NEW HATURAL COLOR PHOTOS Postcard-14, 8 x 10-12f in quantity. All other sizes.

Write for FREE sample & List BB MOSS PHOTO SERVICE 153 W. 46, N.Y. 19

## Forms Close Thursday for the Following Week's Issue

HELP WANTED—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

RATE-12c a Word

ALL GOOD ACTS TRAVELING THIS WAY wanted; Novelty Acts, Singers, Exotics, Comics, Dancing Girls for chorus work; state salary expected; all good, no drunks. Joy Theatre, P.O. Box 534. Phone 893, West Memphia, Ark. ATTRACTIVE GIRL PIANIST FOR COCKTAIL

lounge; state full details, salary expected, photo. Auto Inn, Lake Shore Rd., Plattsburg, N. Y. BOOKING AGENT WANTED FOR DONKEY

basketball unit playing schools; percentage deal. Jack Hathaway, 110 E. Locust, Aurora, Mo. Phone 754-J.

COSTUMER — FAST, DEPENDABLE; CUT without patterns; all 'round experience; state capabilities, wages first letter. The Costumer, 238 State St., Schenectady 5, N. Y. oc7

FEMALE IMPERSONATORS WANTED IN ALL types of acts; Singers, Dancers, Comics and other. Send photos and details. Box 576, Bill-board, 1564 Broadway, N. Y. C.

GIRL TENOR SAX FOR COMMERCIAL COM-bo. Travel. 3825 57 Ct., Cicero, Ill.

GUITARIST-VOCALIST OF HIGH STANDARDS wanted for established sweet styled-regularly working-dance and network broadcasting band; A-1 crooning solos and subtle guitar rhythm required; local 802-16 (NYC-Jersey vi-cinity) man preferred. Call Circle 5-6242 Exension 312 in NYC.

MUSICIANS-TWO BEAT BAND, SLEEPER bus, salary, steady. Buddy Bair, Box 113, Colome, S. Dak.

MUSICIANS WANTED FOR ESTABLISHED commercial, Dixieland territory band. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

NAVY PUBLICATION, 23 YEARS OLD, DE-sires men and women to solicit ads and subs; big opportunity, war contracts being given out; permanent job; continuous repeat business from navy towns; crew managers with men, with veteran and labor publication experience particularly desired; high commissions. United States Navy Magazine, Schaff Building, Philadelphia, Pa.

ORGANIST WANTED—PREFER ONE THAT sings; also Vocalist wanted. Aragon Tavern, 610 Sycamore. Waterloo. Iowa. se30

ROUTE SALESMAN—CALLING ON JOBBERS, distributors, punchboard operators; have established accounts in Montana, Wyoming; need couple good items; commission basis; send details. Box C-231, care Billboard, Cincinnation cinnati, O.

TROMBONE - MODERN HEADQUARTERING band; weekly salary; others write. Box 593, Sioux Falls, S. D. Phone: 8-1295.

WANTED—AGENT FOR TRAINED ANIMAL unit in schools. Lou Cole, Fontanet, Box 23,

25 C stamps) for our 54 page wholesale catalog; will

be credited to your first order.

# Elgin:Benrus:Bulova

for Promotional Deals and Big Profits Something New!

Brand new 1950 model cases for g e n t s and ladies. Rebuilt movements, guaranteed like OBO SASIN O OTTO

Ladies'

7-Jewel

Windsor Watch

Rhinestone \$0.95

17-Jewel, \$14.65

7-Jewel

\$12.65 \$14.65 \$18.95

e Gold Plated Stretch Band, 95¢ . R. G. P. Stretch Band, \$1.50

17-Jewel, 12.95 Very latest designed case Wat II guaranteed rebuilt · Leatherette Gift Box, 65¢ add, movement.

WINDSOR SPECIAL

7-Jewel, \$ 9.45

15-Jewel, 10.95

RHINESTONE DIALS AT NO EXTRA CHARGE NEW RHINESTONE CASE WATCHES

> Copies of expensive \$200 & \$300 SO.95 watches. 7-Jewel ........

Wholesal: Only-25% Deposit With Order, Balance C. O. D. Open Account to Rated Houses.

MIDWEST WATCH CO. 5 S. WABASH AVE.

### CHICAGO 3, ILL.

#### www.americanradiohistory.com

### AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

#### AGENTS AND MANAGERS

PUBLICITY AGENT-MANAGER — EXPERI-enced in all types of advertising, exploita-tion. Theatre background. Free to travel. Write, giving brief details. Box C-223, care Billboard, Cincinnati, O. All letters answered.

RINK MANAGER, 25, MARRIED, EXPERI-enced all phases rink operation, permanent and portable, Southern location preferred, draft exempt. Contact Leon Stephens, 1217 Main, Parsons, Kan.

#### BANDS AND ORCHESTRAS

DOC COOK'S NBC ORCHESTRA-7 MEN; location, club, school dates; metropolitan area. Box 664, Perth Amboy, N. J.

FIVE-PIECE WESTERN OR HILLBILLY BAND for tour; have worked with top Western stars; two girls, three boys; have good trans-portation; consider all offers; free to travel. Wire or call Johnny Johnson, Ft. Smith, Ark.

#### CIRCUS AND CARNIVAL

BAR PERFORMER AT LIBERTY—I AM IN good condition. Louis Oczvirk, care Mr. Rodak, 513 N. State (Shoe Shop), Chicago. oc7

LADY DIRECTOR WITH TEN BEAUTIFUL.

Shetland and Welsh Show Ponies; flash colors, featuring "Buster," black and white beauty baby colt. Finest equipment. Now contracting Christmas pony rides for large dept. stores, motion pictures, parades, midget ponies for babies, also larger ones. Frederick Burzee, Box 1026, Poughkeepsie, N. Y. Phone III.

SIGN PAINTER WISHES TO JOIN CARNIVAL that needs painting; Jenny horses my specialty; reasonable salary; wife has French fry; sober and reliable. Julius Smith, 3075 Dix, Lincoln Park, Mich.

SOBER SAILMAKER FOR WINTERQUARTERS; also make poles, stakes, stake pullers, rope banner lines; references. Plevin, 104 W. Kinzie, Chicago.

#### MISCELLANEOUS

COIN MACHINE MECHANIC-AT LIBERTY in about two weeks, 36 years old, 13 years' experience Music, Slots, Consoles, Shuffle Alleys, Pin Games, all type Arcade. Shop or route. Will take night job anyplace. If interested, state salary and working conditions. Box C-221, care Billboard, Cincinnati, O.

MAN AND WIFE WOULD LIKE CONCESSION work; will so anywhere; permanent connection desired; what have you? Write Leon Stephens, 1217 Main, Parsons, Kan.

SITUATION WANTED AS PARTNER TO lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

YOUNG ADVERTISING GRADUATE—DESIRES any phase of radio or theatrical advertising or promotion; prefer Chicago area, will travel. Write: Sanford Demian, c/o Lutske, 8122 Luella Ave., Chicago, Ill.

#### **MUSICIANS**

BASS DOUBLING VOCALS—PLENTY EXPERI-ence with entertaining cocktail units; com-mercial, read and fake, wide vocal range, draft exempt; photo on request. Box C-229, care Billboard, Cincinnati, O. oc7

BASSMAN—STRING OR BRASS BASS; GOOD tone, beat and intonation; desire big band, combo, trio or Western; desire location; have own transportation; age 22, married, sober; available in 4 weeks; consider all offers; also instrument repairman; cut or no notice. Gene Shinsky, 2250 Cassopolis Rd., Elkhart, Ind.

COMMERCIAL VIBES, ENTERTAINER, DOUB-ling society, Latin drums if required; excellent show tune memory; congenial; established hotel combo preferred. Box C-213, c/o Billboard, Cincinnati, O. oc14

CORNETIST-30 YEARS' EXPERIENCE IN ALL lines; disappointment caused this ad; morals good. Musican, 2220 N. 13th, Omaha, Neb.

### WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silversmiths 26 PIECE SERVICE FOR 6 .....\$ 6.75 34 PIECE SERVICE FOR 8 ..... 8.75 50 PIECE SERVICE FOR 8 ..... 12.00 Rogers Anti-Tarnish Chests, 2-Tone 1.75

#### Many other sets available. EUREKA WATERLESS

COOKWARE SET 14 pc. extra heavy gauge, spun virgin aluminum. Cuaranteed. 32 page cook book in full color. Display folder showing

COMPLETE, only ......\$8.50 Immediate Delivery-Continuous Supply. \$20 Min. Order. 25% Dep., Bal. C. O. D.

\$49.95 retail price.

B. DAVIS COMPANY 520 Hudson St. New York 14, N. Y.

Lots of Free Parking!!

DRUMMER-VOCALIST—UNION; NAME EX-perience; will travel; single; 30 years old; cut all shows; available immediately. Box 631, Gallup, N. M.

GIRL TENOR, CLARINET, BARITONE, group vocals. Thoroughly experienced; read, tone, jazz, available immediately; \$75 minimum. Box C-224, care Billboard, Cincinnati, O.

LEAD TRUMPET - VOCALIST, AND WIFE vocalist; name band experience; both for \$125 weekly; available October 1. Box C-227, care Billboard, Cincinnati, O.

OUTSTANDING ARTIST WITH HAMMOND Organ; attractive girl; tremendous variety; unusual novelties for dancing, dining, entertainment. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2790. oc7

PIANIST WITH SOLOVOX-THE LADY THAT plays the Old Songs; completing a 15-month engagement here. Laura, Androy, Hibbing,

PIANO MAN AVAILABLE FOR SMALL COMmercial unit; South only; union; give details. Piano Man, Magnolia Hotel, Montgomery, Ala.

PIANO MAN — SEMI-NAME EXPERIENCE, play any style, will travel, have car; available October 5. Bill Bertie, Sherman's Dine & Dance, State & C St., San Diego, Calif.

ROLLER RINK ORGANIST WITH EXPERIENCE desires permanent connection; available after Oct. 15, 1950. Box No. C-209, c/o Billboard, Cincinnati, O.

TENOR—AVAILABLE OCT. 1; PREFER COMBO or tenor band; have had experience with both; single, age 22, have car, Union Local 224 Mattoon; last job with trio, tenor, piano, drums; would organize combo if needed; have excellent library for combo. Roy Ellis, Gays,

TENOR SAX, CLARINET—JAZZ OR COMMER-cial; neat professional appearance; draft ex-empt. Phone 4-6226. Lee Ulbrich, 530 E. Mon-roe, Jacksonville, Fla.

TROMBONIST-DOUBLING FIDDLE, VOCAL, read, fake, sweet, Dixie or Western; union, cut or no notice; draft exempt; fifteen years' experience, ten years with same semi-name band; married; prefer Houston, Tex., or vi-cinity. Write or wire Musician, 3821 O.S.T., Houston, Tex.

TRUMPET-EXPERIENCED; PREFER SMALL combo. Also prefer West location but will consider otherwise; married. -Box C-222, care Billboard, Cincinnati, O. oc7

TRUMPET, 29, SEMI-NAME EXPERIENCE; vocal, arranger; lead or section; prefer location work. Box #C-226, c/o Billboard, Cincin-

WESTERN, HOT FIDDLE, DOUBLE RHYTHM guitar, vocals, trio parts; prefer staff job, must be permanent. Write or wire Bob McCoy, Radio Station KCOW, Alliance, Neb.

#### PARKS AND FAIRS

AERONAUTICAL SENSATION — OLD-FASHioned balloon ascension, inflated by open pit trench; multiple parachute drops; just finished entire season at leading Northern park; open for booking in South after Sept. 20th; write or wire now; in 31st season; also have references. Col. Frank L. Hiestand, 704 So. Illinois St.. Greencastle, Ind. 8e30

AT LIBERTY — YOUNG LADY; SINGLE; Trapeze, Ladder, Platform, Rolling Globe. E. R. Gray, 671 Sweetser Ave., Evansville,

BALLOON ASCENSIONS, PARACHUTE JUMPing; modern equipment for parks, cele-brations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

"ENGAGE" CHARLES LA CROIX, OUT-standing platform trapeze act for outdoor celebrations, etc.; for full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

GREAT CALVERT — AMERICA'S LEADING high wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. oc21

SENSATIONAL HIGH WIRE ACT-25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. oc28

SKY PRINCE—AMERICA'S YOUNGEST DARE devil; 110 ft. sway pole with traps; Fairs, Celebrations or balance of season with reliable carnival. Lee Slade, 2646 Park Ave., Detroit,

THE LEHMBECKS-HIGH CLASS ENTER-tainment for indoor or outdoor events. Write 2015 Oliver St., Fort Wayne 5, Ind., for literature and particulars.

WORLD'S HIGHEST CONTORTION TRAPEZE Act. Available for late Southern fairs or balance of season with reliable carnival that can afford 3 people's salary. Gorgeous girls beautifully costumed, flashy rigging. Contact Jerry D. Martin. Billboard Office. Cincinnati,

#### **VAUDEVILLE ARTISTS**

GEROGE M. TAYLOR, VENTRILOQUIST (KNEE figure); Nellie H. Taylor, real novelty musical act; chimes, sleigh bells, trick violin, paper tearing; aavilable after Nov. 2. Address 268 East Church St., Homer City, Pa. (Prefer indoor work.)

IMPERSONATOR—AGE 25 TO 45, VERSA-tile effeminate, neat wardrobe; write for picture. Austin James, Box 1923, Delray Beach,

www.americanradiohistory.com

#### IMMEDIATE DELIVERY ON THIS HOT ITEM! THIS IS THE GOOD ONE! NEW LOW PRICE! ILLUSTRATED I The Lighter We Picture Is The Lighter You Get! 21/2" HIGH-3" LONG DOZ. SAMPLE \$1.50 PISTOL PEARL HANDLE Lighter \$21.00 DOZ. \$2.00 LIGHTER

Deposit with order Balance C.O.D.

CATALOGI

Sample, \$1.00

533 Woodward Av

### BIG GENERAL CATALOG (322 PAGES) READY STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plaster, first, second and third shelf Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices

imports and a thousand other	irems. All at the lowest prices.
MA 10-Pocket Combs. Gr\$1.00	MA 201—Assorted, Imported China
MA 11—Plastic Cigarette Holders. Gr 1.75	Vases, Figures, Novelties, etc. Were priced as high
MA 12-Jap. Charm Knives. Gr 2.00	as \$4.80 gross. At least 8 different items to every
MA 13—Finger Traps. Gr 1.00 MA 214—Fur Trapeze Monkeys, 81/2	
Inch. Dox 1.85	finished and glazed. Were
MA 15-Imp. Hawaiian Leis. Gr 1.75	priced as high as \$10.00
MA 16-Jap. Flying Birds. Cr 6.00	
MA 17-Jap. Paper Parasols. Cr 8.50	
MA 101—Baseballs. Doz 2.25	Per Gross 8.50

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

Established 1886 TERRE HAUTE, INDIANA

### FIFI the FAN DANCER

Introducing a Sensational NEW ITEM

This fantastic creation is gorgeously sculptured from soft fleshlike plastic material. Her lovely three dimensional figure will become lifelike and dance in the slightest breeze. Greatest 50¢ seller for Pitchmen, Salesmen, Cigar Stores, Carnivals and Fairs.

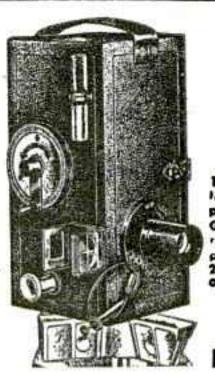
\$44.50 Gross \$4.00 Per Sample Dozen Or send \$1 for two pre-paid samples.

Attach this Beauty anywhere and watch her dance.

CALDWELL MFG. CO.

1516 N. WESTERN AVE.

HOLLYWOOD 27, CALIF.



### FINISHED PHOTOS IN 2 MINUTES

**Greatest Quick Photo Invention** in History!

#### D Q CHAMPION PHOTOMASTER Takes and finishes 30 to 40 ever-

lasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos raken on "SUPER-SPEED" direct positive paper. Picture size 2½x3½ in. Complete, easy-to-operate portable photo studio.

Pictures cost 2g-sell for 15¢ to

25¢. Folks see photos "come to life" in broad daylight. PHOTO-MASTER is the dream come true for pitchmen. "muggers," etc.

WRITE TODAY! Get all the facts about the new, amazing PHOTOMASTER.

PDQ CAMERA CO. 1161 N. Cleveland Ave., Dept. BH Chicago 10, III.



replica of a diamond back rattler. . . . Microlite has shown Cowboy

Jim, a 59-cent retailer. The plastic

lapel pin is shaped as a cowboy's

head wearing a black hat. When

the lapel string is pulled, the cow-

boy's nose lights. The item is fur-

nished with battery and bulb plus



# MECHANICAL TOYS THIS YEAR!

IMMEDIATE DELIVERY!

LARGE WALKING BEAR SMALL WALKING BEAR BECGING POODLE DOG LARGE WALKING ELEPHANT ITCHY DOGS JUMPING FUR DOCS

25% Deposit Required With All Orders, Balance C. O. D.

Write for Football and Novelty Catalog!

KIM & CIOFFI

now ready-Write 912 ARCH STREET PHILADELPHIA, PA. **MARKET 7-2283** 

Football Catalog







\$4.00

GRAB BAG MERCHANDISE 5¢ EACH 25% Deposit on all C. O. D. Orders

PLEASE STATE YOUR BUSINESS 2ND TO NONE FOR VALUES

> 604 W. LAKE ST., CHICAGO 6, ILL. FOR SAME DAY SERVICE CALL

Least Shipped, 1 Gross FRANKLIN 2-2567

NO. 767

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

### MERCHANDISE TOPICS

New York:

Skeeter the Fire Eater, is offered to the trade as a \$1.19 etailer. Skeeter, a gaily colored duck, sits on the edge of an ashtray. When a cigarette is inserted into his mouth, the heat causes the duck's mouth to close, snuffing out the lighted cigarette. After that, the bird opens its mouth, and the butt falls into the ashtray. . . . Same supplier, Iacono-Johnson Associates, is selling a flower bowl filled with soil-less growing material. If the buyer adds water and exposes to the sun, multicolored flowers are guaranteed to grow from the bowl-a 50-cent seller.

The Butalite Corporation is the latest to hit the market with a butane lighter (for others see Merchandise Topics May 20 and September 9 issues). A \$5.95 retailer, the lighter works via the gas cartridge principle, and the manufacturer claims it is the only butane lighter that operates with a flip of the lighter lid. . . . Speaking of lighters, the Triplex Lighter Company has a \$1.25 windproof lighter featuring a gale guard and push-button flint changer. It is reported that SIZE an electric fan cannot extinguish the lighter flame. . . . Also, Zippo is offering leather-covered pocket lighters for \$5.50. The lighter leathers are furnished in either English Morocco or hand-burnished calfskin in a variety of colors. . . . Still another lighter innovation is the Beattie jet with a flame that can be pointed. Upright, the lighter flames in the usual manner, but tilted, it jets into a thin stream of flame for lighting pipes. It sells at \$5 and up.

As a 19-cent novelty, Bayshore Industries has introduced a 14-inch

### All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only. Only Genuine Rolled Gold Plate Sold



#B2256 Genuine 1/30 14K R.G.P. 2 White Stones. Per Doz. \$15.75



#B2172 Genuine 1/30 14K R.G.P. Medium Sixe Center. 4 Ruby Color Sides. Per Dox. \$15.75



P. O. BOX 92

B2200 1/30 14K R.C.P. Cluster, white trim. Choice any color center-ruby, amethyst, emerald, sapaquamarine, phire. topax, white, fire opal, Per Dox. \$6,00

NEW Catalog Listing Complete Line. Sample Assortment — \$7.50 — \$15.00 — \$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders. Immediate Delivery—Any Quantity

DES MOINES RING CO.

1155 26th Street Des Moines, Iowa a plastic gun charm attached to the pull string. . . . Another new novelty is Bantamlite's miniature flashlight that looks like a candid camera. The 59-cent seller (with bulb and battery) is black plastic with a red carrying strap. . . . Oak Rubber Company has announced flying saucer balloons. Imprinted with a picture of a "man from Mars," the balloon inflates into a circular shape with streamer tail. According to the accompanying instruction card, the balloon flies, roars and zooms into space. . . . For children, Howard Products has a hobby kit that takes, develops and prints pictures. The kits sells for \$5.95 and \$7.95. . . . And, of course, we don't need to mention that the doll business is doing unusually well this season.



#### CHECK THESE LOW PRICES

Pearl Handle Lighters-Large ....\$11.40 dox. Pearl Handle Lighters-Med. . . . . 9.00 dox. Camera Lighter—Compass & Plunger ..... 12.00 doz. Clever Walking Bear ...... 7.20 doz. St. Steel Expansion Bands ...... 6.50 doz. 3-Pc. Pen Sets-\$7.50 Tag ...... 4.20 doz. 4-Pc. Pen & Knife Sets ...... 6.50 doz. 5-Pc. Pen-Knife-Flash Set ...... 10.80 doz. 5-Pc. Golden Traveler Sets ...... 14.40 doz.

BALL PENS\_S Colors \$14.40 GROSS

### 2 NEW TERRIFIC NOVELTIES

Mr. Big-Cigar Flashlight. \$4.20 Doz. Mme. Fatima—Make Her SHAKE and SHIMMY— SHE'S A SEXY GAL. \$4.00 Doz.

IMMEDIATE SHIPMENT-F. O. B. CHI-CAGO, NET 10 DAYS OR 25% CASH WITH ORDER ON C. O. D.'s.

Banner Merchandise Co. 145 So. Wells St. Chicago 6, III.

CHANGEABLE

### MAGIC SIGN LETTERS

NEW EASY WRITE

plastic letters stick to glass without glue. sales. Sells on sight to stores, cafes and markets. for free sample and details. Send postcard today.

GARY ENTERPRISES, Dept. 6 1319 N. Highland Hollywood 28, Calif.



### BULK—CONFETTI—BULK

50 LB. BAG.....\$5.00 100 LB. BAG..... 9.00

No Less Than 50 Lbs. Sold. Full Amount Must Accompany Order.

LEE BECHT

MT. HEALTHY, OHIO

# OPERATORS!

### HERE'S A REAL PREMIUM "WINNER"



Stimulate your location play with this beautiful FIVE PIECE COSTUME JEWELRY SET. This set has everything—beautifully glistening stones expertly designed to achieve a rich and lustrous appearance. Brass construction with a 24 kt. gold plate finish. Set consists of pair of earrings, brooch pin, bracelet and neckpiece. All pieces designed expertly and inserted into a plush hinge box silk lined. Set also has a 29.95 price tag and a 24 kt. gold plate label. Comes in 3 colors—blue, rose and multi (assid. colored stones). We urge you to try this set. You'll never regret it. Rush your order in now and be convinced.

\$4.75 EACH

DOZ. \$54.00

A GREAT PLAY STIMULATOR!

NOTE: You can also operate this "hot" item on your route. On request we furnish free a 40 hole push card at 1 to 39 cent play that takes in \$14.50. Most ops use 2 pieces to the deal, one for location and one for winner under the seal. THERE IS GOOD PROFIT HERE.

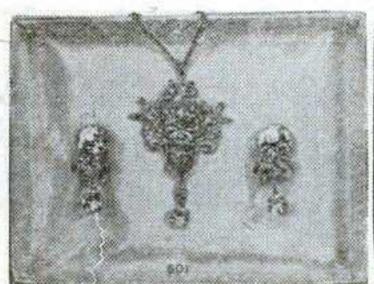
TERMS: All goods shipped FOB Kansas City. When money is sent in full allow small amount for postage, unless you desire railway express to be used. On COD orders send 25% deposit.

STEINBERG & CO.

105 W. 9th Street KANSAS CITY 6, MO.

#### Attractive Jewelry Sensationally Priced! TAKE ADVANTAGE NOW!

Hyro Costume Jewelry means quick sales and profits for you. Examine our promotionally priced sets and be convinced.





Silver & Crystal or Silver & Pearl.

#501 Rhinestone Necklace and Earrings- #502 Antique Gold Necklace and Earrings-Pearl & Multi-Colored Stones.

Minimum order one dozen

Individual items available. Set boxes also available in 7 other style combinations. All boxes silk-satin lined with or without "Hyro, N. Y.," gold imprinted. Send \$2.00 for a sample set. Write for our catalog. Jobbers, write for quantity prices.

25% deposit, balance C. O. D.

### HYRO COSTUME JEWELRY CO.

1123 BROADWAY

NEW YORK 10, N. Y.



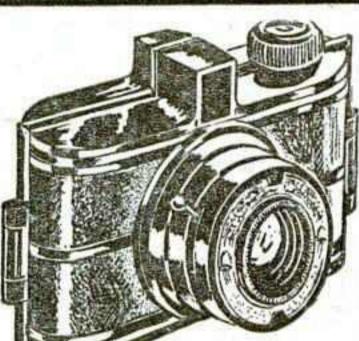


### SENSATIONAL CAMERA OFFE

Plated Ashtrays. 25¢ Crystal Salt and Pepper Shakers, chrome tops. 50¢ Military Type Hair Brushes. \$1.00 Pinaud Face Powders. 50¢ Oil Paintings, 4x4½, imported from

25% Deposit on C. O. D. Orders-FREE CATALOG ON REQUEST.

\$4.00 DOZEN



Holland, mounted ready for wall.

TED BURKE INDUSTRIES

Because we want to empty our warehouse to make room for a brand new line, you can and should take advantage of a TREMENDOUS BARGAIN VALUE

Dept. B-14, 10 W. 27th St., New York 1, N. Y

#### HERE IS AN OFFER YOU CANNOT PASS BY!

We offer a regular \$1 98 camera-retail deal that ★ Is Candid Type ★ Takes 16 pictures to the roll \* Uses inexpensive 127 Film \* That is handsome in more ways than one \*
That is packaged individually in a pretty-asa-picture box—At a DEAL THAT IS DRASTICALLY REDUCED FOR IMMEDIATE
CLEARANCE!

We Want Canvassers, H to H Men, Carni Men! Look at These Prices Then Act—Right Now!

CAMERAS—\$5.00 per dozen
FILM—\$1.80 per dozen rolls
CARRYING CASES — \$1.50 per dozen

#711

Prices quoted by the dozen are for gross lots only. Smaller orders. add \$1.00 per dozen.

Deposit of \$5.00 required on all camera orders.

BANDWAGON NOW—STOCK UP SUPPLY will be SHORT!

Rush your name and address with your order for this hard to get merchandise. ALL ORDERS SUBJECT TO PRIOR SALE. WANT REAL ACTION? Phone STILLWELL 6-9292. MARNE SALES CO. Dept. BB, 4024 22nd St., LONG ISLAND CITY 1, N. Y.



# #195 HURRICANE

this most distinctive of all lamps, Beautiful on the mantle, piano, or

suitable as prizes. Has ¾ frosted glass shade with clear crystal crimped top. Height 151/4". Also available with Ruby Shade and Ruby Prisms, Specify color desired. Packed 2 to Carton (no less sold)

All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post. TERMS: 25% deposit required on all orders-balance C. O. D.

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Our new 44-page 1950 Catalog just off the press. Send for your copy today -It Is Free.

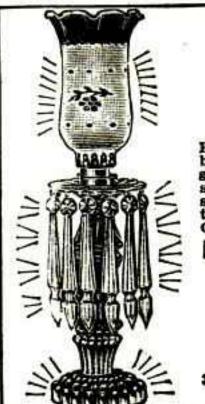
each lamp.



SERVING THE CARNIVAL TRADE OVER 34 YEARS M. K. BRODY

1116 S. HALSTED ST. CHICAGO 7, ILL. All Phones: MOnroe 6-9520





### DE-LIGHT-ful Lady Fair HURRICANE LAMPS NO. 88

IT'S GREAT-BIG-TALL-TERRIFIC

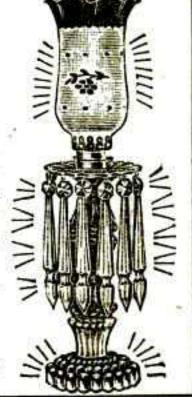
Here is a Dazzling Lamp that is taking the trade by storm. Expensive looking clear crystal glass. 173/" high. Tall thin blown frosted shade. 12 full cut 6" non-breakable prisms for scintillating diamond like radiance. Get in on the ground floor. Here is a "natural" for Carnivals—Bingo—Coin Machine Operators, etc.

Prompt Delivery—Packed 2 to Carton, \$2 ea.

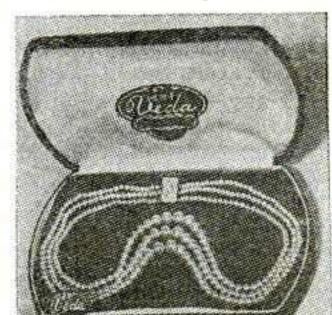
Min. Order-12 Lamps-\$1.75 Each (Packed 6 Lamps to Master Carton) Terms-Net 10 days to rated firms. Or 25% cash with order-balance C. O. D. F. O. B. Chicago.

3454 Southport Ave.

INDEPENDENT SALES SERVICE CHICAGO 13, ILL. The House of Amazing Values



### PUNCHBOARD, PREMIUM AND VARIETY



VEDA offers you a quality line of SIMULATED PEARLS, exquisitely boxed. All necklaces have beautiful rhinestone clasps. Price tags and guaranty slips are enclosed in box.

Our steel boxes are covered with blue velvet and lined with white satin. Each box has a protective outer container. Terrific eye appeal!

Single Strand . . \$3.50 Ea. in Dz. Lots (\$12 tag) Double Strand. . 5.00 Ea. in Dz. Lots (\$22 fag) Triple Strand... 6.50 Ea. in Dz. Lots (\$33 tag)

Send \$17.50 for sample ass't including 1 single, 1 double & 1 triple strand.

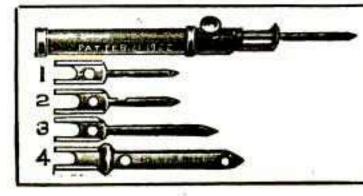
Jobbers-Write for quantity prices. 25% Deposit, Balance C. O. D. if not rated.

New York 13, N. Y.

### COMPLETE CATALOG NOW BEING MAILED OUT

YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

1010 BROAD WAY MIDWEST MERCHANDISE CO.



**Punch Work Demonstrators** You can make MORE money selling our PERFECTED ART NEEDLES.

Set consisting of holder and 4 points. \$23.00 per 100. All nicket plated steel. Other size points also obtainable. Sample set \$1, cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops. Frames, Brushes.

Eyes and other accessories. HOME ART and NOVELTY CO. 1160 Farwell Ave. CHICAGO 26, ILL.

### **Pipes** For Pitchmen

By Bill Baker

NOELL'S ARK.... gorilla show owned and operated by Bob and Anna Mae Noell, has the following roster: Clifford Faust, tramp magician and Punch; Lorin Wilcox, boxing kangaroo; Red Harris, banners, cotton candy and snowballs; Herman Gravely, banners, popcorn, hot dogs and drinks; D. P. Sellers, advance agent and business manager; J. W. Roach, electrician and tickets; Helen Roach, all-round helper; Velda Mae Noell, swinging ladder; Johnnie Roach, foreman; Mack Atkins and Sam, working boys. Robert Noell is boss man, animal trainer and ventriloquist, while Anna Mae Noell handles the cartoonist, timekeeper, puppets and talking chores. Among recent visitors to the show were Mr. and Mrs. Hoxie Tucker and daughter and E. S. Holland, who operates a number of drive-in theaters in North Carolina.

FRANK CURRY . . .

comes thru with his first pipe from Kinston, N. C., after returning from what he terms the Crusade, to report that the tobacco markets are no good. He adds that too many new towns opened markets and that there are too many new large warehouses in the old established market towns. Frank says that the growers sell the weed so fast that they return home in time for lunch and it's virtually impossible to set up a tip. "A few (See Pipes on page 88)

### **BARGAINS!!**

24 PC. "MALACCA" PLATE Serv. for 6, complete with display chest, only \$2,40 EA.

GENUINE MARLIN DOUBLE EDGE BLADES Packed 1000 per box, reduced to

\$2.95 PER 1000 (Minimum order 3 M)

FRENCH OPERA GLASSES Black with chrome trim, special \$2.88 DOZ.

BARONESS PEARLS In gift box with seal and gold price tag \$5.25 DOZ.

MINIMUM ORDER, \$10.00 25% DEPOSIT, BALANCE C.O.D.

339 HOLT ST.

DAYTON 7, OHIO



NOW AVAILABLE AS PREMIUMS AND ADVERTISING GIFTS

Premium houses, novelty salesmen and large users of advertising gifts are invited to write direct to the manufacturer of the famous

Halvorfold regarding their needs. More than 35 years of making the Halvor-fold and similar top grade leather goods assures your satisfaction. Write today, stating item and quantity in which you are interested. JOBBERS, DISTRIBUTORS and NOVELTY SALESMEN: Ask for our proposi-

tion. Some territories still open.
HALVORFOLD-KWIKPRINT CO., Dept. 11 700 E. Union St., Station G, Jacksonville, Fla.

### PAPERMEN

#### WE NOW HAVE NEW WAR MAPS

These new WAR MAPS are the most timely premium available today. We can ship anywhere in the United States and also we can give you authority on a good farm publication. Write for prices.

ED HUFF & SON -

P. O. Box 7696

Dallas 10, Texas

### VIEW POSTCARDS

Printed from your Photograph 12,000 ..... \$ 78.00 18,000 . . . . . . 108.00 4 WEEKS DELIVERY 4,000 . . . . . . . 32.00 6,000 . . . . . . . 42.00 Postage FREE on prepaid orders.

The MAYROSE Co. Linden, N. J. 923 Chandler Ave.



A GREAT item to demonstrate - and sell! Everybody wants this clever, modern novelty. Here's thrilling action — up-tothe-minute appeal! Instructions are printed on one side of balloon.

ORDER FROM YOUR JOBBER TODAY.

The OAK RUBBER CO. RAVENNA OHIO

1280 per gro. plus shipping

# IMMEDIATE SHIPMENT ON

25% deposit on C. O. D. Orders. Prices Do Not Include Postage. KIPP BROTHERS

Wholesale Distributors Since 1880 240-42 So. Meridian St., Indianapolis 25, Ind.

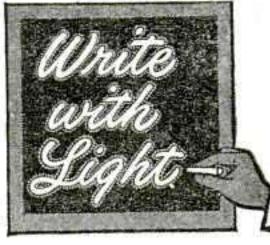
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For Immediate Shipment. Write for FREE Catalog.

STATE NOVELTY CO. Cleveland 13, Ohio 618 W. St. Clair

# SALESMENI

WORDS



### SENSATIONAL NEW ADVERTISING SIGN

YES, MAKE \$7.65 on 10-second demonstration to merchants. Write on glass with amazing magic crayon and presto-a 5-color advertising message takes fire and glows like a brilliant neon sign! Three sales a day and \$22.95 profit is for 'lazy' men. Workers can double to triple that amount. FREE SALES KIT. Don't wait. Rush your name and address on a penny postcard for full details and complete sales kit-ALL FREE, Write Today!

MAXILUME CO., 125 W. Hubbard St. DEPT. L-139-D CHICAGO 10, ILLINOIS

Round

or Long



### \* Smart \* Sought After



In spite of price increase in leather and labor, we have not raised our wholesale prices yet. Stock up now for the Christmas trade. Hand tooled bags are fast becoming a fashion trend throughout the

Hand-Tooled, Hand-Laced Bags With Real WESTERN LOOK!

> Large Shoulder Bag Lined, Zipper (\$35 Retailer) \$12.75

14-inch Handbag, Double Zipper, Lined (\$30 Retailer)

\$11.75 111/2-inch Handbag, Zipper, Lined (\$20 Retailer)

8-inch Bag, Zipper Not Lined (\$5.95 Retailer) \$2.75

6-inch Bag, Zipper Not Lined (\$4.95 Retailer)

**Hand Tooled Wallets** (\$5.95 Retailer)

SOLD WHOLESALE FOR RE-SALE ONLY Money-Back Guarantee if not absolutely satisfied SAMPLE ORDERS FILLED IN ANY QUANTITY

ORDER BY MAIL. Send check or money order in full confidence. Postpaid If remittance sent in full-or send 25% deposit, balance C.O.D.



1128 16th St., Denver 2, Colo.

#### PISTOL LIGHTERS, JEWELRY AND RINGS SEND FOR CATALOGUE



We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLI-TAIRE — BRIDAL SETS — CAMEOS — SIGNETS—BIRTHSTONES — COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

.\$2.63 Doz. Wedding ..... 1.63 Doz.

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y.

Red and White Stone Combination. \$3.00 Doz.

### Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials. Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

To obtain the Proper Listings eB Sure and State in Detail Your Business and Type of Goods You Are Interested In.



PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

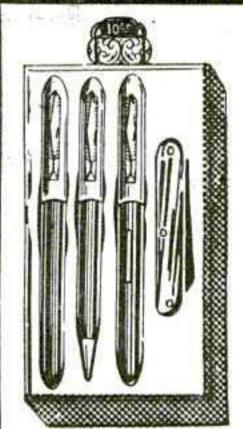
### CARNIVAL, NOVELTY SHOPS, PITCHMEN When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols. Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs. Slum and hundreds of other items.

907 ROOSEVELT M. NOWOTNY & CO. SAN ANTONIO 2, TEX.

GIVE TO THE DAMON RUNYON CANCER FUND





STYLE #3-CC

3 Pc. Plastic Pen Set Lever Fountain Pen-Propel and Repel Mechanical Pencil-Ball Point Pen. Gold Price Tag \$7.50.

\$5.75 DOZ. SPECIAL

\$64.00 GROSS

4 Pc. Plastic Pen Set

Gold Price Tag \$10.00

STYLE #4-PK

\$43.50 GROSS \$4.00 DOZ.

7 WEST 22nd ST., NEW YORK 10, N. Y. . .

3 Pc. All Gold Tone Metal Set Gold Price Tag \$10.00 DOZ. \$56.00 GROSS \$5.00

\$82.00 GROSS

\$7.25 DOZ. ALL SAMPLES-SI.00

4 Pc. All Gold Tone Metal Set

with Flashlight-Gold Price tag \$10.00.

STYLE =4-MF

STYLE #4-PF

with Flashlight.

\$5.75 DOZ.

CHELSEA 3-5097

4 Pc. Flastic Pen Set

Gold Price Tag \$10,00

SPECIAL

\$64.75 GROSS

INTERNATIONAL PEN CORP.

25% Deposit with order-M.O. or Cash-Balance C.O.D.-F.O.B.-N.Y.C.

# -GUARANTEED NEW WATCHES

for Jewelry, Gift, Premium Jobbers and Distributors

Again offered exclusively to Billboard wholesalers our hot, fast-selling watch values. Just check these features below.



e Fine, brand-new 17-Jewel Movement

e 14K RGP Case with Stainless Steel Back

Rhinestone Dials (Asst'd Colors)

Expansion B a n d-10K RGP Top, Stainless Steel Back

Beautiful Plastic Gift Box with Velvet Interior

Gold - Embossed \$49.75 Price Tag and Gold - Embossed 17-Jewel Label in each

e Written 1-Yr. Manufacturer's Guarantee with each Watch

17-JEWEL, \$14.50 EA. 7-JEWEL, \$12.50 EA. Same as above, but leather strap and no box— 17-JEWEL, \$12.00 EA.

7-JEWEL, \$10.50 EA

Minimum order, 3 watches. For samples, add \$1.50. 25% deposit with order, balance C. O. D. No catalogs.

M. SCHEER, DEPT. 34

c/o Fifth Avenue Jeweler's Exchange 34 West 474h Street

We also manufacture watches to your specifications

### "SEASON" YOUR SALES WITH THIS POPULAR PAIR!

SALT AND PEPPER SHAKERS



MINIATURE BEER MUGS

Authentic miniature

porcelain beer mugs to match salt and pepper

shakers . . . also available in other designs . . . A real, sure-fire seller! Sug-gested Retail, 69¢.

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Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractime designs. Write on your letterhead for complete catalogue and prices. Suggested retail price

\$1.39

BILL'S SPECIALTY MFG. CO.

MILWAUKEE, WIS. 433 N. 2nd ST.



CLEVER "HESITATING"

### WALKING BEAR

New Low Price, in Gr. Lots . . \$6.50 Dz. 6 Dozen Lots . . . . . . . . 6.75 Dz. 1 Dozen Lots . . . . . . . . 7.20 Dz.

Additional Mechanical Toys Dozen Gross Lg. Walking Elephanf . . \$7.20 \$81.00

Lg. Jumping Fur Dog . . 4.80 Santa on Sled . . . . . . 7.20 81.00 Performing Fur Seal ... 7.20 81.00 Begging Fur Poodle ... 5.40 60.00 News Boy With Bell ... 7.20 81.00

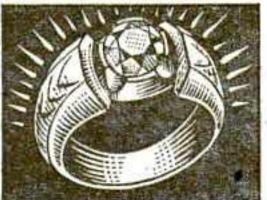
Singing Bird ..... 2.00 22.50 Lion Teaser ..... 6.75 72.00 Jitterbug Elephant (Metal) 3.00 33.00

25% deposit with all C.O.D. Orders, f.o.b. N. Y. C. Minimum order accepted, \$10.00. NOTE OUR NEW LOCATION!

N. Y. 10, N. Y.

FOR SALES AND EYE APPEAL IT'S NEW-IT'S TERRIFIC!!

14-K. GOLD PLATE BEAUTI-FUL FINISH \$₫.50



No. 877 — Heavy Mounting — Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.



14-K. GOLD PLATE

No. 185

\$2.50 DOZ. All Stones

WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES. PLEASE STATE YOUR BUSINESS.

PROVIDENCE RING COMPANY 49 Westminster St., PROVIDENCE, R. I.

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Leather Goods Gitts Jokers Items Toys: Premiums Novelties Jewelry Trick Goods

Combs **Pocket Knives** Carded Goods Raxor Blades Kitchen Gadgets Notions Wallets

Get on our mailing list now. Send for our free catalog today.

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### COIN BIG MONEY

with HOTTEST New Shoe Idea!

Earn big profits full or spare time showing friends and others, AMAZING new FLEXICLOGS for play, work, sportswear. Sensational wooden sandals are double-hinged so they flex with your foot! Thousands are cashing in on this terrific gift item. They sell on sight to women, men and children. Big, quick profits for you, your church, or club. Write for FREE sample offer TODAY.

FLEXICLOGS
Dept. F-9, NEW HOLSTEIN, WIS.

(Continued from page 86) platform shows are winning dollars at night," Curry says, "and I'm working a store front here and managing to get scoffin' dough. Let's have some pipes here from the Swan boys, Ed St. Matthews, Jim O'Donnell, Jack Miles and Doc DeMille."

Who is getting the most action at the fairs?

"THE NOVELTY . . . and jewelry store, operated at 42d Street and Sixth Avenue here by Paul and Danny, is in full bloom after starting from scratch three years ago," pencils Sol Addis from New York. "The spot is displaying some lively numbers in scatter pin sets and novelties for the coming holidays. I've seen pitchmen from all over the country who stop and watch

NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARAN-TEED RECONDITIONED WRIST WATCHES

GUARANTEED MEN'S SWISS WATCHES WITH RHINESTONE DIALS 151 .... \$8.95



71 . . \$ 9.95 15J . . 12.45 17J .. 14.65

171 .... \$9.95

Outstanding, Extra Wide Nationally Advertised 10K RGP Expansion Bands, \$1.40 Extra.

\* ELGIN

All new 1951 Styles beautifully cased and timed to perfection, Guaranteed like new. WHOLESALE ONLY.

Large Quantity Users.

Write for Prices.

\* BEHRUS \* BULOVA \* WALTHAM

\* GRUEN

RHINESTONE DIALS No Extra Charge

25% with order, balance C. O. D. Write for Our Special Promotions

I. ENGEL & SON 59 E. Madison

Chicago, III.

#### **NEW WONDER** TELE-VISION CLOCK



MODEL WHC-Western Horse, Metal, 91/4" high, mounted on Century model 101/4" wide, 41/2" deep.

ELECTRIC WESTERN HORSE CLOCK-Overall size 111/2" high, 17" long, on wood base, ea. .....\$4.95

F.O.B. Chicago

TERMS: 25% Dep. with order, bal, C.O.D.

1123 S. Pulaski Rd. ARCADE SALES CO. Chicago 24, III. Wholesale Only-Write for Free Folder.

LADIES' FULL FASHIONED 51 GAUGE DUPONT

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO. Detroit 6, Mich. Phone: TOwnsend &-1331

and study the spot for new ideas. Store's success stems in part at least from its workers, the roster including Professor Ruby, manager and buyer; Mack Burns, demonstrating his walking bears; Max Lichtig, a new but promising salesman; Rita Akerson; Princess Sandra, hostess; Mariam Salzberg, stock clerk, and Sam Small, sign painter."

Keep hustling and your business will keep increasing.

DAVE ROSE . . .

after a brief silence, comes thru with the following from Blytheville, Ark .: | "My wife and I worked the Iowa State Fair, Des Moines, to good results. She worked her lemonade stand but the gross was not as good as last year because of the inclement weather. It was cool and we encountered rain on several days, but I scored with my rad layout. While in Des Moines we purchased a new car. When we left Des Moines we headed South for the cotton country and opened at the fair in Blytheville September 19. Following the stand here we head for Little Rock and the big doings there. I hate cold weather when it creeps up on me all of a sudden, so Louisiana here we come. Of course, money is more plentiful up North, but I'd rather be comfortable and gross less. Let's see some pipes here from T. F. McCluskey, Jake Branholtz, H. S. Hutchinson, George and Red Gunn, Al Wilson, Bob Posey, Art Fredette, Glenn Baggerly, Eddie Gillespie, Doc Frank Clark, Joe Clark, Chet Wedge, Mary and Madaline Ragan and Curly Bartook. Thus far, the natives haven't picked much cotton in this sector. Too much rain."



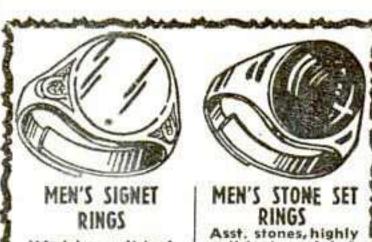
1.) Plug in any A.C. outlet.
2.) Call attention to electric clock in base of "phone"; GUARANTEED self - starting movement.

3.) Take "receiver" off base.
4.) Thumb press button and light cigarette.
Sells at the door! Sells in offices! Nobody
can resist trying it.

Unusual low price surprises everybody— Speeds sale. An all-metal work of art—A jeweler's masterpiece in 3 attractive finishes.

Send for FREE Sales Literature—Money back guarantee if not completely satisfied. Unusual profit details!

Do It Now To Reach Your Prospect First! ALBA ART STUDIOS Dept. B-48 1840 S. Michigan Ave., Chicago 16, Illinois



Highly polished, gold & silver plat-ed. Adjustable to size .... \$7.50 gross

polished gold & silver plated. Adjustable to size. \$10.50 gross A. LEONARD COMPANY Providence 3, R. I.

51 Bassett St.

### Sell Ultra-Blue Stock Signs



slogans, comedy, general religious, ultra-blue signs for homes and general display MAKE MONEY on our fast selling signs! COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, /x11 ...\$1.00 15 Samples Ultra-Blue Religious Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11.. 1.00 Above Samples Mailed Postpaid. 100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's. L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 569 .A KNIFE FOR EVERY PURPOSE . CH10 . CHEST .....

### KITCHEN SET **VALUES**

Attractively Boxed, Fine Quality Stainless Steel. Imported Rosewood Handles. Guaranteed

10 Pc. Set, Each \$2.80 Many other attractively boxed Kitchen, Carving & Steak Sets, etc.



less steel to 103-piece sets for every type operation—Premiums, Dealers, Auctioneers, Concessionaires, etc. Write for Catalog. 25% with orders, F.O.B. N. Y.

THOMAS A. WOLFE, INC. Dept. 8B, 1133 Broadway, N. Y. 10, N. Y.



### WIRE WALKING DOG NEW!

In Cross Lots

7.20

Per Doz. Gross Lots Walking Plush Elephant ...\$8.00 \$7.20 Circus Seal With Ball .... 8.00 7.20 Jumping Poodle ..... 6.60 6.00 Begging Poodle ..... 6.60 6.00 Bear on Trapeze ..... 7.20 6.60 Covered Wagon ..... 7.20 6.60 Large Walking Bear ..... 7.20

25% Deposit, Balance C.O.D., F.O.B. Chicago

Chicago 7, III.

Phone: Seeley 8-3688



SPORS COMPAN LAMONT-LE CENTER, MINNESOTA SWISS WATCHES-



FROM IMPORTER SPECIAL PRICES IN

QUANTITIES Basis, 2 pushbutton chronos ......\$3.35 Men's sweep, radium, pushpins ...... 2.95 Automatic waterproofs, 17J, Incabloc ..17.00 Ladies' or Men's (6x8 or 83/4) 17J RGP steelback, dom crystal .....

Chronograph, 17 jewel, steel back .....16.75 Minimum order-one dozen. TRANSWORLD TRADING, 565 5th Av., N.Y.

3 R. R. R. R.

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BUYING YOUR BOARDS FROM EMPIRE WILL SURELY SAVE YOU ENOUGH MONEY TO PAY YOUR RENT, AND THEN SOME.

EMPIRE'S BOARD PRICES HAVE BEEN SLASHED TO AN ALL TIME LOW.

> WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE.

PUNCH BOARDS

PUSH CARDS

#### EMPIRE PRESS

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We Will Not Be Undersold

Complete New Fall Line of Punchboards

> PLAYER APPEAL, BIG PROFITS. LOW COST

IMMEDIATE DELIVERY

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manufacturers 633 PLYMOUTH CT., CHICAGO 5, ILL.

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pany, Inc., Muncie, Ind., is rolling upward and demand for firm's jar and carded games, jack pot and is putting stress on its Sectional baseball books is on the climb, officials report. . . . Sam Feldman, sales manager of Harlich Corporation, Chicago, waxes enthusiastic over the sums up the sectional story with new Split the Melon nickel coin facts of its features, which include board. It includes the Harlich feature which permits the operator to insert his own coins. Sam says the pick-up in business appears to be due to more than the normal sea- on each spindle to give positive mix-

Activity at Werts Novelty Com-|important degree to the unsettled conditions now prevailing.

Gam Sales Company, Peoria, Ill., Play ticket games as the big order and play puller for the 1950-'51 seasons. Samuel George, Gam official, distinct division between sections; thoro mixing so that winning numbers come in any and all sections; guaranteed mixed number sequence sonal push; he feels it is due in an ture within each color section.

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O-Matic 100" machines; state price, condition. Walter, 1517 Penrose Ave., Atlantic City, N. J.

CIGARETTE MACHINES—FOR THE FINEST IN cigarette machines see Central; write for de-tails; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

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ELEVEN USED CORADIOS—2-HOUR PLAY-ing, guaranteed in working order, \$20 each; \$200 for entire lot. Hotel Radio Corp., 307 Seventh Ave., New York City.

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Barrett, Fred
Barrett, Lyle H.
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Graghead, Bobbie
Jane Fagan, Mrs.

Eddie
ElKay, Magician
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Elliott, Miss Jackie
Ellist, W. W.
English, W. H.
Exline, Eddie

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Dion, Frances Glover, Mrs. J. P. Hunter, Willie
Dixon, Gerald Goad, Chas.
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Dombroski, Walter Goodrich, H. R. Ingles, Glenn
Donnini, Dan Gordon, Chuck
Drake, Betty (Hobo Charley) International St.
Driscoll, Joe (Great Graves, C. J. Ireland, Arthur
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Lewellyan Johnson, A. D. Lewis, Bud

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Thompson, Kenneth
Thorner, Betty
Thorton, Goffry
Tiger, J. G.
Tilson, Arnold
Tosra, Helen &
Charles
Tovernak, Clendora Barry, A. J. Bays, E. W. Beckner, Cecil Beckner, Virginia Beckner, Virginia
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Bell, Sylvia E.
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Dion, Mr. & Mrs. T.
Dorrell, James V.
Duffy, Roy T.
Durshaine, Gerald
"Frenchie" Erickson, Eric Evans, Tom Flanigan, James Finley, Mrs. Evelyn Ford, Mr. & Mrs.

Grady Freeman, Doris J. Fulton, James Galligan, John Ginter, Joseph E. Goodwin, Max Goodrich, H. R. Gregory, R. W. Greiner, T. E.

Grix, John E. Grutel, Alfred E. Grutel, Allindley Hampton, Dudley W. Harmon, Wm, H. Harnett, Wm, Harvey, Mrs. Margaret

Heth, Robert L. Hinzman, Donzel Worthy, James Wychoff, Virginia Lee cott, Fat James Wycholl, Lee Humphie, Starer, Marion Shaddox, Ralph B. Wyoming Duo, The Hurdel, Bill Hurst, Milton Wyoming Duo, The Hurdel, Bill Hurst, Milton Wyoming J. K. Jackson, Mr. & Mrs. Wyoming J. K. Jackson, Mr. & Mrs. Wyoming Larry J. G. Wyoming J. K. Jacobs, Miss Dolly Johnson, James E. Shoreck, R. D. Zabriskie, Mrs. Hazel Johnson, Mr. & Mrs. W. F. Clifford S. Horyza, Lawrence J.

Karn, Clifford B. King, Luke Keller, A. M. Kelly-Morris Circus Kiger, James P. King, Doc Kirby, Mr. & Mrs. E. N.

Klinaes, Darrell Kunde, Arthur

Lampugnole, Margarete

Loglisci, Frank Loglisci, Joseph Long, Eddy Lorenzo, Jack Ludwig, Art Lyons, Frank McCrary, W. H.

Pete McCutchion, Betty McCutchion, McDanil, Mrs. Harvey McGrath, Miss Irene McKissock, Jerry A. McLean, Ray McMann, Mrs. M. McSparren, Wm.

Malbin, Dorothy Males, Mrs. J. G. Marsh, Joseph L. Marshall, Leonard Bridgemaw, Geo. A.
Brock, H. R. Marshall, Paul
Bruce, Mrs. Mary Martin, Louis

Meyers, Fred Middleton, Fern Whitey Minser, Clyde C.
Sob Mitchell, Russell
Iam Moose, George Morgan, Hester R. Mulligen, Henry

Palmateer, Mr. & Mrs. Richard Patterson, Guy Patterson, John B. Peppers, Frank Petters, Mary Webb Pierce, W. R. Pilger, George Pinkerton, James E.
Pollard, Robert M.
Rahn, Lowell
Randall, A. L.
Randolph, Berkley

Regan, Mrs. Estelle Reinhardt, Geo. Reno, William G. Ridings, Mary Riley, Eddie Roberts, Giff Rober, Homer Eugene

Rollins, James Romero, Rickey Rose, C. J. Rose, E. M. Blackie Rose, Miss Mellie Rosier, Roy Iames Ruddy, George Thomas Saffer, Harold

Sanderfer, Cliff Schmidt, Mrs. J. J. Schmidt, Paul Schoff, Larry Shauger, Wesley M. Shawa, Shorter Shores, Edgar Ray Sindenen, C. Von Slaven, Stanley Slusser, Melvin E.
Smith, Areatha
Smith, J.
Smith, William D.
Soret, Joseph A.
Specht, Jean &

Strong, Robert Sturnes, Edward Sullo, Michael Sutton, Elmer R. Sutton, Neil Taylor, William

Toi, Ming Tunnell, Mrs. D. E. Vasulka, Frank Vinson, Jack E. Waits, G. B. Warwick, Stanley

Waters, Harry W. P. Waters, Mr. & Mrs. Wayen, Russell Webb, Donald E.
Wells, Benj. L.
Wendt, C. E.
West, Mrs. E.
West, Ralph
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# JOHNSON BILL SIDETRACKED

Newcomers Show Way:

many.

alone. The others, Abe Witsen, Al- (See BELGIAN OPS on page 106) hours Thursday (21) and nearly four bert Polak and Harry Witsenhursen, knew coin machines only by sight. Yet, since November, when the four organized the Belgian Amusement Company, Ltd., the enterprise has grown with such speed that it now owns two leading arcades in the heart

# Manufa turers | POMONA, Calif., Sept. 23.—The G. Allen are operating a battery of Los Angeles County Fair here, set to six of these strip photographers at a Facing Tight coin machines and also affording extra revenue to operators. The fair is and business has exceeded all ex-Supply Future and last year pulled 1,030,0 during its half-month run. Making its rebut on fair

NPA Order Hits Backlogs

WASHINGTON, Sept. 23. - Coin machine manufacturers have little chance to build up a backlog of materials because of the first step taken by the new National Production Authority (NPA)—the issuance of an anti-hoarding order this week covering forest products, building materials and metals and alloys.

The restriction affects all persons or firms, except the ultimate consumer and limits holdings in the materials to a "practicable minimum working inventory." NPA explained that term means the "smallest quantity of material from which a person can reasonably meet his deliveries on the basis of his currently scheduled method and rate of operation."

Hoarding Set-Up

A firm, said NPA, will be considered guilty of hoarding if the ratio of inventory to currently scheduled operations is substantially greater than the ratio in the recent past. Coin machine makers and others using the listed materials must maintain complete records of inventories, receipts, deliveries and use and submit to NPA any such records as it may later demand.

Those who believe the inventory limitation order works a hardship on them not suffered by others in the same industry can appeal to NPA for relief.

Materials listed include steel of all types, plywood made from soft wood, aluminum, cobalt, all forms of copper including wiring, nickel, tin, manganese, cobalt, tungsten, zinc, and natural and synthetic rubber.

ANTWERP, Belgium, Sept. 23 .- | of Belgium's top resort area, oper-Led by four industrious merchants ates routes of phonographs and games who have had conspicuous success and imports a good portion of the in other fields, Belgium is fast be- whole of Belgium's coin machine coming the coin machine hub of purchases. So much so that approxi-Europe, a distinction, which before mately 90 per cent of the exports to World War II was almost equally Belgium this year have been handled Johnson anti-gaming bill was sidedivided between England and Ger- by Belgian Amusement or its parent tracked in the Senate until after the company in New York, International November congressional recess as the Of the four, only Sal Groenteman Amusement. When it is noted that result of a dramatic one-man stand had any experience before 1949, and thru all of 1949 only \$64,056 in equip- by Sen. George W. Malone (R., Nev.) his was limited to arcade operation ment was shipped to Belgian interests who held the floor for more than 11

# Belgian Coin Trade Expansion Nevada's Sen. Malone Wins Powered by 4 Who Find Arcade Dramatic Fight To Hold Off Biz, Distributing Go Together Final Vote on Legislation

111/2 Hour Filibuster Emphasizes States' Rights

By Ben Atlas

Chief, Washington Bureau WASHINGTON, Sept. 23. - The

hours the previous day to block a vote on the measure.

Malone's near-record verbal onslaught against the measure proved so effective that Senate floor leaders shortly before midnight Thursday (21) agreed, at least tentatively, to withhold action on the bill in order that the Senate could proceed with other business in the hope of reaching its scheduled recess adjournment by Saturday.

Under the rules, any legislation not yet acted upon when Congress recesses is considered "alive" until the end of the congressional term (See JOHNSON BILL on page 109)

# Los Angeles Fair Proving **Ground for Coin Machines**

close Oct r 1 after a 17-day run, is point opposite the entrance to the serving as the proving ground for grandstand. The strips of photos are coin machines and also affording ex-selling for four shots for a quarter the largest county fair in the nation pectations, the designer said. Altho and last year pulled 1,030,0 people Sunday's (17) attendance was off

here is the auto-photo machine manufactured in Los Angeles. The inventor, P. S. Allen, and his son, W.

some 10,000 because of rain, Allen Making its rebut on fair midways said that over 1,000 pictures were made.

The auto-photo machine was invented by Allen in 1939 but production was delayed because of the war. Now in production the machine delivers a strip of four pictures in a matter of a few seconds. The incentive of four different poses has been a good sales point here at the fair.

An operator of the Acorn bulk merchandise vender is also on the job at (See Los Angeles Fair on page 108)

# NCMDA Org In Quarterly Meet at Chi

Elections on Agenda

CHICAGO, Sept. 23.—The first of the new series of quarterly meetings of the National Coin Machine Distributors' Association (NCMDA) will begin at the Bismarck Hotel here Monday (25) at 10 a.m. when the general membership convenes to vote on three constitutional amendments. The sessions to be held at the beginning of fall, winter, spring and summer replace the annual convention program formerly followed by NCMDA.

The amendments to be voted on are: Widening of membership requirements so as to include distributors of types of amusement games, staggered directorate terms and making all members' dues uniform.

President Lou Wolcher, San Francisco, will be in charge of the oneday meeting which also provides for an afternoon session at which new officers and directors will be elected as well as a meeting of the incoming officers with the new board.

## **Boston Distribs** ReportCanadian Exports Boom'g

BOSTON, Sept. 23.—Canadian export business of used equipment from the Hub is again on the upswing now that the strike situation has cleared up. Prices for used equipment range from \$35 to \$140. The market is still big, local distributors report, but demand is for five-balls and shuffle boards almost exclusively.

With reasonable freight rates and fast service out of the city, the Hub is strategically spotted to garner a big portion of the Canadian business, as these added attractions are directing more and more orders for used coin equipment into the laps of Boston outfits.

With shipments at a halt during the railroad strike, a rush of orders flooded distributors.

In the parts department, many ops have bought ahead for six months, (See BOSTON DISTRIBS, page 106) (See Operation Sales on page 106)

# Top Amusem't Areas Listed In Tax Survey

Texas Location Leader

WASHINGTON, Sept. 23. - Pennsylvania is the top State for amusement games, while Texas leads the country in game locations, tabulations by the Internal Revenue Bureau disclosed this week.

The agency's breakdown for States gives only the total number of taxpayers buying the special coin machine tax stamps and not the number of machines involved, so the yardstick is only a rough one. A single tax stamp, for example, might cover one or 10 machines. However, the statistics give a good idea as to the number of actual locations.

For Pennsylvania, Internal Revenue (See TAX SURVEY on page 106)

### CompleteRecord Operation

WASHINGTON, Sept. 23.—One of the largest operator transactions in recent years was completed this week when the Hirsh Coin Machine Corporation, Washington, and Phil Mason, Irvington, N. J., combined to purchase Silent Sales System's D.C. operations for slightly more than \$100,000.

In a second deal in the nation's capital Jack Sapienza bought the Keefe Coin Machine Company, juke operating firm, for \$13,000. The route consists of 21 boxes on location.

The new firm formed to take over Silent Sales will be known as the



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# Prep Recipe for More Popcorn \$

## Analyze Biz Pic at 1950 NAPM Exhib

### See High Op Attendance

CHICAGO, Sept. 23. - With Sell More Popcorn, More Often as its theme, the sixth annual Popcorn Industries Convention and Exposition held by the National Association of Popcorn Manufacturers (NAPM), will analyze future sales potentials during its three-day conclave at the Stevens Hotel here October 25-27. In addition, the results of a two-month survey of the Popcorn Eating and Buying Habits of the American Family conducted by Pilot Surveys, Inc., will be presented.

Operators of popcorn vending equipment, present at the 1949 event in force due to the accent on such units (three new models were introduced and a special session covered machine operation), are expected to be on hand at the 1950 meet in like numbers.

#### Predict Record Attendance

NAPM's 1950 convention will mark a Mid-Century Sell-ebration for the industry, show chairman and first association president, Oliver Koeneman, stated. Thomas J. Sullivan, NAPM secretary, said both registration and sales of exhibit space will reach a new high, with indications based on advance registration pointing to a total attendance of 1,000 and at least 60 exhibitors. The year, the exposition is completely under supplier management.

The 1950 convention also will be the second international popcorn (See Analyze Biz Pic on page 96)

### Cole Increases Cup Vender List \$60 Per Machine

CHICAGO, Sept. 23.—Cole Products Corporation this week announced a price increase of \$60 on its threeflavor Cole Spa Hermetic cup vender. Richard Cole, vice-president, said the new list price for the unit with coin changer is \$1,095, and \$1,055 without. Former lists were \$1,035 and \$995, respectively.

In announcing the price increase, effective immediately. Cole said the rising cost of materials and labor, which had initially been absorbed by the manufacturer, had finally made it necessary to increase the machine's price.

### Spacarb Ups Output Of Hot - Cold Units

NEW YORK, Sept. 23.-Spacarb, Inc., reports the unseasonably cool summer has resulted in heavier orders for its hot and cold "4-D-51s." The firm, which has two plants producing the units, states it is keeping up with demand.

Barring all-out war, officials say production will be maintained at top volume thru the winter, and that deliveries are now being made on a week to 1/1-day basis.

Calendar for Coinmen

September 26-National Automatic Merchandising Association (NAMA), Region II (New York), annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

September 27-Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

September 28-Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

September 28-California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

September 28 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit. October 2 - Illinois Amusement Association (IAA), monthly

meeting, 208 North Madison Street, Rockford, Ill. October 3, 17-Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 3, 17 — Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant. Baltimore.

October 4 — Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston,

October 5-Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.

October 5 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

October 5 - Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron. October 9—California Music Guild (CMG), monthly meeting,

311 Club, Oakland. October 10, 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

October 12-Michigan Automatic Phonograph Owners' Association, Inc (MAPOA), monthly meeting, Maccabees Building, Detroit. October 12-Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington,

October 18—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.

October 23-Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.

October 26-Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

October 26-First fall meeting, Connecticut State Coin Association, Inc. (CSCAI), Hotel Bond, Hartford. October 30-November 2—American Bottlers of Carbonated Bev-

erages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco. October 31 — Automatic Music Operators' Association, Inc.

(AMOA), monthly meeting, Park Sheraton Hotel, New York. October 31-Western Vending Machine Operators' Association

(WVMOA), monthly meeting, Los Angeles. November 12-15-National Automatic Merchandising Association NAMA), annual convention, exhibit, Palmer House, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

# Defense Emergency Problems Top NCWA Exec Meet Agenda Vend - Rite Adds

emergency problems will head the pected wartime regulations, and a agenda of the board of directors of report will be made to the full board. the National Candy Wholesalers As- Loock is a past president of NCWA sociation, Inc., which meets at the Mayflower Hotel here Friday and Saturday (29-30), it was announced by board chairman John Casani, of Philadelphia.

key officials of some of the government agencies on hand. Tentatively slated to appear is Nelson A. Miller, acting director of the Office of Civilfan Requirements. This agency will have responsibility, under the National Production Authority set up by the President, to pass on requirements of the candy wholesaling and other industries for equipment and supplies in critical materials.

the board's governmental affairs committee, is slated to spend an entire!

WASHINGTON, Sept. 23 .- Defense | day with his committee on the exand is a former board chairman.

Board Chairman Casani said the various committees will seek to gear the NCWA's long-range activities and services to the defense economy. Casani said he will seek to have Other committees include organization and finance, public and industrial relations, and research and education. Among the defense problems to be considered, said Casani, will be "the proper representation of the industry in the business advisory committees provided for under the Defense Production Act." The NCWA was active in obtaining an amendment to the act providing for mandatory appointment of business ad-H. W. Loock, of Baltimore, head of visory committees including representatives of all classes and types of

(See DEFENSE on page 94)

# Set National PopcornWeek To Hype Sales

Plan Card, Movie Plugs

CHICAGO, Sept. 23. - Following the 1950 National Association of Popcorn Manufacturers, Inc. (NAPM) convention, the popcorn industry will receive a further boost next month when a nationwide National Popcorn Week promotion is launched October 22. Backed by all segments of the industry and allied interests with a co-ordinated merchandising campaign, the program is being sponsored by both the NAPM and the Popcorn Processors' Association (PPA).

The special promotion is designed to make the American public even more popcorn conscious. Sales reached an all-time sales high last year of \$250,000,000.

Ops To Take Part

Popcorn vending equipment is figured to play an important part in carrying the "eat more" message to the public. Commercial corn manufacturers and food distributors will also post window banners, rack cards and use other merchandising display aids in retail outlets over the country. State and city grocer associations also will lend their aid.

#### Movie Plugs

Carrying the promotion to the theater group is a special committee, headed by Nat Buchman, American Theater Supply Corporation, Boston, and Louise Wesson, Video Independent Theaters, Oklahoma City. Banners and other display material will be available for all theater lobby refreshment centers, calling attention to National Popcorn Week. Also, movie trailer films designed to create a buying impulse will be shown during the break between double feature presentations.

Heading the committee for the special one-week promotion are Harry T. McNamara. Blue Star Foods, Inc., Rockford, Ill., NAPM president, and Harry Lazear, Wyandot Popcorn Company, Marion, O., PPA chairman.

# Hawaiian Distrib

CHICAGO, Sept. 23. - Vend-Rite Manufacturing Company announced the appointment this week of Things Hawaiian Export Company, in Honolulu, as distributor for the complete Vend Master line thruout the Hawaiian Islands. The firm, located at 49 South King Street, is headed by H. S. Chang.

Dick Tennes, Vend-Rite president, also reported production on the pretzel and cookie venders in the Pocket Lunch line has been stepped up 60 per cent during the past month over comparable 1949 figures. The Kleenex vender continues in volume production, he stated.

Development work on the Vend-Rite selective machine, designed to handle candy bars, cookie packs or general merchandise, is now entering the final stages, Tennes said.



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FROD 5 LBS. NUTS OR BALL CUM, ONE WALL BRACKET WITH EACH . .

MACHINE BLOYD MFG. CO. VALLEY STATION, KY.

### NAMA Comm. Sets Final Plans for '50 Meeting, Exhibit

CHICAGO, Sept. 23. — Ernest H. Fox, chairman of the 1950 National Automatic Merchandising Association (NAMA) convention committee, reported this week that its members have completed final plans for the convention and exhibit, to be held at the Palmer House here November 12-15.

Fox said the convention program will be "geared to the times." Elaborating, he added: "It is becoming increasingly difficult for an operator to make a reasonable profit due to the increasing costs of production and distribution of vendable merchandise. We at NAMA want to help the operator prepare for the future. We are planning our convention program with these things in mind."

With the 15th annual NAMA meeting opening Sunday morning, the initial session will consist of the yearly report on the association's activities to the membership, a talk by a nationally known speaker, and the report of the nominating committee on the election of members to the NAMA board of directors. Following this session, appropriate ceremonies will be held at the opening of the exhibit.

In commenting on the Sunday portion of the convention program, Fox stated: "This will leave convention business sessions on the other three days open entirely to answering squarely the problems that face automatic merchandising today."

It is also planned to hold open sessions on specialized types of vending Monday and Tuesday evenings, November 13 and 14. This is to make certain every vending operator finds his specialty covered by the convention program, Fox declared. He added that complete details on the program will be announced in the near

### Vendex Moves to Newark; Biz Boost

NEWARK, Sept. 23.—Vendex, Inc., announced this week that it had moved its offices and warehouses to the Federal Storage Building at 155 Washington Street here. Former headquarters were in Hillside, N. J.

The move was made to obtain a more centralized location, plus the need for more adequate storage facilities for perishable goods, according to Paul I. Berkley, president. He also reported that after a slow start for the first five months of this year, with sales running slightly below 1949 levels, total sales to date were approximately 23 per cent ahead of last year for the comparable period. Indications are that during the final four months of the year, sales will push annual totals 12 to 15 per cent ahead of 1948, the firm's best year to date, he added.

### Truck Leasing Assn. To Study War Effects

CHICAGO, Sept. 23.—The National Truck Leasing System, Inc., and its member representatives has scheduled a conference in New York next week (28 thru 30) to discuss truck leasing problems brought about by the Korean war and subsequent national emergency measures now being readied.

The meeting, to be held at the Waldorf - Astoria, will concentrate on the equipment supply outlook and the possibility of continuing the leasing of trucks. Most of the firms are producing essential goods or providing a service that is important to the nation's defense program or civilian ceremony, it was pointed out. This includes operators of candy, drink and other vending equipment, with emphasis on industrial installations.

### Canadian Coinage

VANCOUVER, B. C., Sept. 23. -Jack Garland, of Nipissing, said in Commons that Canadians could save \$500,000,000 a year thru a revised coinage system. Speaking in the budget debate, Garland suggested that a 21/2cent and a 71/2-cent coin be minted.

He said that about \$1,500,000 goes to waste each day in Canada. Articles are priced closest to the most convenient coin rather than to the value of the article. Under the present coinage system, he said, it all too frequently happens that when a nickel article is no longer sold at a profit it is boosted to 10 cents. The 10-cent items were boosted to 15 cents, he pointed out.

### Plan Mult. Model Vender Show Center

WASHINGTON, Sept. 23.—Bayne Phipps, head of Spacarb of Washington, reports he is completing plans to set up the automatic merchandising industry's first vending equipment display center. While he will be a distributor for some of the units, others will be displayed to round out the perrmanent exhibit "where the best in vending equipment of all types can be seen and demonstrated."

#### **Deran Appoints Rep**

CAMBRIDGE, Mass., Sept. 23.—The Deran Confectionery Company here this week appointed Alfred A. Stemke, Greendale, Wis., as its representative in Minnesota, North and South Dakota.



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7. VENDING AT THE "Y"

GROUP C.

8. MEMO FROM THE MART 9. VENDERS IN RADIO 10. SNACKS WITHOUT LOST TIME

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25. VENDING IN RECREATION

27. VENDERS SCORE IN "MINIE"





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CHOCOLATE CO. CHAMPION NUT & BOSTON, MASS. 1194 TREMONT ST.

Defense Emergency Problems NOW! Top NCWA Exec Meet Agenda

(Continued from page 92)

associations and ample geographical representation.

Close scrutiny of price control regulations under Title IV of the Defense Production Act will be undertaken by the governmental affairs committee," Sasani said. "The dropping from the conference bill of the Senate provision that no price ceiling shall be designed to allow any seller more than his individual normal margin of profit will no doubt

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SELECTIVITY . . . the most im-

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"The above Victor is

one vendor on a stand.

SUPERMARKET.

simplify much of the problem in this connection but the board will want to be on the alert to prevent some of the inequitable provisions which found their way into the regulations during World War II.

"Trucks, autos, tires and gasoline will probably constitute the important items of scarce material affecting wholesalers in future allotment regulations, and the essentiality rating of the candy wholesaler will be important in determining his priority for such equipment and supplies."

The board, he said, will review the industry needs in this connection and will probably utilize the NCWA Research Committee extensively in the compilation of data to support this rating. Manpower exemptions will be similarly studied.

"The importance of this board meeting is pointed up not only by the defense emergency considerations but by the fact that this is scheduled as the only interim meeting of the board before the next convention. The board meeting, usually held in January each year, will be replaced by a meeting of the NCWA executive committee," the chairman said.

Adopt Budget

"Adoption of the financial budget for 1951, usually accomplished at the winter meeting, will take place at next week's meeting. Whether or not the finance committee will recommend creation of special wartime revenues to take care of increasing bulletin and reporting services is not known. However, the board is expected to issue a special call to members of the industry for support of the important Washington wartime provides quadruple earning potential. activities thru membership," Casani Actually requires no more space than said.

Among other reports to be received by the board will be that of the sales training committee, Clarence M. Galloway, chairman. This committee will submit a report from the Joint Committee on Distributive Education of the Confectionery Industry which meets at the Mayflower Hotel in Washington, September 28, a day prior to the board meeting. E. J. McCoy, Canton, O., vice-president of NCWA is chairman of the joint committee.

The merchandiser committee, headed by Sidney Grossman, Louisville, is scheduled for a report on the extension of this new service for another year. Widespread interest in and use of this selling tool has been evidenced by NCWA members and manufacturer participants, association reports reveal.

President J. V. Balocca, Paola, Kan., will present his own recommendations to the board, including a complete list of "association activities for the year September 1950 to September 1951.

### Candy Jobbers Face Over-All Restrictions

WASHINGTON, Sept. 23. — National Candy Wholesalers' Association (NCWA) has warned its members that jobbers face an almost certain return to wartime restrictions on supplies, production and prices.

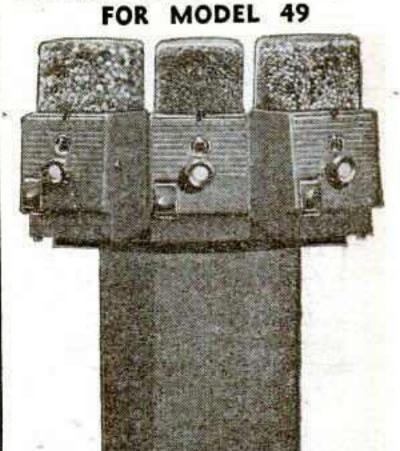
In anticipation of controls, NCWA is setting up plans to represent the industry before whatever agencies get control authority in order to see that candy sellers get a break with other industries. According to NCWA chief, J. V. Balocoa, the trade group will also try to abolish inequities in the voluntary ration of merchandise by candy manufacturers.

In a recent speech Balooca stressed the importance of candy manufacturers getting under the State fair trade laws so as to prevent nickel bars from being sold by chain stores at reduced rates.

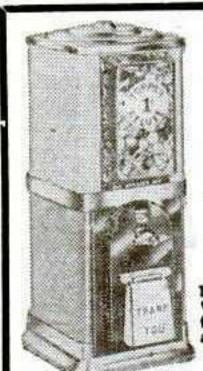
Bigger Profit

FROM EVERY LOCATION With the New <u>Northwestern</u>

CABINET STAND



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.



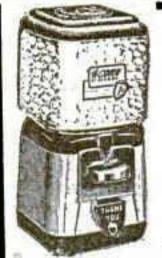
Topper DeLuxe

Single, \$12.95 Topper Standard with Plastic Globes, \$11.25

Vender opens a new field. You can locate as fast as you fill. \$13.95

WEST COAST DISTRIBUTOR Los Angeles 6, Calif. 2702 W. Pico Blvd.





BIG MONEY 1c or 5c ACORN **ALL PURPOSE** BULK MERCHANDISER

**Immediate Delivery** COIN MACHINE EXCH 1012 Milwaukee Ave. Chicago 22, III.

**ROY TORR** 

doubly good buy."

Sandy Mac Tight says .

an A-1 good buy and buying it on the TORR Time Payment Plan makes it a

ANOTHER GOOD BUY IS

The TOPPER

Ask any operator using "Topper" 14

Vendors and you will find that these

4 or more, \$11.25 each

100 or more, 10.50 each

YES, that includes Plastic Clobes.

All Victor machines can be bought

on 20 week plan from TORR.

performance or low pricel

"TOPPER"

Reg. in U.S.

Pat. Office



machines cannot be equaled in either

SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

LANSDOWNE, PA.

NEW

in Half

25 ...\$14.35

Less Than

Less Than

On Bulk Vendors, Merchandise, Games, etc.

CHARMS Plastic Charms, small, 1,000 .....\$2.25 Metal Colored Charms, small, 1,000 .4.25 Plastic Charms, large, 1,000 ...... 2.95 Copper & Nickel, large, 1,000 ..... 5.00 Silver Wedding Rings, 1,000 ..... 5.95 Toy Watches, 2 gross ...... 2.50 



#### VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one mach in e made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possi-bilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99 \$13.50 ea.; 100 or more, \$12.95 ea.

THAN'S

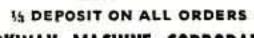
All other Victor models on hand available for immediate delivery.

### Victory Basketball Game

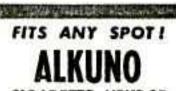
actionreturn ball feature - 1c or 5¢ play Real Money Maker! 22" High 18" Wide 5" Deep



mechanism guaranteed trouble free.



#### PARKWAY MACHINE CORPORATION Baltimore 2, Md.



CIGARETTE VENDOR You need a cigarette machine like this—4 columns-100 capacity -silver quarter only -regular and king size no matches.

MODEL 600 Metal cabinet and Base Ht. on Base, 60" Wt. on Base, 70 Lbs.

PRICE

MACHINE \$65.00 BASE 12.00

Immediate Delivery in Green Metal Lustre Finish

Other ALKUNO Models — 660, Silver Quarter, Free Matches—661, Two Dimes, Free Matches — 601, Two Dimes, No

164 C 77 SA

TAKE ADVANTAGE OF

FINANCE PLAN

Write for Catalog of Complete Line Including 5c Cracker Vendor

408 Concord Ave. New York 54, N.Y. MElrose 5-7757



THE LOW COST CUP DRINK VENDOR

Vends the nation's leading Fruit Flavored Drinks

Write for details

AUTOMATIC PRODUCTS CO. 250-B W. 57th St., N. Y. 19, N. Y. . PL 7-3123

### State Tax Calendar

Alabama

October 10-Tobacco stamp and use tax reports and payments due.

October 10-Tobacco wholesaler and jobber reports due.

October 20-Sales tax reports and payment due.

October 30-Annual license and privilege tax due (last day).

#### Arizona

October 15—Gross income tax reports and payment due.

#### Arkansas

October 1-Property tax final installment due (last day).

#### California

October 31-Sales tax reports and payment due.

#### Colorado

October 14-Sales tax reports and payment due.

October 15-Income tax third installment due.

#### Connecticut

October 30-Sales tax reports and payment due.

#### Delaware

October 30-Income tax third installment due.

October 31-Income tax withholding reports and payment due.

#### District of Columbia

October 15-Income (franchise) tax second installment due.

October 15-Income tax second installment due.

October 15-Unincorporated business tax second installment due.

October 20-Sales tax reports and payment due.

#### Florida

October 20—Admissions tax reports and payment due.

October 20-Rental tax reports and payment due.

October 20-Sales tax reports and payment due.

#### Georgia

October 10-Cigar and cigarette wholesale dealer reports due.

#### Idaho

October 15-Cigarette wholesaler drop shipment reports due.

#### Illinois

October 15-Cigarette tax reports

October 15-Sales tax reports and reports and payment due. payment due.

\*\*\*\*\*\*

#### Indiana

interstate business reports due.

October 15-Cigarette distributor drop shipment reports due.

ports and payment due.

stallment due.

October 1-Property tax second installment due (last day).

payment due.

October 15-Income tax second installment due.

October 20-Sales tax reports and payment due.

#### Kentucky

October 20-Cigarette wholesaler reports due.

and payment due.

October 1-Soft drinks report due. October 1-Tobacco reports due.

by local collectors due.

October 10-Admissions tax due. payment due.

#### Massachusetts

second installment due.

October 20-Tobacco tax reports

#### Michigan

October 15-Sales tax reports and

October 20-Cigarette tax reports and payment due.

#### Minnesota

October 1-Property tax second

October 20-Cigarette tax reports and payment due.

#### Mississippi

October 10—Admissions tax reports

and payment due. October 15-Occupation (sales) tax

(See State Tax Calendar, page 97)

## UNEEDA, 8 Cols. .....\$ 95.00 CHECKLER 1.17.19

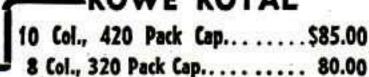
UNEEDA, 6 Cols. . . . . . . . . . 85.00 Uneeda Model 500, 9 Col., 350 Cap. ..... 85.00 P-X, 10 Col., 425 Pack Cap. . . 100.00

CIGARETTE MACHINES

#### SALE!!

-MODEL W DuGrenier 9 Col. 308 Pack Cap....\$62.50

-ROWE ROYAL



#### STONER 80's SANDWICH-CAKE.....\$135.00 CANDY MACHINES

VENDIT, 150 Bar Cap. ..... 47.50 UNEEDA, 105 Bar Cap. ...... 75.00

25c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

### UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" . Reconditioned . . . As Is 166 CLYMER STREET BROOKLYN 11, NEW YORK EVergreen 7-4568

October 10-Cigarette distributor

October 31-Gross income tax re-

#### Iowa

October 1-Income tax second in-

October 20-Sales tax reports and

#### Kansas

#### Louisiana

October 1-Franchise tax reports

October 15-Soft drinks reports due.

October 15-Tobacco reports due. October 20-Sales tax reports and payment due.

#### Maryland

October 1-Property tax assessed

October 15-Sales tax reports and

October 1-Personal income tax

and payment due.

payment due.

semi-annual installment due.



SALE NATIONAL CANDY VENDER 6 Col., 108 Bar Cap.

Wall Model **\$65.00** 

CANDY MACHINES

Cigarette Machines Write for low prices all makes.

Phone: BA. 9-0606 COUNTER MODEL ... Half Deposit.



Northwestern 49 Special **Cuts Costs and** Servicing Time

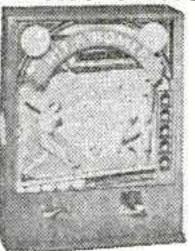
100 ..\$14.15 AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING. IMMEDIATE DELIVERY!

**BRAND NEW** IMPS

Either 1¢ or 5¢ Play Cig. or Fruit Reels \$21.50 Ea.







PISTACHIOS

play. Scores Home Runs, Walks, Strike-Outs, Plenty of action! 22" high, 18" wide 5" deep \$27.50 EA. Write for

ter game-le-

gal every-where! Avail-able in le or 5¢

quantity SPECIAL DEAL FOR JOBBERS!

BALL CUM

CHARMS, MDSE. AND SUPPLIES WE CARRY A COMPLETE STOCK OF . . . CHARMS PEANUTS

VENDING MACHINE PARTS & ACCESSORIES

SEND FOR PRICE LIST WE TAKE TRADE-INS LIBERAL ALLOWANCE 1/3 Deposit. Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COM-

PLETE LIST OF COIN-OPERATED

MACHINES AND SUPPLIES. RAKE COIN MACHINE EXCHANGE

609 Spring

Garden Street

Phila. 23, Pa. LOmbard 3-2676

RAKE COIN MACHINE AGENCY 2116 Fifth Avenue Pittsburgh, Pa.

COurt 1-3842

## TIME NOW for FOOTBALLS **BOXING GLOVES BOWLING PINS**

Plastic Footballs .....\$4.25 per 1,000 Metal-Plated Footballs . . 6.00 per 1,000 Plastic Boxing Gloves . . . 5.25 per 1,000 Metal-Plated Boxing Gloves 8.00 per 1,000

Metal-Plated Bowling Pins 6.75 per 1,000 F.O.B. Jamaica, N. Y. Immediate Delivery



91-15 144th Place, Jamaica 2, L.I., N.Y.

U-SELECT-IT

NEW LOW PRICES

U-Select-It, 72 Bar Size. Each ......\$27.50

HARRIS VENDING Philadelphia 32, Pa.

2717 N. Park Ave.





Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

#### KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

### THE NORTHWESTERN CORPORATION

829 E. Armstrong St.

Morris, Illinois Francisco.

# For Armed Forces

WASHINGTON, Sept. 23 .- With candy being stressed as a top nutritive food for the armed forces by the Quartermaster Corps, a number of specified types of confection will be in volume demand for this purpose. What these types are is of interest to the candy operator, and the following list details the candy to be used in QM's Lifeboat, Survival, Assault, Five-in-One, Arctic and other rations:

Under the candy bar and/or disk classification, desired items are hard candy type almond, peanut and pecan items, chocolate fudge, vanilla fudge, chocolate-coated coconut, nut roll caramel nougat, caramel fudge and spun candy items, starch jelly and pectin jelly with and without fruit, almond chocolate bars, sweet chocolate and modified sweet chocolate bars.

Under hard candy, needed items are sugar, non-sugared, fruit tablets and pressed mint wafers. Pan-coated candy in demand are chocolate drops, cream centers, jelly beans, jelly drops, licorice drops, peanuts and raisins.

Miscellaneous candy items to be ordered by QM include caramels, coffee confection, sweet chocolate caps and sticks.

### 9-City Survey Shows Paper Cups Lead in CustomerPreference

NEW YORK, Sept. 23.-In what is seen as having a bearing on the popularity of cup beverage venders, a just-completed survey by Fact Finders' Associates, Inc., revealed that paper containers are preferred over glass for beverages and ice cream at America's soda fountains. The survey, made for Lily-Tulip Cup Corporation, showed paper was the choice of 60.8 per cent. Glass was the preference of 39.2 per cent of the persons questioned.

The survey indicated women preferred paper containers to a larger degree than men. They voted 62.2 per cent for paper and 37.8 per cent for glass, while men favored paper 57.2 per cent to 42.3 per cent for glass.

Results of the study were based on interviews by independent research workers with over 3,500 persons in nine cities—New York, Philadelphia, Washington, Detroit, Atlanta, New Orleans, Houston, St. Louis and San

#### MONEY BACK MODEL SPECIAL Prices Try this famous vendor for 30 days. If it LESS THAN 25 doesn't EARN MORE MONEY for you, return \$14.35 LESS THAN it and we'll refund your purchase price in 100 \$14.15 full, plus freight both ways. You have nothing to lose, and we know we will gain 100 OR MORE \$13.95 a satisfied customer. Queen .....65¢ FANCY TULIP, Large ..63¢ INDIAN NUTS ......50¢ CASHEW, Whole ......51¢ CASHEW, Butts ......48¢

Time Payment Plan Available—Trade-ins Accepted SALES AND SERVICE COMPANY MOE MANDELL

Complete Line of Parts, Supplies, Stands. Globes, Brackets. Charms, etc.

1/3 Deposit Balance C. O D.

438 WEST 42nd STREET, NEW YORK 18, N. Y. . CHickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

### List Candy Needed Analyze Biz Pic At NAPM Meet

(Continued from page 92) meeting, according to NAPM President Harry T. McNamara. The 1949 exposition marked attendance by a number of foreign delegates for the first time.

Convention highlights this year will include three popcorn clinics, panel discussions for popcorn manufacturers, processors, theater operations, brokers and distributors. Social and other non-business activities will be handled by William H. Beaudot, head of A.B.C. Popcorn Company, Chicago, as social chairman, and Mrs. Beaudot as chairman of the ladies' program.

Special Clinics

The special clinics will be scheduled thruout the three-day program, and will center on these topics: Control of Insects Attacking Stored Popcorn; Why Old Maids in Popcorn; An Appraisal of the 1950 Popcorn Crop, and The Importance of Moisture Content and Control in Popcorn.

Exhibitors who will make up the 1950 show include A.B.C. Popcorn Company, Biltmore Distributing Company (coin-operated Popperette selfpopping vender); Manley, Inc., and many supplier firms.

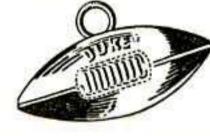
#### **NAMA Division Meets**

NEW YORK, Sept. 23 .- The National Automatic Merchandising Association (NAMA) cup vending division met in regular meeting at the Lexington Hotel here Friday (22) to discuss latest developments in the field. Arthur Nolan, chairman of the division's research committee, reported on the progress of his committee. E. C. Scully, chairman of the membership-finance committee, and C. S. Darling, executive vice-chairman, also spoke.



PROVEN SALES BOOSTERS! BRING BIG PROFITS!

24 Team Names



Plastic-6 Asst. Bright Colors \$4.25 M Copper Plated ......\$6.50 M Silver Plated ..... 7.50 M Gold Finish . . . . . . . 7.50 M



### FOOTBALL HELMETS

Approximately 5/8"

Plastic—6 Asst. Bright Colors \$5.50 M Copper Plated . . . . . . \$8.00 M Silver Plated ........ 10.00 M Gold Finish . . . . . . . . . 10.00 M

Service & Quality For Over 40 Years

33 UNION SQUARE . NEW YORK 3, N. Y

a lb. 210 count, 170 count, 140 count a lb. f.o.b. Chicago, III. 150 lbs. minimum shipment EPPY—ONE COMPLETE SOURCE for Charms and Ball Gum . . . everything you need for operating your machines. EPPY, 91-15 144TH PLACE, JAMAICA 2, N. Y.

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## Mr. OPERATOR!

SAVE.. Time

SAVE... Money

Register NOW

For the

# 1950 N.A.M.A.

### **CONVENTION & EXHIBIT**

Palmer House, Chicago November 12-15

Fill in and return advance registration forms NOW and avoid last-minute convention registration rush.

For official forms, write



7 South Dearborn Chicago 3, III. Financial 6-0370

15"

#### VICTOR'S AMAZING NEW TOPPER Special Sept. Offers



TOPPERS SOLD 4 TO CASE ......\$45.00
1 Case (4) Toppers
PLUS 25# 210 Ball
Gum or 25# Candy
PLUS 1000 Charms. All for \$52.25 only ::: (Choice of Glass or Plastic Globes)

1 Double Unit Topper with Plastic Globes PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for

1 Triple Unit Topper with stand, plastic globes, PLUS 25# 210 Ball Gum PLUS 25 = Candy PLUS 1000 Charms. All \$51.25 Samp. Topper, \$11.75

PISTACHIOS

Metal plated,

\$8.00 per M.

Write for our

today's top money maker-Topper DeLuxe 5¢ all Charm Vender.

140, 170 or 210 Count, in 25# cartons, 28¢ lb. in lots of 200 # or more with freight prepaid. 26¢ lb. less 2%.

25 lb. carton Large, 65¢ lb. Extra Large, 69¢ Ib. Full Cash With Order. Plastic Auto-COLORED BALL graphed Base-balls, \$5.00 per M GUM-All Sizes

25 = or 40 = car-ton, 26¢ lb. 160# lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

FREE Complete Charm List. 1/3 Deposit, F. O. B. Brooklyn, N. Y.

Balance C. O. D.
Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y.

Phone: Dickens 2-7992

GREATEST TIME-SAVING

SPRINGS ARE PRECI-SIONED CALIBRATED HEAVY SHEET METAL TIN SCOOP DIAL IS GLASS COV-ERED WHICH PRO-TECTS POINTER WHEN IN USE Skilled hand work-

manship is em-ployed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

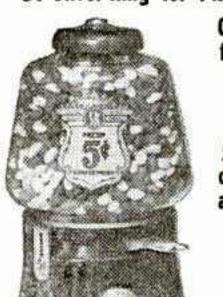
ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. DISTRIBUTORS, WRITE FOR PRICES.

SCHOENBACH

Machines ve. Brooklyn 25, N. Y. 1647 Bedford Ave.

### — LARGEST — PROFIT MAKER 5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

5c Changeover parts available for all 1c Models

New 5c Models low as \$10.00 in

Quantities

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors. 1e-5e U. S. and Foreign Coins. "Hot Nut" Vendors At all the best dealers-or write.

Ask about the new "Hunter" @ \$59.50.

SILVER KING CORP. Chicago, III. 622 Diversey Parkway

### State Tax Calendar

(Continued from page 95) October 15—Tobacco manufacturer, distributor and wholesaler reports due.

Missouri

October 15—Retail sales tax reports and payment due.

October 31-Soft drinks manufacturer tax reports and payment due.

Montana

October 15—Personal income tax second installment due.

Nebraska

October 10-Cigarette distributor reports due.

New Hampshire

October 1-Personal income tax

New Jersey

October 20-Cigarette distributor tax reports and payment due. New Mexico

October 15-Income tax due. October 15—Occupational gross income tax reports and payment due.

New York

October 15—Personal income tax third installment due.

North Carolina

October 2—Property tax due. October 15-Sales tax reports and payment due.

North Dakota

October 10—Cigarette distributor reports due.

October 20-Sales tax reports and payment due.

Ohio

October 10-Cigarette wholesaler reports due.

October 15-Cigarette use tax reports and payment due.

Oklahoma

October 10—Cigarette wholesaler, retailer and vending machine owner reports due.

October 10-Gross receipts tax reports and payment from airports due. October 15-Sales tax reports and

payment due. October 15-Tobacco wholesaler, jobber and warehouseman reports

due. October 20-Property tax reports and payment from rural electric cooperatives due.

Oregon

October 15-Excise (income) tax third installment due.

October 15-Personal income tax third installment due.

Pennsylvania

October 10-Soft drinks report due.

Rhode Island

October 20-Sales tax reports and payment due.

South Carolina

October 10—Admissions tax reports and payment due.

South Dakota

October 15-Occupational retail sales tax quarterly reports and payment due.

### Nickel Java?

NEW YORK, Sept. 23 .- Irving Wolff, Hot Coffee Vending Service, Inc., advances a suggestion for retaining the nickel price on vended coffee with a reasonable net profit for the operator. He feels that if the cup manufacturers offer a hot cup one ounce smaller, resultant ingredient cost savings on the five-ounce drink, due to the one-sixth cut in cost, would make the 5-cent tab possible. Too, Wolff says the five-ounce drink would be equivalent to that offered in most restaurants and so would not bring customer outcries against a "smaller" drink.

October 31-Property tax second installment due (last day),

#### Tennessee

October 2-Property tax due. October 20-Sales tax reports and payment due.

Texas

October 25—Admissions tax reports and payment due.

October 25-Prizes and awards of theater tax reports and payment due.

Virginia

October 10-Tobacco tax from warehousemen due.

Washington

October 15-Cigarette drop shipment reports from wholesalers due.

West Virginia

October 15-Cigarette use tax reports and payment due.

October 15-Sales tax reports and payment due.

October 30-Occupational gross income tax quarterly reports and payment due.

Wisconsin

October 10-Cigarette wholesaler and manufacturer reports due.

Wyoming

October 15-Sales tax reports and payment due.

### Cup Machines Win 100% Approval in Kansas War Plant

WICHITA, Kan., Sept. 23 .- An indication of "which way the beverage vender wind is blowing" may be read into the report from Spacarb's Kansas City distributor, Ed Granger. He announced the signing up of the mammoth Howing plant here for cup vending equipment, replacing all bottle machines in the plant.

Exhaustive tests were said to have been conducted prior to the change-



"The Magazine

of Automatic Merchandising"

"Needless to say how much I enjoy VEND. I have only been in business a little over a year and I say thanks very much for the help VEND has given me in this field."

J. A. FORMAN Philadelphia, Pa.

VEND

www.americanradiohistory.com

9-30

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

City ..... Zone ... State .....

THE RESERVE OF THE HIGH 24" -13" WIDE WEIGHT, 165 LGS. DOWN

OVER ZOO DIFFERENT

Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE

WRITE FOR PRICES

NO SPRINGS

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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# WATLING

4650 W. Fulton St. Chicago 44, III. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

Manufacturing Company



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# DISCUSS'51 FIVE-STATE MEET

# Plan January Session; Set Details Soon

Assn. Execs To Convene

MINNEAPOLIS, Sept. 23 .- While a his weekly business? proposed meeting of executives of the orgs making up the Five-States group and follow up on them at all times." failed to materialize this month, there is a strong possibility that the group will resume its annual convention in 1951-probably in January, it was learned this week.

In the past few weeks the South Dakota Phonograph Association and the North Dakota org have held membership meetings. At both sessions it was understood that the membership was in favor of resuming the regional convention in Minneapolis. The Wisconsin and Iowa associations as well as the Minnesota Automatic Games Association, are co-sponsors of the event.

One of the most successful regional conventions conducted in the music machine field, the Five-States Convention this year bowed out in favor of the annual confab called by the Music Operators of America (MOA) in Chicago last March. With the five State orgs associated with MOA, it was felt that the groups could attend the national meet, then hold their own sessions in conjunction with the over-all convention. However, this did not work out too well, and a resumption of the regional convention at a time, which would not conflict with the MOA or any other national coin machine convention, was deemed advisable by some execs.

#### Distribs Co-Operate

The Minneapolis sessions of the Five-State group have proven to be an excellent showcase for merchandise, with ops combining their jaunt to the Twin Cities with the convention and buying of their late spring and summer equipment. The Janupossible for ops to handle their buying and to take care of their association biz.

It was understood here that Minne-(See Discuss '51 Meet on page 109)

### Waitress Gimmick Used To Increase Phonograph Gross

DENVER, Sept. 23 .-- A merchandising stunt which Wolf Roberts, head of Peerless Music Company here, believes will benefit play where tavern or cafe phonograph locations are concerned, uses waitresses as its feature.

Some years ago, when Roberts suffered a setback in phonograph collections over a route of this type, he made a personal check and found that waitresses seldom mentioned the phonograph to their customers. After a bit of study he came up with a solution which makes it almost automatic for the waitress to push the phonograph.

This was a small, printed card, (See Waitress Gimmick on page 109)

Op Turned Rep Speaks:

### Develop Customer Relations for World Wide for Added Profits, Says New Eng. Two Key Areas Vet, Who Learned Lesson Early

HARTFORD, Conn., Sept. 23 .-What's the best way for a modern music machine operator to improve

"Listen to the customer demands,

That's the suggestion of Ralph Colucci, owner, Seaboard Distributors, Inc., Hartford music machine distributors.

Colucci at one time was a music machine operator himself, and ought to know that his suggestions aren't merely window decorations.

"I learned too many years ago," says Colucci, "that you've got to listen to the customers when you're running a music machine route. It's foolish to ignore some practical ideas voiced by some practical customers."

"I remember only too well," he continues," the days when I thought that what I believed was sound business practice was merely a superficial application. I could set up a (See Develop Customer on page 108)

#### Early Lesson

# CHICAGO, Sept. 23.—World Wide

Rock-Ola Names

Distributors has been appointed to handle products made by Rock-Ola Manufacturing Company in Northern Illinois and the top counties of Indiana, Art Weinand, Rock-Ola vicepresident and director of sales, announced Thursday (21).

Headed by Al Stern, World Wide has sales headquarters and showrooms at 2330 N. Western Avenue. Chicago, and is one of the biggest distributing houses in the trade. Other top staffers are Monty West, general manager; Leonard Micon, assistant s les manager; Bernie Auerbach, premium and specialties department, and Albert Kennedy, traveling sales division. The new parts department is handled by Ed Reinke and Norm Dompke.

The World Wide appointment at this time takes on added importance in the music field since Rock-Ola (See ROCK-OLA NAMES, page 108)

# MOA Skeds Oct. Exec Meet In Chi; '51 Show on Agenda

OAKLAND, Calif., Sept. 23 .- Exec- | facturers. Miller explained that they utive members of the Music Operators of America (MOA) will meet at the Palmer House, Chicago, October 30-31 and November 1, George A. Miller, MOA national chairman and

cuss automatic phonograph industry matters national in scope and to make arrangements for the MOA 1951 convention scheduled in Chicago March 19-21.

Opening day of the meeting has heads of the five major music manu- direct.

have been invited to the MCA executive sessions to talk over industry problems and participation in the 1951 convention. He added their suggestions and criticisms will be appreciated as MOA executive officers feel treasurer, announced here this week. the future success of the organization Purposes of the sessions are to dis- depends considerably upon the cooperation of all those interested in the automatic music field.

Executive members planning to attend the fall meeting can make reservations by contacting I ler at the national chairman's office, 128 14th been set aside for discussions with the Street, Oakland, or the Palmer House

## Merchandising Music

a promotion gimmick that can be used by other operators to good advantage. Duane has a film strip, Then he has arranged with the local (See Merchandising Music, page 108)

FERTILE THOUGHT . . . Duane | cinema house to run the strip during ary date, while several months ahead Knutson, phonograph operator in intermissions, at the same time playof the usual sked, would still make it Fertile, Minn., has come up with ing a record. To tie the ends together, special title strips, listing the "house special" are typed up and inserted on his jukes around town. reading: "The record you are now Duane says the promotion has been listening to is featured as a house so successful that movie patrons special on the juke boxes this week." now ask him what the next special

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of The Billboard are:

WOOD CLOSES DOOR ON UN-AMERICAN COMMITTEE APPEARANCES. Red issue continues to grip showbiz (General Department).

NATIONS GEAR FOR DUTY SLASHES. Trade confab may come up with cuts in import of instrument and disks (Music Department).

MILITARY SPENDING OPENS UP NEW FIELDS. Manufacturers in the amusement field see contracts coming (Radio-Phono-TV Department).

HELEN O'CONNELL COMES OUT OF RETIREMENT. O'Connell joins Capitol talent roster (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

### O'Connor Dist. **To Show 1250** At Va. Exhibit

RICHMOND, Va., Sept. 23 .- The Wurlitzer 1250 phonograph, the new 1217 hideaway unit, the adapter kits allowing for either 33 1/3 or 45 r.p.m. play and a complete line of remote equipment will be shown to location owners at the Virginia State Restaurant Association convention here, starting Wednesday (27). O'Connor Distributors, Inc., with headquarters here and in Portsmouth, will have a display of this equipment at the show. Ken O'Connor, firm head, announced this week.

Using two booths at the exhibit at the ..e. erson Hotel, O'Connor hopes to show the locations the manner in which the Wurlitzer equipment can serve their particular needs. The display will be open thru Friday (29) when the convention ends.

In addition to O'Connor, other reps of the firm on hand at the meet will include D. Finnegan and W. O. Jones.

### Speedy Abe

CINCINNATI, Sept. 23.-Abe Villinsky, operator of A & B Music Company and member of the Automatic Phonograph Owners' Association of Cincinnati, who won a \$100 discount on a new Wurlitzer 1250 as door prize at the association's Thursday (14) party, has already applied the discount on a new machine which is now on location. The discount was offered by T & L Distributing Company, local Wurlitzer outlet, not Sicking, Inc., as stated in The Billboard of September 23. A line of type dropped from the article caused the foul-up.



... and it will get around FASTER

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58--60--58--57

61--62--61--59

69--68--68--72

75--75--75

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RATINGS

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### Record Reviews

(Continued from page 36)

ARTIST

TUNES !

LABEL AND NO.

COMMENT

POPULAR

TOMMY DORSEY It All Begins and Ends With You Pleasant dance side by T. D. on an oldie. Johnny ORK (Jack Duffy) Amoroso's warbling shows improvement on this etching. Victor 20-3910

Lullaby In Boogie

Live disking of a boogle novelty spots some clean, hard-hitting T. D. ork work in a fine arrangement, Jack Duffy whispers a rhythm vocal acceptably. T. D. fans will like.

LUCILLE LINDEN (Claude Hopkins' 'Ork) Dig Nickel 1005

You're Diff'rent

Gal has a style, but nervousness impairs her effort. Somebody Mentioned Your Name

(Bud Brees)

Nick and Charles Kenny opus is crooned warmly by the ex-Mooney warbler. Production and material lack strength, however.

RALPH MARTIERE ORK Mercury 5481

Summer Night Dubin-Warren tune is cut instrumentally, featuring a fine, sweet trumpeter with strings.

The golden-toned trumpeter is featured in another instrumental schmaltz opus of the in-between salon

RUSS MORGAN ORK This Is the Last Time (The Heartbeats) Decca 27160

The always dependable Morgan turns on one of his own ballads for a pleasing dance side. Vocalized by vecal group and the maestro. Do | Worry?

Superb, deep mood dance waxing of this fine oldie. Lead trumpet solo, Morgan's sincere vocalizing and his noted wah-wah tram make this a standout slicing with "sleeper" potential.

MILLS BROTHERS Decca 27184

I'm Afraid To Love You

Typically smooth flowing Mills job on an attractive, the not outstanding, new ditty.

A Star for Everyone in Love

Fine tune and another smartly styled effort by the brothers could start a stir. Certain to please Mills

DON CORNELL (Bob Dewey Crk) Victor 20-3909

Au Revoir Again Dewey, Victor's answer to Sammy Kage, sets a neat mickey background for a thoroly haminy Don Cornell rundown of a fine plug ballad.

A Whistle and a Prayer

Bright bounce ditty is styled in a cross between Kaye and Lombardo Clever arrangement enhances this neat etching which is sung nicely enough by Cornell and a trio.

LEE MORSE (and Her Blue Grass Boys) Decca 27163

Don't Even Change a Picture on the Wall Bounce ballad is delivered with vigor and beat in Miss Morse's husky, low-pitched voice. Organ-string backing socks hard.

Longing

This one's a promising country side, as thrush pours plenty of pathos into a standout weeper ballad.

JAN AUGUST (Harry Geller's Ork Mercury 5483

Deep Night Bravura August 88-ing, rich ork-chorus backing, and deep-voiced Henri Pierre's chanting make a pleasant beguine offering.

Where Do I Go From You?

Same forces deploy for an attractive rendition of a new ballad, reminiscent in part of "Third Man" and in part of "Body and Soul."

HOAGY CAR-MICHAEL-JERRY GRAY ORK Decca 27201

Cincinnati Dancing Pig Carmichael lends the country twang to this dance version of the nonsense rhythm bit which seems to be picking up action. Should do its share if song hits big.

I'm Moving On

"Chattanooga Choo Choo" ork treatment of this country boogie blues hit is one of the best of the Millerstyled efforts by Gray or any one else. Carmichael pitches in with a sparkling effort.

ELLA FITZGERALD-LCUIS JORDAN (Tympany Five)

I'll Never Be Free

This bluesy item, which seems to be catching, is treated to a workout by a powerful package of name power and talent. The it's not as successful as previous efforts of the team, if song goes big so will the waxing.

Ain't Nobody's Business If I Do

Infectious rhythm ditty, kicked off by Kay Starr and Tennessee Ernie, is stomped here by the team with an added kicker from Louis's alto sax and Tympany Five. Could score r & b trade.

AL JOLSON Decca 27181

Oh! Susannah

Jolson sounds like a caricature of himself as he delivers the Foster tune in Uncle Remus dialect. Unimaginative ork and chorus arrangement doesn't improve matters.

De Camptown Races Much like flip.

GEORGE WRIGHT King 15065

Times Square Boogle

The organist swings an original boogle woogle. Sound is big and impressive with a Paramount echo; should get a play in the jukes.

Pretty, lyrical organ rendition of the quality ballad.

LILY ANN CAROL-RAY BLOCH ORK Signature 15286

Tenderly

Way Marie Thrush delivers the fave with much buoyancy and spirit, in English and Italian. Dialect patter intro and closing adds nothing.

Play a Sentimental Tune Not much substance to ballad, which Miss Carol and ork nevertheless render prettily.

RATINGS RET < m JOCKEY 777 > R A -Þ 0 m N 70

Record Reviews

LABEL AND NO.

ARTIST

TUNES

RUBY WRIGHT (Milton Delugg Ork)

IACK PLEIS ORK

EVE YOUNG

London 751

London 775

King 15062

38--35--40--40

70--70--70

77--80--75--77

65--68--64--63

66--73--65--60

64--70--64--58

70--70--70

86--37--85--86

79--80--79--77

84--35--83--83

82--84--81--81

79--80--78--80

66--56--64--68

82--82--81--83

74--74--74

77--77--77

80--80--80--80

85--85--85--85

84--85--83--83

83--85--82--83

53--60--50--50

53--60--50--50

75--74--74--78

71--70--70--73

75--75--74--76

65--68--64--64

www.americanradiohistory.com

COMMENT

POPULAR

Pony Boy Straight-away jazz version of the old rhythm novelty is unlikely to find its market, tho gal sings competently.

I've Got a Feelin' You're Foolin' Nothing special in this version to start a revival of

the fine oldie. Time Alone (Can Heal a Broken Heart) 70--75--68--68

Choral treatment of a new and pleasant ballad with neat small ork support highlighted by Pleis' tasty keyboarding.

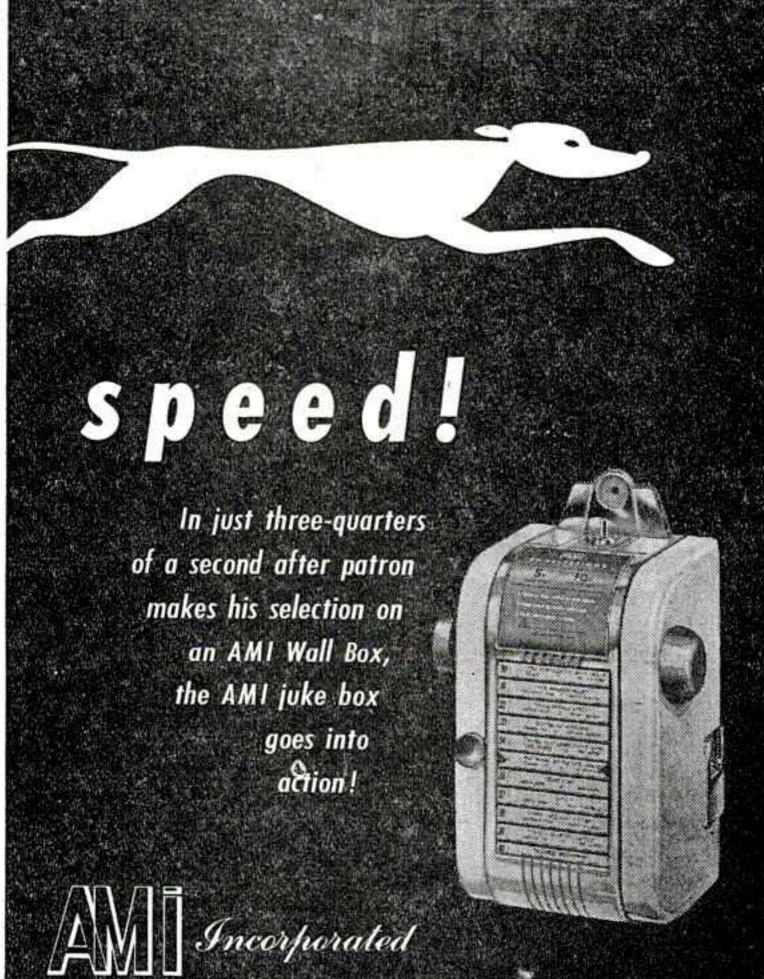
What Is There To Say? 76--79--74--74 This fine oldie is revived in a tastefully conceived orkchorus rendition. Should please the spinners.

MR. GOON-BONES-Diesel Drag 62--60--65 Bones and organ workout of an instrumental original BARNEY LANTZ styled in the bugle blues tradition. Mercury 5482

Goofus This oldie, now being revived via a Les Paul disking, could pick up coin in this organ and bones rendition. SNOOKY LANSON-

I'm In the Middle of a Riddle Pleasant new waltz is treated neatly by this twosome (Jack Pleis Ork) with a tasty ork assist from Pleis. Beloved, Be Faithful

78--78--77--79 "Forever and Ever" type of waitz, which has been on strong in the past few weeks, is handled liltingly by this combination. Could draw its share in song KEN GRIFFIN Rudolph, the Red-Nosed Reindeer 66--64--66--68 Columbia 38981 The popular organist's following will go for his rendition of "Rudolph," simple in the treble, heavily thumped on the bass. Here Comes Santa Claus 64--62--64--66 As with flip. HUGO WINTER-Mr. Touchdown, U. S. A. 86--87--85--87 HALTER'S ORK Rousing paean for the tootball season is beautifully (and Chorus) executed and recorded by Winterhalter's big brass band Victor 20-3913 and chorus. Catchy ditty should score plenty of play and could pick up action in collegiate quarters. The Red We Want Is the Red We've Got 82--84--80--82 Another rousing, thumping slicing, this one of the "message" patriotic ditty. Musically, the finest of the slicings of this catchy melody. If song scores, (Continued on page 100)



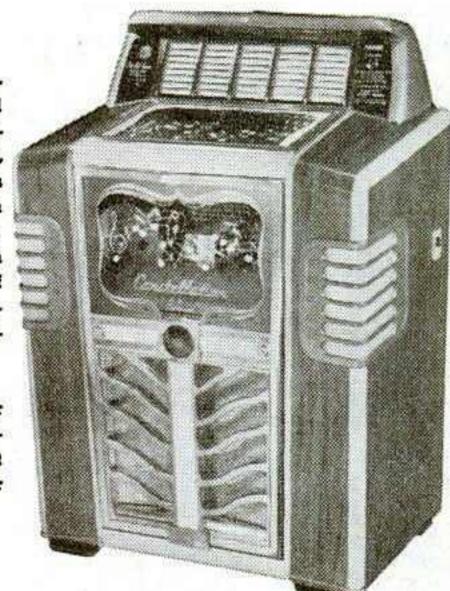
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SEE OUR COIN MACHINE AD ON PAGE 112

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These Phonographs Are Thoroug	ghly Reconditioned – Like New!

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1941 R.C. Special .\$119	800\$99	Super 40\$59
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Hightone, E.S 79	950 89	Standard 39 59
Envoy 89	500 69	
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Colonel 69	Victory 39	AIREON
Regal 59	616 39	Fiesta \$149.00
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147M DOME, \$17.50. LIST. FUSETATS, 331/2% OFF LIST.

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### Record Reviews

(Continued from page 99)

ARTIST

TUNES

LABEL AND NO.

COMMENT

### RATINGS 7 m 70 5 CKE

66--67--65--67

65--67--63--65

69--71--67--69

62--64--62--60

81--83--80--79

78--78--78

71--73--70--70

73--75--72--72

66--68--66--64

73--74--72--73

71--72--71--70

64--64--64

62--63--63--60

61--61--61--61

51--51--51--51

67--67-67--67

64--65--64--63

74--74--73--75

69--69--68--70

POPULAR

BOBBY BYRNE ORK Thinking of You (Jimmy Palmer) Coral 60298

Reissue of a neat dance band reading of this growing revival spots a chunk of Byrne's potent tram and a nice Palmer vocal.

'Deed | Do

erstwhile oldle.

anywhere.

admirers.

Four-Twenty A.M.

There You Are

pash-singing Farrell.

(Dorothy Claire) The now successful legiter, Dorothy Claire, did the singing on this attractive rhythm etching of the

Would You Like To Buy a Cactus Plant?

Husband-wife team does well by a piece of Mexican

dialect material that probably improves when visible.

Bantering novelty tries too hard and doesn't get

MARION HUTTON-IACK DOUGLAS

(Dean Elliott Ork) MGM 10783

TOMMY DORSEY ORK (Johnny Amoroso)

So Long Sally The dreamy, danceable Dorsey of old, plus live recording sound, makes for a fine version of a pretty tune. Amoroso delivers a good Sinatra-ish vocal.

That's a Man, Ev'rytime

You're Not in My Arms Tonight The much-improved Amoroso handles another substantial ballad, this one by Victor Youn. A classy dance

LIONEL HAMPTON AND HIS QUINTET Decca 27198

Decca 27210

There Will Never Be Another You Mood jazz disking of this revival spots large chunks of Hamp's vibes in subdued garb. There's a neat slice of Doug Duke's Hammond organ work sandwiched in

as well. Where or When Another mood instrumental rundown spotting Hamp's

vibes could pick up action in lounges and with Hamp

Medium rhythm tune of interest doesn't do anything

for the young warbler, tho he gives it a valiant go.

Slow, pretty ballad of quality is better suited to the

I Had a Talk With the Wind and the Rain

Thrush isn't up to this romantic ballad, tho she gets

handsome support from Case and chorus.

I've Got a Feeling I'm Falling

BILL FARRELL (With the Girlfriends) (Russ Case Ork) MGM 10790

JOAN SHAW (Russ Case Ork) MGM 10789

LESTER LANIN ORK The Cake Walk (Peggy Marshall and the Holidays)

A great old tune gets a lukewarm performance. Neat slicing of a light dance novelty doesn't figure to cause more than a ripple-save among the society terp following for Lanin's work.

COUNTRY & WESTERN

High-pitched warbler gives a soulful but uneven try

to a likely torcher. Vibes solo is unusual for hill-

67--67--68--66 The Charleston Rag The society treatment of the Charleston revival is bright in this reading of a pleasant novelty item.

TANI ALLEN AND HIS TENNESSEE PALS

Bullet 713

Echo E-111

Coral 60297

BILLY LEE (and the Red Wagon Boy)

I'll Still Love You (After You've Gone) Rhythm ballad is quite ordinary except for hot vibes

billy music; may hurt side.

Just Checkin' On You

Others Give You Roses Lee warbles with fervor and excellent voice on an unremarkable ballad vamping the Roses theme.

Peanuts and Popcorn Jingle's a harmless tongue-twister warbled fetchingly In back-country-jazz style.

BILL NETTLES Mercury 6275

Hadacol Bounce Sprightly, humorous country blues at a lively tempo tells about the rejuvenating qualities of the patent medicine.

When You're Own Love Ain't Around Another blues, similar in treatment to flip but without the sustained punch thereof.

(Continued on page 106)

### See Fair Trade Action in 1951

WASHINGTON, Sept. 23 .- Anticipating a 1951 drive to repeal the Miller-Tydings Act legalizing fair trade laws, proponents of the measure are beginning to launch their own campaign to keep the legislation on the books. Juke operators would be adversely affected by repeal of the act.

Leaders in Congress have received a survey on price behavior of fairtrade products from the Bureau of Education on Fair Trade (BEFT) which showed prices of manufacturers under fair trade laws have advanced less since the Korean conflict than other manufacturers. The survev concluded that "fair-trade prices will hold the line against inflationary pressure far better than non-fairtrade prices."

### DOESN'T OBSOLETE **Present Remote**

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# National Meet Planning Starts

### Kenosha, Wis., Loops In Action; 127 Teams Contend for Titles

KENOSHA, Wis., Sept. 23. — Re- meet held at Peoria, Ill., last May. garded as one of the brightest spots in the Wisconsin shuffleboard picture lio, president; Robert Patterson, secfor the past three years, Kenosha has already reached a new high in activity for this time of the year. League play began in some parts of the city two weeks ago but the majority of the 127 teams organized into 15 leagues are just launching their schedules.

Two of the main reasons for heavy play are the Embassy Club team, which has garnered virtually every type of championship, and the effective promotion used by the Tavern Keepers' Association (TKA) of Kenosha in making the populace shuffleboard minded. The Embassy players won the city team titles in 1947 and 1948 and this year in addition won the State title and was runner-up in the U. S. Championship longboard

### Distribs Adding Spec. Premium LinesforWomen

CHICAGO, Sept. 23. - With the number of women shufflers increasing steadily, distribs here report the addition of premium lines appealing strictly to the distaff side.

Wally Finke and Joe Kline, partners in First Distributors, this week said a special premium line for women has been included in their set-up, and similar reports were received from other firms handling premium lines for shuffleboard ops.

Items now being offered for women high scorers included sets of china, silver services, kitchen ware, including top-grade pots and pans and electric mixers, lamps and clocks. Makeup kits, over-night bags designed for female users, and costume jewelry are also being used extensively.

For men, clocks, lamps, fishing kits, cameras, over-night bags, poker sets and sports equipment rate as No. 1 sellers.

## Pope Appointed By Empire Coin

CHICAGO, Sept. 23.—Empire Coin Machine Exchange has appointed Henry Pope to the sales staff of the premium department, owners Gil Kitt and Ralph Sheffield, announced Wednesday (20).

Pope is considered one of the most experienced men in the premium field, Kitt stated, and will help operators in selecting, merchandising and displaying all types of premiums handled by Empire.

BRAND NEW

### SHUFFLE POOL

ROTATION WITH AUTO-MATIC SCORING UNITS.

IN ORIGINAL CRATE. \$00.50 10 ONLY .....

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The association, led by Joe Tonnilretary, and Frank Berry, has aided operators and locations in forming leagues and even more important employed sure-fire promotional methods to build up a strong fandom. As a result, top players include men and women of all ages, many of whom are equally at home on longboards and cushion boards. Since the three officials started convincing interested players, operators and location owners of the merits of league play three years ago, the sport has come a long way. Where in the 1947-'48 season, the big job was selling all concerned on the game's value to locations, this fall the locations and operators servicing them were practically standing in line to get set for league sched-

One of the leading individual boosers of the game in Kenosha is Robert MacLean, who operated the Kenosha Shuffleboard Sales Company and is long on experience in both shuffleboards and shuffle games. One of the first to realize the potential of the game both as a diversion and as a builder of good will for locations, MacLean is convinced that the present season will develop more allaround interest in the entire State. He feels the added stature of TKA plus promotionals of the sport backed by local beverage firms will result in stronger interest and a steady development of new players and be climaxed by the city and State team and individual tourneys.

### Purveyor Ready To Occupy New Addition

CHICAGO, Sept. 23.—The expansion move which will more than double the manufacturing and warehousing facilities at the Purveyor Shuffleboard Company will be completed next week, President Herb Perkins announced Friday (22).

New edifice, constructed behind Purveyor's headquarters at 4322-24 N. Western Avenue, adds 7,500 square feet of production space to the firm's existing 5,500 square feet. It is to be equipped with modern machinery, both for building new equipment and refurbishing used games and shuffleboards.

Perkins also said that the modernizing of Purveyor's main building will be started immediately following the completion of the addition.

### **Puck Patter**

Chicago:

Herb Perkins, head of Purveyor Shuffleboard Company, back from a trip to the West Coast, reports the Purveyor leagues are now under way, and play is reaching even greater proportions than had been anticipated. Meanwhile work is nearing completion on the Purveyor headquarters on Western Avenue. Tom McNeill, firm's roadman, is out covering the start of league play in Wisconsin and Indiana.

Bob MacLean, Kenosha Shuffleboard Sales Company, Kenosha, Wis., visited Ben Coven and Harold Saul at the Coven Distributing head-(See Puck Patter on page 108)

# Local Loops Doubled Since Last Season; Locations in Fight To Promote New Play

See Manufacturers, TSAA in Nationwide Playoff Pic

ized shuffleboard league play this year already showing some 300 per cent increase (in the number of loops and players), the planning for regional and at least one national championship meet has already started.

While Standard Shuffleboard Congress of America (SSCA) and to an even greater degree, American Shuffleboard have pioneered the regional and national tournaments, the operator is to play a major role in the 1951 playoffs, according to present thinking. Their participation will come in the form of sponsoring the regional meets (with all types of boards and locations allowed to compete) and qualifying teams for national playoffs.

On the national scale, American still looms as the major manufacturer-influence. However, the Table Shuffleboard Association of America (TSAA), now under the direction of Fred Chlopan, who also heads the Detroit Shuffleboard Association, is definitely shooting for a national meet next spring, and will probably work with the goal in mind thru the coming local and seasonal loop sea-

Here To Stay

tions and major manufacturers is that | board centers.

CHICAGO, Sept. 23.—With organ- | shuffleboard is here to stay on a national basis. While the board biz, at the manufacturing and distributing level has settled down on a more or less steady keel, the tip-off as to the popularity of shufleboard is in the sales of supplies. While shuffle games have taken much of the wax and weight output in the past year, sales to operators of shuffleboards have been up tremendously since mid-August, and the climb is continuing steadily.

#### More Locations

Most significant factor in the shuffleboard picture this year is the number of new locations adding the boards, and the number of locations (especially in the Midwest) which had dropped the boards and have now requested they be reinstated. Operators report the locations are even willing to pay the cartage to get the boards back. The average cost of the cartage here ranges from \$15 to \$35 for outlying spots.

In the Midwest area, leagues have approximately doubled in number since spring, with locations offering operators more co-operation than at any time in the past in establishing their spots as a part of organized play in their areas. These increases have been noted in Illinois, Michigan Consensus among operators, loca- and Wisconsin, all popular shuffle-

#### URVEYOR FOR VALU SHUFFLE GAMES All Makes Shuffleboards ......\$79.50 & Up Shuffleboard Scoreboards ..... 59.50 & Up Purveyor Wax ......(24)) Case 7.20 LATE 5 BALLS Exhibit Shuffle Bowl ......

Genco Glider ..... 49.50 ONE BALLS Champions .....\$350.00

Merry Widow ..... 39.50 Advance Roll ..... 24.50 Universal Twin Bowler ...... 159.50 Shuffle Alley Express ...... 185.00 Total Roll ..... 24.50 Maryland ..... 79.50 Floating Power ..... 79.50 Marjorie ..... 34.50 Select-a-Card ...... 144.50 Victory Specials ....... 49.50 | Singapore .................. 34.50

SHUFFLEBOARDS, SCOREBOARDS WRITE FOR LOW PRICES



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## THRIFT WISE SCORES AGAIN

3 Pc. Imitation Alligator Grain Finish Luggage

Sixes: 21", 18", 15"; with Locks and Plastic Handle. Terrific Flash for Shuffle Board Prizes.

ALL 3 FOR \$5.00.

Shuffle Board Pucks, 8c ea. in dox. lots. 25% Deposit With Each Order, Balance C. O. D.

THRIFT WISE PREMIUMS, INC.

800 JEFFERSON AVE.

Phone: Mohawk 1689

BUFFALO 4, N. Y.



# COINMEN YOU KNOW

Indianapolis:

Midland Music Distributors, Inc., has on display the new 48-Selection Wurlitzer with test speaker. The sample model is the first to make its appearance in Indianapolis. . Russell Pennington, Pennington Music Company, Columbus, Ind., reports he has 100 pieces of coin-operated equipment at Camp Atterbury including games and phono-

Coin machine operators visiting coin row buying equipment and parts included Tom Burch, Burch Music Company, Muncie; Earl Craig, operator, Anderson; Robert Sheppard, Adams Music Company, Vincennes; Titus Raney, representative for Western Sales Company, Greensburg, and Lytel Porter, New Castle, operator. Demand for equipment continues good from all parts of the Inc., reports that the Wurlitzer 1250 State. . . . Collections and cash is still selling good as ever, in spite transactions are good and new phonographs are moving fast according vey of the United, Inc., office staff to distributors here.

Charles Henderson, of the Shaffer Music Company, has resigned his position and gone to work in one of the large war manufacturing plants here. Distributors are somewhat disturbed over the high wage scale paid at the war industrial plants, that eventually will attract the good games were Ralph Hensley, operator, Bloomington, and George Tal-. . . Business at Sicking, Inc., is re- few more. ported good. . . . Al Bland, service manager, Shaffer Music Company, is vacationing.

#### Cincinnati:

The Automatic Phonograph Owners' Association of Cincinnati is still receiving congratulations on the anniversary party held September 14 at the Gibson Sheraton Hotel. The operators are asking President Kanter, "why can't we have these parties more often?"

In the excitement and enthusiasm of receiving the \$100 door prize given by the Southern Automatic Music Company, ex-president, Sam Chester left his hat. . . . J. Russell, of Westerhaus, Inc., was excited over the amount of records he received and was unable to carry. He got a truck to take them home the following day.

Lawrence Kane, legal counsel for the association is on vacation with Mrs. Kane in North Carolina, visiting Lake Luro and other places of interest. . . . APOA's next regular meeting will be held October 10 at the Gibson Sheraton Hotel.

### Vital Statistics

#### Deaths

James Keefer, 45, at his home in Oak Park, Ill., August 30 of a heart attack. Keefer was associated with Leaf Brands, Inc., where he was in charge of jobber sales.

Marriages

Calvert Carey, director and former president of the Yale & Towne Manufacturing Company, Stamford, Conn., maker of locks for postage and meter machines, and Mrs. Priscilla Maxwell Endicott, Bayberry, La., in Greenwich, Conn., September 16.

#### Births

A daughter Wednesday (20) to Mr. and Mrs. Frank Bach at St. Anne Hospital, Chicago. Father is foreman for Atlas Novelty Company, Chicago.

#### Milwaukee:

Joe Pelligrino and Bob Puccio, P. & P. Distributors, report business continuing at a fairly good pace. Newest addition to the P. & P. routes are several Seeburg 100 selection music boxes.

Melo Curro, of Metropolitan Amusements, spent several days recently in Chicago on business. . . . graphs. . . . Calderon Distributing Still too busy to take in that fall Company is looking forward to the fishing trip up north that he promarrival of the new Rock-Ola Rocket. ised himself, Sam Hastings informs recently. Used game and music equipment has become very scarce on his sales floor lately, with plenty of buyers for every piece he can lay his hands on.

> Just returned from a selling trip thru the Upper Peninsula of Michigan, Harry Jacobs Jr., of United, of the recent price increase. A surshows, according to Jacobs Jr., that practically every city in Wisconsin Carolina. and Upper Peninsula of Michigan is covered with at least one 1250 on location.

Al Rogahn and Irv Arnold, United, Inc., sales staffers are busy covering the State of Wisconsin between them, with Rogahn handling the southern mechanics. . . . Coinmen visiting half and Arnold, the northern. The Sicking, Inc., warerooms and buying United, Inc., office records show approximately 25 to 30 45-r.p.m. conversion units working in Milwaukee, bert, operator, of West La Fayette. with orders backlogged for quite a taken in a number of years.

> tions using shuffle games. The Chicago Double Bowler, according to Mike, is leading the parade in popularity with the bar patrons.

> John Koehler, of the K-D Distributors, reports that the test machines spotted in park locations this past summer proved highly successful. While most of the K-D operation is industrial, they are feeling out a few new type of transient spots for results, now and then.

#### Detroit:

Michael Bellantuoni is establishing the Bell Coin Machine Company on the North Side at 15938 Quincy Avenue. . . . Edward A. Gornsy reports the Continental Service & Equipment Company has discontinued the use of distributors and will sell Mercury Scale lines directly on a national basis from the home office here. . . . Norman LaPorter reports some improvements being made in the design of the Scoopy ball gum vender, which will shortly be given a full exploitation campaign.

Hotel Radio Corporation is now readying its national distribution set-up in the television field. . . . Andrew Ruen reports that the Falcon Company, manufacturers of a shoe shining machine, has discontinued operation and sold its entire inventory.

Vincent A. Meli, head of the Meltone Music Company, is expanding his operations with the addition of beverage vendors, using the selective three-flavor type units. . . . The Rice brothers, Jack, Harold and Martin, who have operated the Rice Music Box Company for the past four years, have taken over the Gay-Dal Music Company, formerly operated by Michael J. Gaydos. Gaydos has moved to Florida because of his wife's health. Martin Rice has been managing the business for him in recent months. The Gay-Dal operation, formerly located in the downriver suburb of Wyandotte, is being moved to Detroit at 2522 West Euclid Avenue.

#### New York:

Al Denver, president of the Automatic Music Operators' Association (AMOA), convened the first board of directors' meeting of the fall season Tuesday (19) at association headquarters. Those who attended included Arthur Herman, Boro Automatic Music; Lou Herman, County Amusement; Harry Wasserman, Commercial Music & Vending; Joe Connors, Conners Automatic Music; Al (Senator) Bodkin, Forest Hills Automatic Music: Sal Trella, Elkay that premium jobbing has become Amusement, and Sid Levine, AMOA October 28.

> Jim Sherry, of Sherry-Muse Music, returned Sunday (17) from a vacation in Europe. He visited most countries in the Western half of the Continent during his four-month stay. . . . Ozie Waters, Coral disk artist, doing fine on local jukes. . . Al Layne, who operates phonos here under his own name, is back from a visit with his in-laws in North

> Herman Silver, of Empire Music, has been ordered by his physician to quit active management of his route for at least several months. He has been ailing since July. . . . Jim Noonan, who formerly operated games and music locally, has opened the Log Cabin Tavern, in the Bronx. . . . Joe Forsythe, of New York & Brooklyn Automatic Music, has left town on a vacation, the first he has

Al Blendow, Automatic Products Wisconsin Novelty Company's top- sales manager, is back on the job five-ball game, Harvest Time, has per, Mike Rischman, tells of excel- after a short illness. . . . Bert Good, been excellent, according to firm oflent results continuing in his loca- Vidoscope prexy who returned from ficials. Dave Gensburg and his son House. . . . Ben Golob, distributor of the Colsnac ice cream vender, reports sales of machines locally to an op covering Brooklyn and Long Island.

> Jack Mitnick, Eastern regional representative of AMI music machines, visited for two days with Barney and Louis Blatz, AMI New England distributors, at their Boston showrooms.

#### Hartford, Conn.:

The Connecticut State Coin Association, Inc., of which Abe Fish, of General Amusement Game, Hartford, is president, has added three new members in Lou Siegel, Danielson, Conn., of Thames Amusement, and Frank DeMartino and James Baltovish, Norwalk, Conn., of Norwalk Amusement. The additions brings membership to 62. About 40 coin operators from the Eastern Connecticut area attended a meeting in New London last week, with Fish presiding. He slated a September 28 meeting for Western Connecticut operators at the Hotel Elton, Water-

"We'll probably have a meeting in Danielson before starting our regular weekly meetings again in Hartford," Abe said. He will announce these meetings, as last year, thru The Billboard's Coinmen's Calendar. A number of Connecticut coin men report that glass is getting a bit scarce these days.

M. H. Rhodes, Inc., Hartford manufacturer of parking meters and timing devices, has named Albert C. Bielitz as treasurer and a director. . . . Manny Liebert and his wife, the former Marjorie Spearo, honeymoon in Nova Scotia. . . Lou Curran, Meriden, Conn., amusement man, got home from an extensive trip thru the West. . . . Cigarette tax revenue in Connecticut increased during July, according to the State Tax Department. The July figure (See Hartford, Conn., on page 104)

#### Chicago:

Braun Manufacturing Company is set to start initial production on its three-flavor fully automatic milk vender by the latter part of October, according to W. Collier, secretary, and Leonard Traxel, project engineer. Machine handles bottles, but can be converted to carton use. Braun is also working on a newspaper vender, but final design has not yet been completed.

Robert Fischer, partner in the milk-juice vender operation, Schilthe biggest phase of his operation attorney. Plans were laid for ling & Fischer Dispensing Company, AMOA's 13th annual affair, to be is on the lookout for new equipment held at the Waldorf's Starlight Roof, to handle carton milk. . . . Robert W. Soaper, heading Self-Service Laundry. Inc., is keeping his apartment house coin wash and specialized hair dryer operations running smoothly.

> H. F. Burt, Silver-King Corporation president, is making more trips between his Chicago office and Aurora plant these days. The expanded facilities on the production end keep him busy figuring sales and stock details.

> O. D. Jennings, president of the firm bearing his name and a pioneer in the coin machine industry, recently celebrated his birthday at his home in suburban Lombard. A few weeks ago he returned from a visit to his home in the South, then spent a week in Washington. Hank Strong reports business going along in fine order, as does the rest of the staff. Painters recently completed work on the office floor of the plant.

Operator response to Genco's new a European biz trip last week, is recently made a round-trip via car supervising the installation of coin to the West Coast. They spent some binoculars in the Metropolitan Opera | time in the State, then drove back to Chicago. One of the features of Harvest Time is a new power bumper.

> Grant Shay, vice-president and director of advertising, Bell-o-Matic, reports his wife is now driving a new Chevrolet. Grant has been catching up on his golf at the St. Charles Country Club, getting in a few extra rounds before the season ends. Vince Shay, president, and Midge Ryan, Bell-o-Matic exec, grabbing a fast lunch across the street from the Fulleton Avenue plant with Herb Mills, while Irving Ovitz and Oscar Schultz join in the conversation from a near by table.

Nate Feinstein, Atlas Novelty Company exec, is almost fully recovered (See CHICAGO on page 104)

### Excise Tax Report

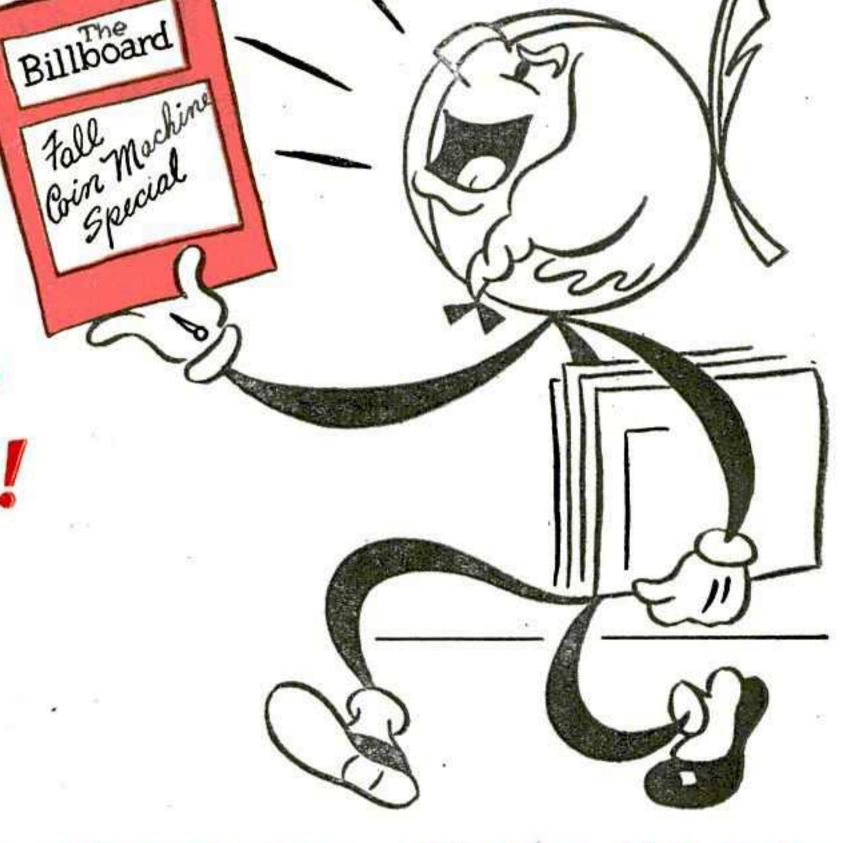
WASHINGTON, Sept. 23.-The excise tax on gaming devices is slated to advance to \$150 November 1 under the terms of the new tax bill. House Ways and Means Committee staffers said this week that the effective date of the rise was originally scheduled for October 1, but that delay in getting the bill enacted pushed the date back.

When the measure first came up prior to the Korean conflict, it contained reductions in numerous excises along with the gaming machine excise increase. It also contained a provision exempting coin-operated amusement devices from the \$10 tax. However, the need for additional money as a result of the war forced the elimination of all revenue-reduction provisions and the substitution of increases in personal and corporation income taxes.

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## Military Spending Opens Up COINMEN YOU KNOW New Fields for Sales Firms Chicago:

(Continued from page 43) corrent contracts. Available are daily lists of contracts offered and weekly lists of contracts awarded.

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getting contracts for the type of work he can do and offer to take over part of it in subcontracts. Suppliers also will find these contract award lists happy hunting grounds for sales prospects.

To deal directly with Uncle Sam, a more cumbersome procedure is necessary. Federal buying is spread among literally hundreds of agencies and divisions, each frequently handling the same type of products.

Commerce, however, has reduced the necessary steps to a minimum. Each field office maintains a "government purchasing manual" which lists the types of products handled by each purchasing division, with numerous cross references. Thus, it is possible for a manufacturer of radio equipment, for example, to look under that heading in the manual. He will find that radio equipment is being handled by the army, navy, agriculture and commerce departments. He must then turn to subheadings for those agencies to find the address of the divisions handling radio equipment.

#### Hunting License

At that point, the manufacturer has the equivalent of a hunting license. His next step is to write the divisions interested in radio equipment and ask to be put on the list for invitations to bid. With the request must be submitted complete information about the plant, its productive capacity, capabilities, what the manufacturer wants to sell and any previous experience selling to Uncle Sam.

Once a manufacturer is on the list, he will be mailed information concerning what is wanted, specifications for the product, and an invitation to bid for the order or part of it. Other producers will be getting the same invitations, and the contracts will go to the one submitting the cheapest estimate, provided he is qualified. The contract might be for as little as \$1,000 or in the millions.

Makers of musical instruments would go thru the same procedure except for them there it little chance of marketing their current product. The only agency buying any sort of instruments is the Quartermaster Purchasing Office, 111 East 16th Street, New York City, which is occasionally in the market for band instruments. Otherwise, a manufacturer would have to consult the manual.

Vending machines are sometimes purchased by the navy, the Marine Corps, and the Federal Works Agency (FWA). No other agency is listed as interested in any type of coin machines. Manufacturers, however, might easily be able to convert part of their productions to articles that can be widely used. Again, the manual is the key. A coin machine maker can scan the thousands of products being bought, refer to the index for the address of the purchasing agent for some he can produce, and write to get on the list of invitations to bid.

Commerce Department officials say there is little need for coming to Washington or getting the services of a Washington agent. Almost everything can be handled by mail. The chief exception is where a manufacturer wants to make a product sought by an agency and is stymied because the specifications for the product are so drawn up that he either cannot qualify or can't make a profit if he does. All that can be done is to try to get the specifications changed. This can be accomplished only by proving to the agency involved that the manufacturer's own specifications are more suitable than those drafted. Involved, of course, is personal contact with the agency people who made the specifications.

(Continued from page 102)

from a dislocated shoulder he incurred playing football a few weeks ago. His main concern is the number of rounds of week-end golf he has missed. The music end of the business continues to boom, according to Joe Glasberg and owners Eddie and Maurie Ginsberg. Shuffle game conversions and a new assortment of premiums are bringing a lot of operator inquiries.

World Wide Distributors continues to do a well rounded job in its Illinois-Indiana-Iowa territory which it services with Keeney and Williams equipment. Leonard Micon and Monty West plus Al Stern, the boss, received a steady stream of visitors this week.

Over at Empire Coin Machine Exchange Gil Kitt and Ralph Sheffield were congratulating Howie Freer on the response to the new catalog Freer devised. It has produced new customers and repeat orders, Kitt says, and is the best Empire has had in this field. Ace roadman Stanley Levin will make a road trip thru Indiana in style. He has just taken delivery on a new Buick.

Joe Kline, First Distributors, says the game trade continues to improve and the firm continues to expand. There are now four employees on the office staff alone. Wally Finke, Kline's partner, showed visiting operators First's new warehouse in the rear of the service shops.

Tony Obedzinski, head of Devices Novelty Sales, reports a brisk business in bulk equipment. Tony's own wall-bracket and stand units are going out at a good clip to local a general music store in Cincinnati. operators, too, he adds. The Devices Novelty stand features an extra size base for greater stability; it's 16 inches in circumference.

Seymour Gale, head of Drink-o-Matic Company, thinks the best bet for placement of dime cup soft drink units is in new locations where nickel drinks have not previously been sold via machine. . . . Gordon Haas, head of Arctic Vendor Sales Company, Appleton, Wis., was in town on one of his numerous flying trips. He sees quantity placement and a ripe reception for ice cream bar venders in a new type of location—military camps. Placement of ice cream units in plants and transient public spots is still much in the spotlight with a steadily increasing volume of bars moving thru them monthly, he adds.

Murray Rosenthal, Coinex exec, reports a host of operators in town for repeat orders on his Chicken Sam and Swingin' Monk ray guns. His son, Bob, reports that he has made the swimming team at the University of Wisconsin. Bob also recently won two trophies for sailing, one at Racine, the other at Kenosha.

Vic Weiss, Allied Coin Machine Company, has renovated the premium department with the aid of his partner, Bill Knapp. The new set-up will make it easier for operators to see the large variety of merchandise in a short period of time. Weiss finds a growing optimism in the trade.

Monty West, World Wide Distributors, reports a steady run of traffic to see Al Stern, Leonard Micon and himself. They are all enthused over operator reaction to Williams' five-ball, Georgia. West says advance reports on the new Rock-Ola phono, soon to be introduced, also are making boss Stern even better humored than usual. Firm's new credit plan is now in effect for the trade in Illinois, Iowa, Wisconsin and Michigan.

#### Hartford, Conn.:

(Continued from page 102) showed about a 20 per cent jump. Revenue collected for July sales totaled \$775,636, an increase of \$126,-344 over the same month in 1949.

Hartford's coin industry had quite a delegation at the Willie Pep-Sandy Saddler featherweight championship bout in New York's Madison Square Garden. Rooting for Hartford's own Willie Pep were Ralph Colucci, Seaboard Distributors; Jim Tolisano, Superior Music; Al Gange, Decca Records; Jack Gordon, Atlantic-New York Corporation, and their wives. . . John Colucci, Mattatuck Music, Waterbury, Conn., is back from a vacation in Maine.

Frank Gianquinto, Hartford, accountant, has joined the staff of Seaboard Distributors here as office manager, succeeding Lucy Rossi, resigned. Jean Duffy is the new office stenographer. O. L. Cavallo, general manager, is anticipating "a good fall season" for children's records. . . .

## Wurlitzer Has 94th Birthday

CHICAGO, Sept. 23.—The Rudolph Wurlitzer Company Monday (18) celebrated its 94th year in business in the United States. The firm, manufacturers of thte Model 1250 phonograph, actually started in 1701 when the first of nine generations of the family started a musical instruments manufacturing business in Saxony. The U.S. branch of the Wurlitzer operations was founded in 1856 by Rudolph Wurlitzer Sr., when he opened Four years later a Chicago store was added.

The North Tonawanda, N. Y., plant, where the automatic phonograph is now made, was established in 1900 to turn out pipe organs, and in 1919 another factory, this one in De Kalb, Ill., was established to manufacture pianos.

The company ran an eight-page section in The Chicago Tribune here Monday to tell its history to the public.

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### Classical Record Reviews

(Continued from page 28)

cutting is on two sides of a 10" disk. A large segment of Mozartians expects the definitive Interpretation from Beecham, and they're unlikely to be disappointed here. The two fine works on one disk makes for maximum value, and the recording is excellent. Should be a steady stock Item.

BIZET: FAIR MAID OF PERTH DELIUS: OVER THE HILLS AND FAR AWAY-Sir Thomas Beecham, Cond.-Royal Philharmonic Ork (1-10")

Columbia (33) ML 2133 After a couple of out and cut "commercial" efforts since he rejoined the Columbia label, Sir. Thomas here turns his hand to a pair of comparatively unfamiliar and thoroly charming works which are right down his ploneering alley. Both are delicate, melodic and decidedly cast in folk music origins. Both are blessed with the impeccable musicianship for which Beecham is noted. Beecham, a champion of Delius whose orchestral writing mastery still is too little known by the masses but is generally idolized by musicians, has selected one of that composer's less important works for this recording, but it is one which romanticism, is not as subtle as much of the Delius output and is more easily ac essible for the general public. The Bizet .uite is a deliciously, delightful collection of delicately orchestrated folk tainted tunes. Recordings, technically, are top grade. Ork performance, sparked by Beecham, is sparkling and spirited.

VON SUPPE: STRAUSS: PONCHIELLI: NICOLAI-Sir Thomas Beecham, Cond. -The Royal Philharmonic Ork & the Columbia Symphony Ork (1-10") Columbia (33) ML-2134.

Sir Thomas unbends to devote himself to four light classical gumdrops in full symphony-ork dress. They are Von Suppe's Morning, Noon and Night in Vienna, Strauss's Morning Papers Waltz, Ponchielli's Dance of the Hours from La Gioconda, and the overture to Nicolai's The Merry Wives of Windsor. The conductor treats them all respectfully, and the results are quite pleasant. The enduring popularity of these warhorses plus the Beecham name should draw good sales for this olio.

BORODIN: PRINCE , IGOR: DANCES OF THE POLOVETZKI MAIDENS-Leopold Stokowski Symphony Ork (2-7")

RCA Victor (45) WDM-1386 The rich and colorful elements of this familiar music from the second act of Borodin's opera, "Prince Igor," are heightened in a transcription of the extract by Conductor Stokowski. Stokowski's reading should find ready favor with the large portion comprising the non-connosieur longhair group in search of music of the familiar nature of this composition. Too, the Stokowski following -and it's a big one-will want to have this latest and technically fine recording of his efforts both as arranger and conductor. He uses a women's chorus as called for in the original, but rarely used in concert hall presentations. This should prove to be a popular addition to the Stokowski disk catalog.

AUGUSTANA CHOIR PROGRAM-Henry 68 Veld, conductor (12") Key 14 (33)

Britten: Hymn To St. Cecilia; Brahms: Der Bucklichte Fiedler; Dawson: There Is a Balm in Gllead; Tryggare Kan Ingen Vara; Bach: What Can Life Be But a Shadow; Vaughan-Williams; Lord

Thou Hast Been Our Refuge. This set, artistically speaking, rates with the finest choral offerings waxed in this country. The program is tops, composed of strong, unhackneyed examples of earlier-day and modern choral cleffers, sung with deep religious conviction, excellent tonal quality and perfect blend. The recording has the perspective ordinarily found only in European choral cuttings. The cover features a modern painting by Kandinsky, which has show appeal, the it's misleading as to the nature of the contents. Set is a must for choral buyers.

BIZET: L'ARLESIENNE-Berlin Philharmonic Ork, Suite No. 1, conducted by Carl Schuricht; Suite No. 2, conducted by Hans Schmidt-Isserstedt (1-10") Capitol (331/5) L-8098

Capitol has come up with an excellent catalog value in pairing the two "L'Arlesienne" suites back-to-back on a 10-jnch LP. So far as we know, this is the only packaging of the two extremely popular suites-together and complete. They are taken, of course, from the Telefunken catalog, and are well performed and recorded.

RHAPSODY IN BLUE & ALL AMERICAN-Jose Iturbi and Amparo Iturbi, RCA Victor Symphony Ork

Victor (33) Lm-23

The Iturbi's play their own two-piano arrangement of the famous Gershwin concerto and have in all probability provided themselves with a best-seller. If they take some liberties with the original Intent of the work, they nevertheless inject a strong dose of showmanship and flash that will loubtless enhance rather than diminish the work in the eyes of the greater portion of the Gershwin public. Flip is the composition of a physician-composer, Dr. J. Clarence Chambers. Described as a "satirical suite for two pianos," It is a reworking of native themes, simple and peripheral by comparison with the Rhapsody, but the easy-to-digest quality will go well with the purchasers.

CHOPIN WALTZES-Alexander Brallowsky, Pianist Victor (33) LM-1082

The complete set of Chopin waltzes puts in its first LP appearance here, and It's an effort unlikely to be topped for some time. Brailowsky, as usual, .: terprets the Polish master with elegant, romantic style that makes any technical shortcomings irrelevant. The music itself includes some of the most popular pieces in the piano repertoire. They are, of course, the most pianistic by nature, and Victor's lifelike recording leaves nothing to be desired. This one can't miss.

SCHUBERT: DIVERTISSEMENT A LA 66 HONGROISE, .OP. 54-Vitya Vronsky and Victor Babin (1-10") Columbia (33) ML-2125

Light, minor Schubert for two planos is a little gem, tho it may have some trouble reaching a broad market. In this lucid, well-recorded reading, it's easily accessible to most middle-brow piano fanciers. The material is loaded with the mood and color of Hungarian folk songs. A fine performance by the two-piano team.

MOZART: PIANO SONATA NO. 8, A MINOR AND PIANO SONATA NO. 11, A MAJOR-Lili Kraus (12") Vox-Polydor (33) PL-6310

Two brilliant Mozart piano works are included on this LP disk. The A Minor Is performed in a manner that leaves little to be desired, while the more familiar A Major work is generally disappointing here, with the exception of the thricefamiliar "Turkish March," which the Hungarian planist pounds out with verve and technical excellence. Generally, Miss Kraus interprets with elegance, directness and a firm technical command. Her grand, but graceful manner with Mozart will find many supporters among the cogniscentl. Recording quality is excellent, and David Hall's program notes interesting.

THE HEART OF THE BALLET-Leopold Stokowski, Cond. (1-12") Victor (33) LM 1083

Victor's September promotion is keyed to this set, which is available on all three speeds. With ballet music at the height of its popularity, and with the mass magic of the Stokowski name, there should be no snags. The selections are conventional, sure-fire stuff from the romantic era, and the recording is lush. Individual selections should serve well on middle-brow lock segs. Should get mighty heavy action this season, and for many seasons to come.

### More Lumber Seen In Ready Supply for Civilian Production

WASHINGTON, Sept. 23.-Manufacturers of coin-operated amusement game equipment and other coin units requiring use of wooden cabinets heard a note of cheer this week from the lumber industry. Spokesmen told the National Production Authority (NPA) that they can increase output as much as 25 per cent.

While the increase would be earmarked for the defense effort, it was thought that such a hike would not prove necessary to meet both military and civilian requirements. This was based on the fact that a material drop in residential housing construction is expected and this will permit diversion of lumber for both military and civilian demands.

The lumber representative also told the NPA that in view of these developments, mandatory priorities and allocations will not be necessary. However, the strict NPA ruling on stockpiling of lumber will still be enforced, but it will mean that civilian items requiring wood will continue to be turned out because of the wider supply available.

### Kiddie Bell

NEW YORK, Sept. 23.—A new bell machine, designed for over-the-counter sale, was introduced by the E. S. Lowe Company here. The bell, a toy model constructed along regulation lines, is of plastic with a metal handle. It uses regular bell symbols with special award chart on front panel. The midget unit is 25% by 2 by 234 inches.

### Australian Op Says **BogusCoinsPlague** "Down Under" Biz

SYDNEY, Sept. 23 .- The use of substitute coins, tokens and spurious coin-like stampings has materialized as the major problem of coin machine routes here, according to a report this week from Joseph Levenson, a leading vender, service and amusement machine operator.

The increase in usage of such devices has been accompanied by the pull-back coin gimmick. Levenson states it is "fantastic the lengths people will go to play amusement machines, especially, for nothing." He points to the practice of attaching a fine wire or hair to a penny, which is then drawn back after actuating the mechanism.

As a result of the use of spurious coins, on the other hand, the most common vending equipment now found locally are ticket units operated by the railways on station platforms and stamp venders by the post office. And in the case of the ferry companies' coin turnstiles for their harbor ferries, "self-made" coins are proving a constant source of trouble, according to Levenson. Two instances cited are use of disks made by a steel rod to resemble sixpence pieces and cutting seven-penny coins from the chassis of old radio sets. In the latter instance, spelling out of the radio manufacturer's name from a collection of the stampings put police on the trail of the culprit.

As a result of the wave of spurious coins, most turnstiles now have an electric device which tests the coins for silver content before the unit operates.

Other "coins" being used include small white metal religious medallions and a host of small foreign coins.

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### Advance Classical Record Releases

(Includes Semi-Classics)

(Continued from page 28)

Ponchielli: Dance of the Hours & Nicolai: The Merry | Schumann: Quintet in E-Fiat, Op. 44 Album-A. Rubin-Wives of Windsor Album-Sir Thomas Beecham, director, Columbia Symphony Ork (1-10") (Von Suppe: Morning) Col (33)ML2134

Rachmaninoff: Concerto No. 2 in C Minor, Op. 18 Album -Robin Hood Dell Ork of Philadelphia, W. Steinberg, Cond.-W. Kapell V(78)DM-1418, (45)WDM-

1418, (33)LMX-1097 Reger: The Virgin's Slumber Song-M. Lanza '0, Holy) V(78)12-1286, (45)49-1338

Romberg: Gems From Sigmund Romberg Shows Album-S. Romberg and Ork-R. Shaw Chorale V(78)DM-1422, (45)WDM-1422 Schubert: Symphony No. 1 in D-The Symphony Ork

of the Viennese Symphonic Society, K. Woss, conductor (Mozart: Fantasia) (1-12") Remington (33)RLP-199-2 album Schubert: The Trout Quintette-Vienna Philharmonic

Ork, The Boshovsky Quintette, F. Antel, conductor (Mozart: Divertimento) (1-10") Remington (33) RLP-149-5 album

stein-The Paganini Quartet V(78)DM-1419, (45) WDM-1419, (33)LM-1095

Smetana: Die Moldau-The Symphony Ork of the Viennese Symphonic Society, G. Singer, conductor (Bizet: Carmen) (1-10') Remington (33) RLP-149-10 album

Strauss Polkas-J. Strauss (1-10") Vienna Symphony Ork, R. Stolz, conductor. Remington (33)RLP-149-8 album: Tales of the Vienna Woods, Morning Journals, Fledermaus; Wine, Women and Song J. Strauss-Gypsy Baron-J. Strauss: The Blue Danube-Waldteufel: Estudiantina-Stolz; Two Hearts in 3/4 Time-Komzak: Girls From Baden-Vienna Symphony Ork, R. Stolz, conductor (1-10") Reming-

ton (33)RLP-149-7 album J. Strauss-The Fledermaus Overture-O. Strauss: Waltz Dream-Waldteufel: Skater Waltz-Stolz: Two Hearts In 3/4 Time-Lehar: The Merry Widow Waltz -Vienna Symphony Ork, R. Stolz, conductor (1-10") Remington (33)RLP-149-1 album

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RATINGS

0

85--85--85--85

83--83--83--83

81--82--80--80

80--83--80--76

50--50--50--50

50--50--50--50

74--76--74--73

77--79--77--75

74--74--73--75

66--66--66

80--80--81

81--81--81--81

72--72--72

74--75--75--73

78--78--78

76--76--75--79

67--66--68--68

76--76--76--76

79--80--78--78

72--72--72

42--44--42--40

68--68--68

63--63--62--64

33--33--33

81--83--81--78

61--61--60--62

60--60--60--60

77--77--77--77

70--70--70--70

## Belgian Coin Ops Find Arcade Biz, Distributing Go Together

(Continued from page 91) and this year in the January-June period alone \$143,642 in coin machines went into Belgium, this achievement becomes all the more remarkable.

The arcades are located at Blankenberghe and La Panne and do the bulk of their trade in the six weeks before the end of August, when most of the middle income Belgians take vacations. Crowds jamming into the arcades daily are of such proportions that it is a usual sight to see all equipment in operation and lines of others waiting their turns. Play is set for one and two Belgian francs which are approximately 2 and 4 cents in U. S. coin.

Whereas, when the firm started its large scale arcade trade, any type of used amusement game was suitable for the customers, now only the latest in games including new pin games and shuffle units will satisfy the trade. This, Witsen explains, was a gradual change at first, but a sharp trend in recent months. He states that when flipper games were introduced in the arcades, players shunned them to play the slower paced fiveballs. After flippers were played by most of the players a few times, there was no holding back the patrons.

#### Shuffle Games

Shuffle games also were slow to catch the Belgian fancy but when an expert shuffle game player demonstrated the features of the game, the patrons reacted favorably. Currently shuffle games and five-ball flippers are vying for popularity. Rain and poor weather, the bugaboo of the arcade trade in most other countries, has the effect of swelling the play at the resort arcades. In addition to late model games, the arcades have reported no sales of gaming machine a wide assortment of typical pieces such as International Mutoscope's Sky Fighter and some units made by Exhibit Supply Company.

#### Distrib Phase

The distributing part of the business is handled by International Amusement Company which channels of amusement and other device stamps equipment to Belgian operators. This not only includes game sales but also music machines which are called pick-ups here. Just as the Belgian patron showed an early preference for the newest equipment in games, the trend now in the music field is to have late model pick-ups in Belgian locations.

One of the major problems of the

#### OPERATION SALES

(Continued from page 91)

Hirsh-Mason Corporation. Adding the 600-odd games and jukes of Silent (319); Michigan, 17,341 (86); Min-Sales to about the same number operated by the old Hirsh Coin Machine Corporation will make the new Hirsh-Mason Corporation the largest in the Washington area. Maryland operations of Silent Sales are not affected by the sale.

Hirsh-Mason also takes over the Kopell Distributing Company, New York, formerly owned by Phil Mason. The firm sells used equipment and plastic replacement parts.



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Belgian operator currently is the small variety of locations. The cafe remains the principal location and in most of them space is at a premium. This was one of the main reasons why the shuffle games did not make too much headway in the beginning, since they occupy 8 by 2 feet on location. While the operators in the U.S. can chose their locations from cafes, taverns, drugstores, roadside stops, candy stores and the like, Belgian coinmen must center their efforts on the cafe.

### Tax Survey Lists Amuse. Areas

(Continued from page 91) listed 31,537 stamps purchased during the 1950 fiscal year to cover machines subject to the \$10 amusement device tax. Close behind were California, 29,948; New York, 28,485; Texas, 27,917; Illinois, 27,818, and Ohio, 26,137.

In stamps covering machines subject to the \$100 tax, Texas led with 8,104. Trailing were Washington, 6,479; Pennsylvania, 6,389; California, 5,760; and Illinois, 5,366.

National Totals National totals were 420,009 stamps

covering amusement devices and 66,278 stamps covering other devices. Nearly half of all \$100 stamps purchased were in the five leading States, while about the same per centage of amusement device stamps were bought by the six top States.

All States, Washington, D. C., and Alaska were listed as buying tax stamps in both categories, altho the Third New York Collection District tax stamps.

Low States for amusement game locations were Alaska, 336; Delaware, 724; and Vermont, 997. Low gaming device States were Vermont, 7; Delaware, 12; and Connecticut, 22.

Complete list of States and number sold, with the latter in parentheses, follows:

Alabama, 3,643 (309); Alaska, 336 (202); Arizona, 3,063 (714); Arkansas, 4,334 (158); California, 29,948 (5,760); Colorado, 3,468 (1,217); Connecticut, 5,199 (22); Delaware, 724 (12); District of Columbia, 1,263 (50); Florida, 11,117 (463); Georgia, 6,263 (658); Hawaii, 1,376 (101); Idaho, 2,749 (1,307); Illinois, 27,816 (5,366); Indiana, 10,056 (1,591); Iowa, 9,500 (3,800); Kansas, 6,565 (989); Kentucky, 6,400 (1,618); Louisiana, 9,201 (4,601); Maine, 2,222 (38); Maryland, 7,429 (3,029); Massachusetts, 7,747 nesota, 9,701 (612); Mississippi, 5,205 (1,734); Missouri, 15,594 (101); and Montana, 2,582 (2,107).

Nebraska, 4,103 (379); Nevada, 1,048 (1,479); New Hampshire, 1,219 (55); New Jersey, 13,547 (143); New Mexico, 2,614 (116); New York, 28,485 (617); North Carolina, 4,415 (185); North Dakota, 2,030 (37); Ohio, 26,137 (2,118); Oklahoma, 4,119 (120); Oregon, 4,737 (2,690); Pennsylvania, 31,537 (6,389); Rhode Island, 2,365 (166); South Carolina, 3,454 (197); South Dakota, 2,198 (131); Tennessee, 7,991 (648); Texas, 27917 (8,104); Utah, 1,467 (183); Vermont, 997 (7); Virginia, 8,089 (275); Washington, 6,370 (6,479); West Virginia, 6,814 (733); Wisconsin, 16,519 (29); and Wyoming, 1,115 (703).

BOSTON DISTRIBS

(Continued from page 91) anticipating shortages and delays. Feeling is that parts will be critical with steel allocations in the offing. While five-balls and shuffle games continue in good supply in the new equipment field, a shortage of bells is being noticed.

### Record Reviews

(Continued from page 100)

ARTIST

ARTHUR SMITH

V 21-0387

"LITTLE" JIMMY

TUNES

LABEL AND NO.

COMMENT

COUNTRY & WESTERN EDDY ARNOLD The Lovebug Itch

Victor 21-0382 Arnold's in top form for this beatful followup to "Cuddlebuggin'." Should do well.

A Prison Without Walls Warbler switches to a slow, soulful ballad mood. Likely ditty, strong performance.

MGM 10791 The "Gultar Boogie" man has another strong Instrumental here, hackin' out some okay mandolin against snappy rural rhythm section.

Mandolin Boogie

Conversation With a Mule Man finds out his mule is much better off than he. Bucolic recitation-in-rhyme is sound, down-to-earth

for the c&w mart and dull for the pop.

What Would Washington Say?

Victor's thrush has a warm, penetrating quality.

humor mixed with philosophy. OZIE WATERS (Roy If Memories Were Money Ross Ork) An out and out schmaltz pop is ill-mated to this Coral 64060 talented country singer's style. Certainly poor stuff

If We Had It To Do All Over Again Again the singer is out of his element as he does as best as he can with another corn-fed pop ballad.

JACK HOLDEN-The Fiery Bear FRANCES KAY Anti-Russion song, Introduced by Tex Williams, gets V 21-0386 a fairly effective whirl here.

Citing the current fight and cost of achieving our present liberty, this shapes up as an effective new patriotic piece. ANITA CARTER Somebody's Crying

Strong tune makes a vehicle with potential strength, Johnny's Got a Sweetheart Tune and treatment are almost purely pop style here, but nothing too special.

DICKENS Dickens' full-flavored treatment, rather than the Columbia 20744 material, gives this one some coin-magnetism. Tune is in a moderate blues format. When That Love Bug Bites You Another homespun novelty in the familiar Dickens vein.

Out of Business

EDDIE MARSHALL I Could Lose These Blues AND HIS TRAIL New Victor warbler shows great promise in the DUSTERS yodelly blues tune. Buddy, Stay Off of That Wine Brisk-tempoed patter job, in a country-styled Phil

BOB WILLS (and His Faded Love Texas Playboys) MGM 10786

TERRY PRESTON 4 Star 1516

JIMMY JOHNSON Jack Rhodes Ramblers) Freedom 5009

JESSE JAMES (and All the Boys) 4 Star 1520

RAY ANDERSON (and Tennessee Mountaineers) Dixie Jamboree 513

ROY ROCERS V 21-0374

SHORTY LONG King 889

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PAUL HOWARD (and His Arkansas Cotton Pickers)

the message is elusive.

(Rusty MacDonald) Texas beat and hillbilly styled warbling make for a strong ballad side with wide appeal to dancers and

- Harris vein, is cleverly rhymed, and well-rendered, tho

Boot Heel Drag Moderate-tempo Western swing tune should do well on most country boxes where dancing goes. Usual array of competent jazz solos and ah-ha's.

Road to Heaven Choppy waitz treatment cuts the effectiveness of a well-constructed love song. Balance doesn't help. **Guilty Feeling** 

Better balance here on an entertaining side. Preston's tremble-yodel is a fine gimmick. Dance tempo. Salt Your Pillow Down

A great rural rhythm singer here. Tune is in a brisk blues format and orking matches the warbling. Could You Tender love ballad shows another side of Johnson's

Swinging on the Steel Fiddles playing (and badly) a written-out, dude arrangement put the whammy on this instrumental featuring steel solo.

talent. Not as effective as flip, however.

The Craxiest Feeling An impressive Floyd Tillman ballad is warbled with feeling by Hub Sutter, who chants In the Tillman groove. Tempo seems too slow.

I'm Lonely Because Warbler with a glissing back-country style does so-so with a so-so ballad. **Draft Board Blues** 

Punchless rendition of a feeble country blues. Frosty, the Snow Man

Rogers' rendition of the promising new Christmas ditty is beamed across-the-board at pop-kid-country trade. Pert rendition, but not likely to be the top disking of "Frosty."

Gabby, the Gobbler New bid for a Thanksgiving ditty doesn't impress. Rogers and vocal group give it a brave try.

Calm, Cool and Collected Shorty's performance and the ballad-with-a-beat he warbles are undistinguished. Foolish Pride

An attractive throbber gets a heartfelt go from the warbler.

You Couldn't See the Trees for the Forest Rhythm tune is handled in the Francis Craig styleshuffle boogie, repeating bass figure in piano, unison

I'm Sending My Heart for Repairs Male warbier sells a good weeper in relaxed, heartfelt country style.

chant. Neat job, but pop rather than country.

76--76--76

### Record Reviews

ARTIST

TUNES

ABEL AND NO.

COMMENT

#### CHILDREN'S

URL IVES Columbia (33) 4-726

Mother Goose Songs (Parts I and II) Little LP disk is same waxing issued previously on regular 10-inch 78-r.p.m. Singular advantage is apparently space-saving. Fine kidisk fare here. Good packaging too. Sales potential depends on type of

Rudolph, the Red-Nosed Reindeer

If It Doesn't Snow on Christmas

minidisk reissue coupling has some strength.

A Train to the Zoo (Parts I and II)

SACRED He'il Understand and Say Well Done

effective fashion by a competent church group.

You Must Have That Pure Religion

When That Hell Bomb Falls

Intriguing for family consumption.

The Old Country Preacher

That Beautiful Picture

Waiting for His Return

with spirit and clarity.

I Got Faith

Similar stuff.

character.

Day

disk shows.

Parade of the Wooden Soldiers

Same comment again. This coupling needs no Introduc-

tion. Could mean a little plus business in the mini-

disk version. Ops can get it without the kiddle

There's heavy, new competition from Bing, tho this

Aimed at the 2-4-year-old group, this intelligently

planned disk encourages response to tasteful music by

combining It with subject matter tots love, such as

trains, the zoo and the animals. Simple arrangements

and tuneful, rhythmic melodies help. Package is an

Slow, rhythmic sacred opus is harmonized in fairly

Up-tempo rocker, with familiar theme, is banged out

Mixed group handles a simple, contagious spiritual

In light, crisp manner for the hillbilly and Southern

Subject and its development aren't likely to prove

Homey, lightweight dedication to a familiar rural

Song for mother in Heaven makes an effective de-

You've Got To Live Your Religion Every

Lively revival hymn has appeal for most rural and Western religious buyers. Good theme for sacred

Lively hymn tune cites Biblical episodes. Tyler sings

It with quality and conviction in heavy hillbilly style.

If I Could Hear My Mother Pray Again

votional throb piece for the popular warbler.

God Put a Rainbow in the Sky

heavy activity thru the South.

kidisk players sold in each section.

package for new-type machines.

The Teddy Bears' Picnic

as for Ives disk.

As above.

a good Job.

eye-catcher.

LOYD SHERMAN Hymns for Children (Parts I and II) Columbia (33) 4-725 Another reissue in minidisk form. Same comment

ENE AUTRY

Columbia (33) 4-724

IARRY BABBITT

(Charles Wolcott Ork) Columbia (33) 4-723

IORMAN ROSE

Gulld 1001

MPERIAL QUARTET (Marion B. Snider)

Intro 6003

VALLY FOWLER-OAKRIDGE QUARTET Bullet 112

RED KIRBY Columbia 20740

T" TEXAS TYLER

4 Star 1280

T" TEXAS TYLER 4 Star 1281

WAN'S SILVER-

TONE SINCERS King 4391

ROTHER JOE MAY Specialty 373

AACHITO ORK

Mercury 5484

RSENIO ROD-RIGUEZ Y SU CONJUNTO Victor 23-5209

REDDIE YAROSZ Jolly 101

Hula Hula

20 m m N CKE -73

77--80--75--NS

75--78--73--NS

80--82--78--NS

75--78--72--NS

67--67--68--NS

69--68--70--NS

73--73--73--NS

73--73--NS

63--64--62--62

63--64--65--60

79--80--79--75

76--77--75--NS

80--80--80--NS

80--80--80--NS Group Joins in for a touching opus that should see

80--80--80--NS

78--78--78--NS

78--78--NS

78--79--77--77

75--72--75--78

79--80--78--78

64--64--67--60

76--77--75--77

67--68--66--68

#### SPIRITUAL

Long Ago Wonderful, profoundly felt chanting by a male group with an outstanding soloist.

70--70--70--NS Jesus Is God's Atomic Bomb Another slow chant, well-executed, but the material doesn't fall as naturally as flip.

I Want a Double Portion of God's Love The male Mahalia strides, then shouts up a storm of fervor on an effective theme.

He'll Be Waiting at the End for Me Fine prayer-meeting material, not overdone elsewhere, is shouted with great intensity by the great performer.

#### LATIN-AMERICAN

Mambo Is Here To Stay Fine modern dance disk by the local mambop crew. Vocal is short, and the rhythm section keeps the dancers in mind.

Mambo Jambo Fine mambo coupling here, tho Machito Is late with his version of the Perez Prado hit. Tempo is slightly

slower than Prado's.

Anabacoa (guaracha) Native Cuban guaracha specialists toss off a wild one here, with crisp chicks and slaps, live chanting, guitars, piano, and brass. Fine rumba bait.

Cardenas (bolero) Slow number, sung by group most of the way, is less suitable for Yankee buyers.

#### INTERNATIONAL

Cabaret Original instrumental polka is slammed out in energetic Polish style. Well recorded.

Polka with boy-girl vocal is less attractive.

74--76--73--NS

76--78--74--NS Not much competition for this one, and Babbitt does

80--80--NS

building.

### Genco Rolling With Five-Ball Harvest Time

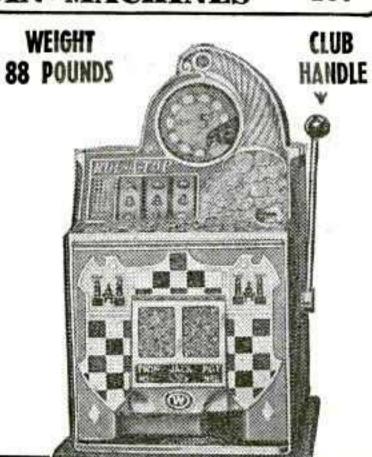
CHICAGO, Sept. 23. - Harvest Time, a new five-ball game by Genco Manufacturing & Sales Company, is now in production at the plant here and on display at all Genco distributor showrooms.

Designed with a wide open bottom playfield, Harvest Time has power bumper action and new rebound features over the entire play area. Among its other key plays are increasing values on a special kicker hole, and the fact that one ball can light up to 10 numbered scoring gimmicks and can set up as many as 10 replays. In addition the Genco game has three kicker holes, three rollover lanes, and 10 score expanding top buttons.

Built with flipper action, scoring on Harvest Time runs into millions of points.

### CMI Moves

CHICAGO, Sept. 23. — Coin Machine Institute (CMI) has completed a move to new quarters at 134 N. LaSalle Street, Chicago, executive director Dudley Ruttenberg announced this week. CMI now occupies Suite 908. It's former office was on the third floor in the same



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TELECARD .....\$79 MARDI GRAS .. 49 TRADE WINDS . 39 MOROCCO ..... 39 VIRGINIA ..... 35 New ONE BALLS Bally TURF KING

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## Los Angeles Fair Proving **Ground for Coin Machines**

merchandisers mounted on one of the first some of the machines new multiple console stands which placed on a dime operation the Oak Manufacturing Company recently introduced on the market. This particular location, on the promenade This operator believes that midget

(Continued from page 91)

to the Fun Zone, is selling only 5-cent movies appeal to the families and plans merchandise and the six machines give fair-goers a choice of nuts, candy and other nibbling commodities.

this year again went to Acme Vending, a local concern. The firm has about 20 machines spotted thruout the grounds with adequate spotting in the exhibit buildings. As the buildings are fireproof, smoking in them is permitted.

Midget Movies

Midget movies, manufactured by Capitol Projectors in New York, made their debut in this area on the fairgrounds. Dr. S. A. DeWaltoff, a retired dentist, has approximately 30 of the machines, operating on a nickel. spread thruout the grounds. Dr. Do-Waltoff, who is familiar with amusement park operation, having been associated with them in the East, has spotted his machines along walkways where the traffic is heavy. Near the entrance to the carnival lot Fun Zone. he has a battery of 10; in the junior fair building, 4; near the auto-photo set-up near the grandstand entrance. 3, and in the radio-television 'building, 4.

Dr. DeWaltoff is using this spot as a test for his midget movies and intends to move them out at the close of the annual to spots in department stores and other locations. He has had these machines in department stores in San Diego and reports that the take has been very good. With the Christmas season coming on he has hopes of the movies doing excellent business in the toy departments.

The manufacturers of the machines are co-operating with the operator, and Charles Wolsyn, factory representative, is on the grounds to oversee the installation along with Dr. DeWaltoff.

While business during the first few days of the fair indicated there is a demand for such movies, Dr. De-

Waltoff has been experimenting to get the fair. He has six of the automatic the most out of his equipment. At changed to 5 cents, a policy which now exists thruout the operation to install wrestling pictures along with those of well-known kid characters of Mickey Mouse, Hopalong Cas-The cigarette machine concession sidy and others. Also during the first few days of the operation, some girlie films were installed but these have have been removed in favor of subjects of more interest to the small fry.

Dr. DeWaltoff's opinion in installing wrestling films is that such a selection would give the father of the child something to view while the

boy is seeing his choice.

Penny Arcade

In addition to these machines, which are on the fair midway, there is the Penny Arcade in the Fun Zone on the Crafts 20 Big Show lot. This is handled by George Bryant, who has been in the carnival arcade operation fie'd for a umber of years.

All of the vending machine operators seem pleased with their set-up at the fair and are looking forward to exceptional takes. They feel that in addition to the revenue received the spotting of machines here is a great boon to educating the public to pat-

ronize automatic venders.

#### DEVELOP CUSTOMER

(Continued from page 98) music machine, for example, in a nice-looking restaurant or all-night lunchroom, put in some records I thought would sound good, and then sit back and wait for the dollars to start rolling in.

"But I was wrong. It took me time to realize fully that my machines weren't drawing as much money as they could on a consistent scale. And so I started investigating. Finally, I began asking the location operators, for example, what tunes were being played, and what tunes were being overlooked by my machines. Nine out of 10 times I found that the location operators knew what they were talking about. I learned quite a bit."

Display Juke

Colucci concludes: "I learned that a machine could get more playing time by being spotted in a more prominent location in the restaurant. I learned that putting the same tunes in machines all along the route was impractical; I found that putting specific tunes on display in specific locations drew better money. It took only a few minutes at each location to find out such trouble items, but it was certainly worth it."

#### PUCK PATTER

(Continued from page 101) quarters here Tuesday (19). Mac-Lean, one of the organizers of play in his home area, is certain this will be a big year for the game in Wisconsin. He says most boards in his area were produced by American, National and Rock-Ola.

At Precision Puck Company, Herb Smedburg is back on the job after an extended vacation which included driving to Arizona and a fishing trip in Wisconsin. . . . Johnny Casola and Ray De Roche left last week on a road trip in the interest of the firm's Shuffle Alley Rebound. Sales Manager Billy DeSelm reports shipments proceeding at a steady pace.

Premiums continue to grow in importance with the trade. At Empire Coin Machine Exchange, Howie PRICE REDUCED PRICE REDUCED Freer reports a whole new line of merchandise which keeps operators dropping in weekly. Whereas most distributing houses looked askance at the premium field a few months ago now most of them have a man handling this end of the trade on a full time basis.

### Merchandising Music

(Continued from page 98) will be-and even make suggestions as to new disks they have heard.

WHEN ARE HITS HITS? . . The age-old question of when is a hit record a hit all over the country again crops up, this time from the Frank Ash Company, Belding, Mich. This firm reports that several times recently it has found that tunes running high on the Hit Parade get practically no play at all in his area. He says one of these toppers pulled only about a dozen plays in a twoweek span.

INTER-LOCATION PROMOTION ... Carl W. Fisher, Inglewood, Calif., operator with a sense of competition, has developed a promotion which has shown amazing results. Carl says that in those locations where four or more waiters or waitresses are employed, he sets up a contest for the employees. He asks each for the name of a song, concentrating on those new tunes which have just had recordings released. He then installs the disks in the juke box. The record which draws the most plays wins a prize for the employee, usually a new disk. Carl has found the employees will actually promote play of their numbers on the juke, and the results show up in the coin box.

BARGAIN COUNTER . . . There has been much said in recent years on the relative merits of bargain play on phonographs, the bargains ranging from three selections for a dime to six-for-a-quarter. The latter has been used, off and on, by many ops, with variable results. George H. Johnson, Dyersburg, Tenn., is one of those who have tried this six-for-a-quarter deal, and he now reports that he has equipped his entire route with this type coin chute, accomplishing this by merely adding one more switch.

VISUAL AIDS . . . The Brighton Automatic Service firm in Brooklyn believes that visual promotion can pay off in added grosses. This firm recommends a small card listing the top hits, should be posted in every phonograph. Customers, in turn, would see the card as they walked to the machine to play a tune, and would probably pick one of the hits. List cards could be changed weekly so as to keep the play up on all selections.

#### ROCK-OLA NAMES

(Continued from page 98) will soon introduce its new music machine, the Rocket 51-50, new in both appearance and design.

Commenting on the Rock-Ols move, Stern said: "With Rock-Ola's reputation, progressiveness and business dealings a proven quantity, we feel the selection of World Wide caps our many years in the coin machine field."

Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES SPECIALSI

Chi. Coin Bowling Alley ......\$125.00 Available for immediate delivery -

#### KEENEY ELEC. CIG. VENDOR DAVE LOWY & CO.

**Exclusive Distributor for Keeney Products** in the Metropolitan Area and No. N. J. NEW YORK. N. Y. 594 Tenth Ave. Phone: CHickering 4-5100

ONE BALL FREE PLAY GAMES-USED Bally Special Entry ......\$55.20 Daily Races ...... 32.50 Victory Special ...... 25.00

W. B. DISTRIBUTORS, INC. 1012 Market Street St. Louis, Missouri 

COMPARE THE SAVINGS! - PIN BALL TABLES -MILLS 4 BELLS, 5-5-5-25¢ .....\$ 75 SATISFACTION GUARANTEED MILLS 3 BELLS, 5-10-25¢, 1947 ... 125 Champions \$390.00\$ Jockey Club, P.O. ....\$145.00 Lexington, KEENEY SUPER BONUS BELLS; Jockey Spe-cial, F.P. . 145.00 P.O. .... 275.00 5¢ .....\$150 | 5-25¢ .....\$195 5-5¢ ..... 185 | 5-5-5¢ ..... 375 Double Revolv-Gold Cups .. 175.00 a-Round 5-10-25¢ ... 385 | 5-5-25¢ .... 380 Safe Stands 69.50% Citations ... 265.00 BALLY TRIPLE: 5-5-5# ....\$200 | 5-10-25# ...\$250 2-5-25# ....\$250 BALLY DRAW BELL: 5¢ ......\$150 | 25¢ ......\$165 BALLY DELUXE DRAW BELL: 5¢ ......\$175 | 25¢ ......\$185 Cleaned and Reconditioned BAKER'S RACERS, Preakness ..... 575 Ready for Location BALLY SPOT BELL ...... 359 Trinidad ..... \$50 | Utah ......\$140 } BALLY CLOVER BELL, Any Com-Shanghai ..... 45 Sharp Shooter. 135 bination . . . . . . . . . . . . . . . . . . 495 Ali Baba ..... 60 Yanks ...... 55 ORDER NOW! Summertime . 60 Thrill ...... 703 BALLY SHUFFLE CHAMP Merry Widow 50 Select-a-Card . 160 BALLY TURF KING Mardi Gras .. 50 Bank-a-Ball ... 1602 WURLITZER 1250

OPERATORS IN WISCONSIN, NO. ILLINOIS & INDIANA

SUCCESSFUL OPERATORS DEAL WITH COVEN

USE THE COVEN FINANCE PLAN

WURLITZER 1217 (Hideaway)

RE-ENGINEERED WURLITZER PHONOS:

1017 .....\$275 | 1015 .....\$275

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

distributing company Chicago 18.III. 3181 Elston INdependence 3-2210

Wisconsin .... 50

Buffalo Bill ... 165 Bally Carnival 753

Authorized Distributors for

Bally and WURLITZER Froducts

**Phonographs** 

# Ups Phono Gross

(Continud from page 98) carried by the waitress, on which was this message: "The waitress at your table recommendson the phonograph." Below was the

name of the waitress who made the

recommendation.

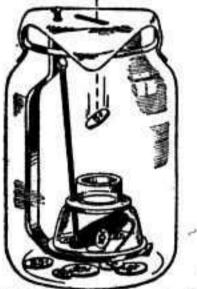
asked the waitress staff to fill in their names, their own favorite selections, and drop the cards on the tables when serving patrons. got a lot of co-operation, primarily because the use of her name set up a friendly, personal relationship between waitress and customer, often resulting in a larger tip," Roberts said. "And, of course, most of the girls could be depended upon to have a favorite tune on the phonograph which they would recommend—as much for their own pleasure as for the customer's. Play jumped as much as 100 per cent in every location as soon as this idea got under way."

Roberts found the demand for cards so heavy that he ordered them in 50,000 lots, and literally flooded States and warning that he would not the territory with them. The same idea will work out in any metropolitan area where waiters and waitresses will co-operate, he believes.

# NEW Skill Sensation . .

Greatest Low Priced Counter

Game in Years! PLASTIC INNER-CONSTRUCTION "IT'S LOCKED"



GLORIOUS

Requires only 6"x6" Counter Space COLLECTS IN COINS GALORE "They Drop 'Em-You Collect 'Em" START ROUTE

GIGANTIC PROFITS SAMPLES AVAILABLE NOW! PRICE: \$7.50 Each, \$59.40 Dozen Shipped Prepaid.

Cash with order or 25% deposit, balance C. O. D. Write, Wire or Phone-ORDER

DIRECT FROM

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SWINCIN' MONK ₹**109**.50

CHICKEN SAM \$**89**.50

Complete stock of parts for

SEEBURG

RAY GUN Write for prices!

TERMS: 1/3 Deposit, Balance C. O. D. **AMPLIFIERS** Repaired!

24-Hour Service. Completely Serviced, Fully Reconditioned. Money-Back Guarantee.



GIVE TO THE RUNYON CANCER FUND

# Waitress Gimmick Johnson Bill Sidetracked; Senator Malone Wins Fight

(Continued from page 91)

next December 31. Current plans call for resumption of Congress after the November elections. Ther, is a 50-50 chance presently, tho, that if no major business develops, con-At every route location, Roberts gressional leaders might not summon the lawmakers back to Washington for the balance of the year. If that should happen, all incompleted legislation would be pigeon-holed.

Malone Strategy

Malone's parliamentary strategy in blocking the Johnson bill drew respect from his congressional friends and foes alike. For, the House-passed bill had appeared to be headed for Senate passage until Malone intervened and by various parliamentary tactics managed to keep the measure off the Senate floor for more than two weeks. Not until Congress was in the midst of its adjournment grind did the issue finally reach the floor. Declaring that the measure seriously threatened the rights to the individual withdraw his opposition even if it became necessary to hold Congress in active session indefinitely, Malone held the floor in a prolonged discussion this week after Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, pressed a motion for Senate concurrence on a joint House-Senate conference agreement on is bill, which, altho it had previously passed the Senate, was subsequently revised in the House and thus needed S- ate concurrence. Malone held the spotlight all day Thursday as he filibustered on the measure and thereby alone stood between the bill and the White House where it would have been sure to get President Truman's signature.

States Rights Issue

Malone emphasized in his argument that he was not debating whether gambling should be legal or illegal but that he was defending the "constitutional and sovereign right" of any State to enact its own legislation. He declared that Congress had no right to intrude on the statutes enacted by State legislative bodies and he charged that the bill amounted to a federal effort to "nullify" the action of the Nevada Legislature. Nevada has a State law authorizing operation of gaming machines. Enactment of the Johnson bill would require Nevada's legislature to adopt a new State law.

Malone contended that even then. Nevada, under the terms of the Johnson bill, would not be able to send gaming machines to Illinois for repair.

### Now We Know

The Nevada Senator, who formerly was State engineer of Nevada and a member of the Nevada Public Service Commission, is estimated to have spoken mole than 125,000 words this week on the Senate floor in blocking a vote on the conference agreement. Commenting on whether that amounted to a "filibuster," Malone declared, "Any lengthy or profound argument is a filibuster; mine was a lenthy, profound argument."

#### 111/2 Hour Talk

Malone talked from noon to 11:25 p.m. Thursday, some six and a half hours short of the all-time record set in 1908 by Sen. Robert M. LaFollette Sr.

Malone is prominent in Nevada not only as an engineer but also as a leader in veterans and Boy Scout organization activities. He is a former president of the Nevada council of Boy Scouts of America

and was national vice-commander of

the American Legion.

Berating the Johnson bill as an abortive attempt to cover up failures of some State officials who have been unable to bring about law enforcement in their jurisdictions, Malone asserted that laws can be enforced if officials want them enforced.

"We enforce the law in Reno, Nev.." he said. "We enforce the law in Las Vegas. Not only are the slot machines and gambling devices operated under State law, but thru the permit system they are under the tax system of the State of Nevala. But the State of Florida, the State of Illinois, and other States, as well as the District of Columbia, over which the great Senate of the United States has partial jurisdiction, are unable to enforce the law. The statement of inability to enforce the law is one of the weakest excuses I have heard in my life. Any law enforcement officer who wants to do so can enforce a law in a State. Naturally there is money in circumventing the law, and many do circumvent the law. But in Nevada we do not have to pay off anyone. The State Legislature declares gambling to be legal. But the Congress of the United States, having nothing else to do but make appropriations and fix tax rates which the people of the United States cannot pay, thus putting legitimate enterprises out of business, for untold hours hold hearings on a bill which would circumvent a law passed by a State Legislature 3,000 miles away.

Reason for Debate

"Mr. President, the debate today, the debate yesterday, the debate in which the junior Senator from Nevada has participated from the beginning is not whether gambling should be legal or not. That is a question which might occupy this august body for a considerable time. The junior Senator from Nevada is not debating the question whether gambling should be legal or not. The junior Senator from Nevada represents a sovereign State of this nation whose Legislature has spoken for the people of that State and said that slot-machine gambling is legal. So I am simply objecting, as I have heard other distinguished Senators stand on the Senate floor for several hours at a time objecting to the same principle—that the Congress of the United States should not go out of its way left-handedly or in any other way to circumvent the action of a State Legislature taken under the Constitution of the United States of America."

Malone said he had tried unsuccessfully to have the bill rewritten at least to allow Nevada to ship gaming parts to Illinois for repair but the joint House-Senate conference committee declined to grant him a hearing for discussion.

#### DISCUSS '51 MEET

(Continud from page 98)

apolis and St. Paul distribs, who have been approached on possibility of exhibiting at a January meet, in most cases agreed to participate.

Since the 1949 convention was held, several problems have arisen in connection with the staging of the meet. Ken Ferguson, who acted as major domo of the past conventions, commuting from his Stillwater, Minn., base to the Twin Cities, has enlarged the scope of his activities and can no longer devote what amounts to full time to the event.

Too, Tom Crosby, president of the Minnesota association, who has hosted the meetings here, has been in ill health and unable to devote any time to the planning or staging of the convention.

To offset these losses, execs of the individual orgs expect to meet shortly and set up a committee to handle the convention, set dates, etc.

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"There is no substitute for Quality!"

#### NEW SHUFFLE GAMES

UNITED-TWIN REBOUND UNITED-SHUFFLE SLUGGER KEENEY-LEAGUE BOWLER KEENEY-KING PIN CHI COIN -TROPHY BOWL CHI COIN-ACE BOWLER

#### SHUFFLE ALLEYS (Used)

	100
UNITED-DOUBLE SHUFFLE \$179.5	0
UNITED-SHUFFLE ALLEY 89.5	
GENCO-BOWLING LEAGUE 99.5	0
UNIVERSAL-TWIN BOWLER . 129.5	0
CHI. COIN-SHUFFLE BASEBALL 149.5	0
KEENEY-TEN PINS 125.0	00
COTTLIEB-BOWLETTE 119.5	
GENCO-GLIDER 100.0	00

#### NEW PIN GAMES

COTTLIEB-FOUR HORSEMEN GENCO-HARVEST TIME UNITED-ARIZONA

**NEW 1-BALLS** Universal—WINNER Bally—TURF KING

#### 1 BALLS (Used)

CHAMPIO	N		٠							٠			٠		\$349.50
CITATION	١.														229.50
COLD CU	25		٠												149.50
SPECIAL															
HOT ROD	.:	:		;	÷		:		٠	•	•		٠	•	259.50
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#### LATE FLIPPER GAMES

JUST 21	\$149.50
BALLERINA	
KING COLE	
ALI BABA	59.50
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BUILD UP	
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1-2-3	79.50
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COVER GIRL	59.50
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TENNESSEE	
SPINBALL	49.50
FLOATING POWER	
SHANGHAI	49.50
SALLY	89.50
TRIPLE ACTION	49.50
BOWLING CHAMP	89.50

#### SLOTS

32013	
5¢ Blue or Brown Fronts	Write
10¢ Blue or Brown Fronts	Write
25¢ Blue or Brown Fronts	Write
5-10-25¢ Melon Bells	Write
5¢ Black Cherrys	Write
10¢ Black Cherrys	Write
25¢ Black Cherrys	Write
50¢ Black Cherrys	Write
50¢ Jewel Bells	Write
5¢ New Vest Pockets	Write
5¢ Mills Q.T., A-1	Write
.5¢ Jennings Standard Chief	Write
10¢ Jennings Standard Chief	Write
25¢ Jennings Standard Chief	Write
5¢ Jennings Deluxe Chief	Write
10¢ Jennings Deluxe Chief	Write
25¢ Jennings Deluxe Chief	Write

#### NEW CAFES

١.	THE STAR BIS
	"DELUXE" LINE
	SINGLE, REVOLV-A-ROUND \$132.00
	DOUBLE, REVOLV-A-ROUND 192.00
	TRIPLE, REVOLV-A-ROUND 288.00
ò	"UNIVERSAL" LINE
	SINGLE, REVOLV-A-ROUND \$ 87.50
ı	DOUBLE, REVOLV-A-ROUND 128.50
b	SINGLE, BOX STAND 26.00
	HEAVY SAFES
ľ	SINGLE, TURNABOUT\$139.00
	DOUBLE, TURNABOUT 275.00

TRIPLE, TURNABOUT ...... 325.00

**Exclusive Distributors** AMI Phonographs Central Ohio and West Virginia

#### MUSIC

	1110010	
WURLITZER	1015	\$269.50
WURLITZER	850	100.00
	'41 COUNTER	
SEEBURG 1Y	246M HIDEAWAY	325.00
	46	

### DISAPPEARING PIN CONVERSIONS

United-SHUFFLE ALLEY DELUXE . United-SUPER SHUFFLE ALLEY 89.50 United-DOUBLE SHUFFLE ALLEY 89.50 Universal—SHUFFLE

#### TOURNAMENT ...... 399.00 WRITE • WIRE • PHONE

**ADAMS 7254** CENTRAL OHIO COIN

### MACHINE EXCHANGE

525 S. HIGH ST., COLUMBUS 15, OHIO

### WILLIAMS

Georgia Here's the roslest game in years for operators! This honey makes

- √ Cross Action Kicker Holesi
- √ Tunnel Rolloversi
- √ Spot Feature!

#### **GENCO'S**

**Harvest Time** Get ready for a bumper coin crop! Exciting, spectacular -

√ Scores in Millionsi

tremendous appeal.

- √ Power Bumper Actiont
- √ Up to 10 Replays!

### **EXCLUSIVE!** WILLIAMS and KEENEY DISTRIBUTORS

### WILLIAMS DOUBLE HEADER

Sensational hi-speed re-bound baseball game. Best for year 'round play!

- 1 or 2 Players
- · Men on Playfield
- Competitive
- Totalizer Scoring



### KEENEY'S LEAGUE

1, 2, 3 or 4 players! A money maker deluxel Praised by ops all over the country!

- e Disappearing Pinsi
- New 4 Player Score-board!
- · Automatic Resett
- Colorful, Competitive!

#### SHUFFLE GAMES Williams DELUXE BOWLER ...\$150 United SHUFFLE ALLEY .....\$ 75

- Williams TWIN SHUFFLE ..... 95 Williams BOWLER ..... 95 Universal TWIN BOWLER ..... 145 Univ. SUPER TWIN BOWLER., 240 Chgo, Coin BOWLING CLASSIC 240 Genco BOWLING LEAGUE .....
- Bally SPEED BOWLER ...... 240 Bally SHUFFLE BOWLER ..... 95 Chi. Coin BOWLING ALLEY ... 125 Lots of 5 ..... 35 United SUPER SHUFFLE ALLEY 125

#### ONE BALL FREE PLAYS

We defy comparison! Our games have more quality, parts, time and effort put into them than any other distributor.

BALLY GOLD CUP ...... 175 JOCKEY SPECIAL .. 135

#### ARCADE & MISC

C IVIIOC.	
Ex. SILVER BUL-	
LETS	1125
Wurlitzer 1100	435
Wurlitzer 1015	325
Packard 1000	
SPEAKER	95
Exhibit DALE GUN	
Williams STAR	

SERIES ..... 175

House of

Values

# WANT TO

Universal FEATURE BELL Universal ARROW BELL

Universal PHOTO FINISH

Bally KENTUCKY

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ALL LATE MODEL 5 BALL GAMES!

#### CONSOLES BALLY

CLOVER BELL .....\$425 SPOT BELL ..... 325
MULTI BELL ..... 275
TRIPLE BELL ..... 225 DRAW BELL ..... 93

THREE WAY

BONUS .....\$275 TWIN BONUS ..... 245 SINGLE BONUS .... 175

World Wide has the HOTTEST

Most Unusual, Most Complete Line of Premiums in the country! Write for Illus. Catalog and Prices.

> Terms: 1/3 down, balance sight draft.



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PHONOGRAPHS AND ACCESSORIES SEEBURG COLONEL ..... 69.50 SEEBURG 8200, 8800, 9800 ..... 69.50 ROCK-OLA PLAYMASTER ..... 79.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

	MES
7-Hi Pool Table	Puddinhead\$59.50
Genco Glider	1-2-3 64.50
Genco Total Roll (Crat'g) 24.50	Yanks 44.50
	Virginia
Genco Advance Roll mach. 24.50	Wisconsin 34.50
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Trade Winds 39.50	Thrill
Mardi Cras	Stormy 39.50
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Screwball	Humpty Dumpty 39.50
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3130 WEST LISBON AVENUE \_\_\_\_\_ 2605-7 HENNEPIN AVENUE MILWAUKEE 8, WISC.

Division 4-3220



MINNEAPOLIS 8, MINN. KENWOOD 6612

### Williams Sets Georgia 5-Ball In Production

CHICAGO, Sept. 23 .- Georgia, a new five-ball game, is now on the production line at the Williams Manufacturing Company and on display at firm distributor showrooms. It introduces tunnel roll-over switches and is a high score game which can record over 9,000,000 points.

Housed in a de luxe cabinet which is reinforced at key points for heavy location play, Georgia has crossaction kicker holes and a spot feature to draw repeat player interest. Another feature is the Williams designed tilt reset which penalizes players for points merely on the ball in which the tilt took place. If player has not used up all balls before the tilt takes place, he is still able to continue in play on the same game.

Playfield of the new Williams game is laid out for high action generated by the game's flippers. Replays can be made in several ways, including the use of the tunnel roll-overs after all lighted bumpers have been put out.

### Nickabob Name AMI Distributor

LOS ANGELES, Sept. 23.—Nick Carter's Nickabob Company yesterday was named exclusive distributor of AMI products in Southern California, succeeding the J. Peskin Distributing Company. The appointment was announced here by John W. Haddock, AMI president, who came to the Coast to set the deal.

Huber Distributing Company in San Francisco will continue to represent AMI in Northern California, Haddock said.

### NY Coinmen Raise \$13,000 for UJA

NEW YORK, Sept. 23.—Local coin machine operators and distributors wound up their campaign in behalf of the United Jewish Appeal Tuesday (19) with a contribution of more than \$13,000 to help the work of the organization in this country and overseas.

Campaign ended with a dinner at the Hotel New Yorker, attended by some 60 industry figures, during which three new coin phonographs were raffled off. Jack Schoenbach, Brooklyn vender distributor, won a Wurlitzer 1250, donated by Joe Young, of Young Distributing; Al Bodkin, of Forest Hills Automatic Music held the lucky number for a new Seeburg, contributed for the drawing by Harry Rosen and Meyer Parkoff, of Atlantic New York.

Laughter swept the group when Murray Kave was announced winner of the AMI Model C, donated by Barney Sugarman and Abe Green of Runyon Sales. Kaye is sales manager of Atlantic, local Seeburg outlet. He promptly auctioned off the AMI, which went to Eli Gassner, of Servewell Music, for \$750 and the money was turned over to the UJA.

Speakers at the wind-up event included Al Denver, president of the Automatic Music Operators' Association, Sid Levine, attorney, and Jack Garfein, 19-year-old survivor of German concentration camps.

#### Okla. Tax Takes Drop

OKLAHOMA CITY, Sept. 23.—The Oklahoma Tax Commission reports that coin device license tax collections for the first two months of the current fiscal year (July-August) totaled \$91,726, as compared with \$175,190 during the corresponding period of last year.

Cigarette tax collections for July and August totaled \$1,695,356, as compared with \$1,497,340 in July and August, 1949, it was stated.

#### FOR BETTER BUYS-BETTER BUY NOW! PIN GAMES\_ \_ARCADE EQUIPMENT\_

Coed										\$35.00
Cover Girl .						٠				59.50
Cyclone										
Dynamite			•			٠	١			35.00
Flamingo										25.00
Hi Ride										39.50
Holiday										75.00
Gold Mine										
Gondola										
Grand Awa										and the second second second
Jamboree .			-		-					65.00
King Cole										69.50
Lady Robin										
'49 Majors .										
Major Leage		•								45.00
Manhattan .										39.50
Paradise										59.50
Ramona										
Sally										54.50
Samba	٠.									49.00
Shanghal										
Short Stop										
Spin Ball .										49.50
Star Attrac	ti	0	n	ľ						
Star Dust										79.50
Star Lite									•	
Stormy										
Summertim	•									
Super Hock	2	*							,	
Telecard										
Thrill	٠.							٠	•	79.50
Trinidad										
Virginia										
Wisconsin Yankee Do										
Yanks										

Yankee Doodle	35.00
Yanks	55.00
100000	
MUSIC	
1426 Rock-Ola\$	275.00
Aireon Deluxe	
Wurlitzer 61	75.00
Wurlitzer 71	95.00
Murlitzer 41	425.00
Seeburg 8800, R.C	
Seeburg 9800, R.C	125.00

Distributors for Northern

\_SHUFFLE ALLEYS (used)\_\_\_ United Regular Alley \$ 95.00 United Super Alley. 150.00 United Express ..... 225.00 Keeney Pin Boy .... 100.00 Keeney Lucky Strike 225.00 Bally Shuffle Bowler 100.00 Genco Bowl'g League 95.00 Exhibit's 5 player

Bowl-A-Matic, F.S. 195.00
United Shuffle Skill 45.00 Keeney ABC Bowler 150,00 Keeney Line Up .... 50.00 Universal Twin Chi Coin Rebound .. 50.00 Chi Coin Baseball .. 165.00 Genco Glider ..... 45.00 Gottlieb Bowlette .. 95.00 Williams Flying Discs 65.00 California Shuffle Pool, F.S. ...... 150.00 Belgian Pool Tables 85.00 Williams Twin Bowler 150.00

Bell, 5¢/25¢\$275.0
Mills Duo Bell 225.0
Bally Draw Bell 150.0
Evans Bang Tails, '47 225.0
COUNTER GAMES
10 5¢ Gushers, new\$18.5
A.B.T. Electric Skill Guns, new 59.5
A B T Flectric Skill

CONSOLES

A.B.T. Electric Skill
Guns, used ...... 39.50
Silver King Target
Gum Vendor, new.. 32.50
Silver King Target
Gum Vendor, used. 19.50 A.B.T. Challenger, Used ..... 20.00 Five Jacks, 1¢, new ... 59.50 Kickers & Catchers, Hit-A-Homer ...... 27.50 10 or more ...... 25.00 3 Jacks and 4 Jacks,

used ..... 25.00

1¢ Spitfire ..... 15.00 Pop-Ups ...... 15.00 Chi Coin Basketball., 195.00 Chi Coin Pistol .... 125.00 Chicken Sam (Conv.) 95.00 Evans Ten Strikes .. 75.00 Exhibit Dale Gun ... 95.00 Goalee ..... 100.00 Jack Rabbit ...... 100.00 Keeney Air Raider .. 100.00 Mother-in-Law Gun 95.00 Mutoscope Drop Kick 75.00 Panorams ..... 225.00 Early Photomatic ... 275.00 Late Photomatic .... 550.00 Quizzers With Film . 125.00 Scientific X-Ray Poker 85 00 Tommy Gun ...... 85.00 Undersea Raider ... 95.00 Williams All Stars .. 125.00 Western Baseball ... 65.00 Williams Quarter Back ..... 125.00 Latest Voice Recorder 450.00 Siro's Brush Up .... 100.00 Acme Shoe Shine Machine .......... 150.00 Falcon Shoe Shine Machine ..... 150.00 Exhibit Rotary Pusher ..... Exhibit Merchantmen Diggers ..... 95.00 Rapid Fire ...... 95.00 Bat-A-Ball, F.M.... 65.00 Lite-A-League .... 95.00 Exhibit Punching Bag with Timer ..... 165.00 Gypsy Hand Reader, 95.00 

Chi Coin Hockey ....\$ 85.00

TERMS: 1/2 deposit with ali orders. balance C. O. D.



M.S. GISSER, MAR

EMAND-CON MACHINE EXCHANGE, INC.

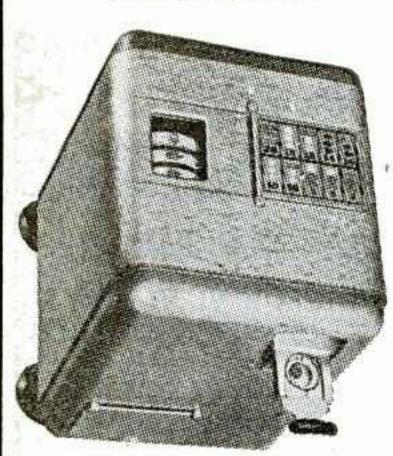
2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

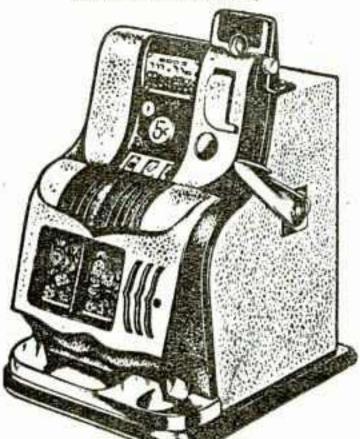
ALL PHONES: TOWER 1-6715

# WHILE THEY LAST MILLS' NEW 1950

BLUE BELL BLACK BEAUTY BELL 5c-10c-25c-50c PLAY

WILD DEUCE BELL WRITE FOR PRICES





MILLS' NEW VEST POCKET BELL Operates on 3-5 Mystery Payout System

5¢ Play .... \$65.00

MILLS' NEW QT

A "Pony-Sixe" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50 WRITE FOR QUANTITY PRICES.

New Box Stands. Single, Double and Triple Safes for All Bells. **GUARANTEED RECONDITIONED MILLS** 

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

Mills Used Club Console Bells, 5¢, 10¢, 25¢ Play ......\$149.50 Ea.

We Have in Stock at All Times EVERY NEW COIN MACHINE MANUFACTURED Write for Circular and Price List. 1/3 Deposit With All Orders.

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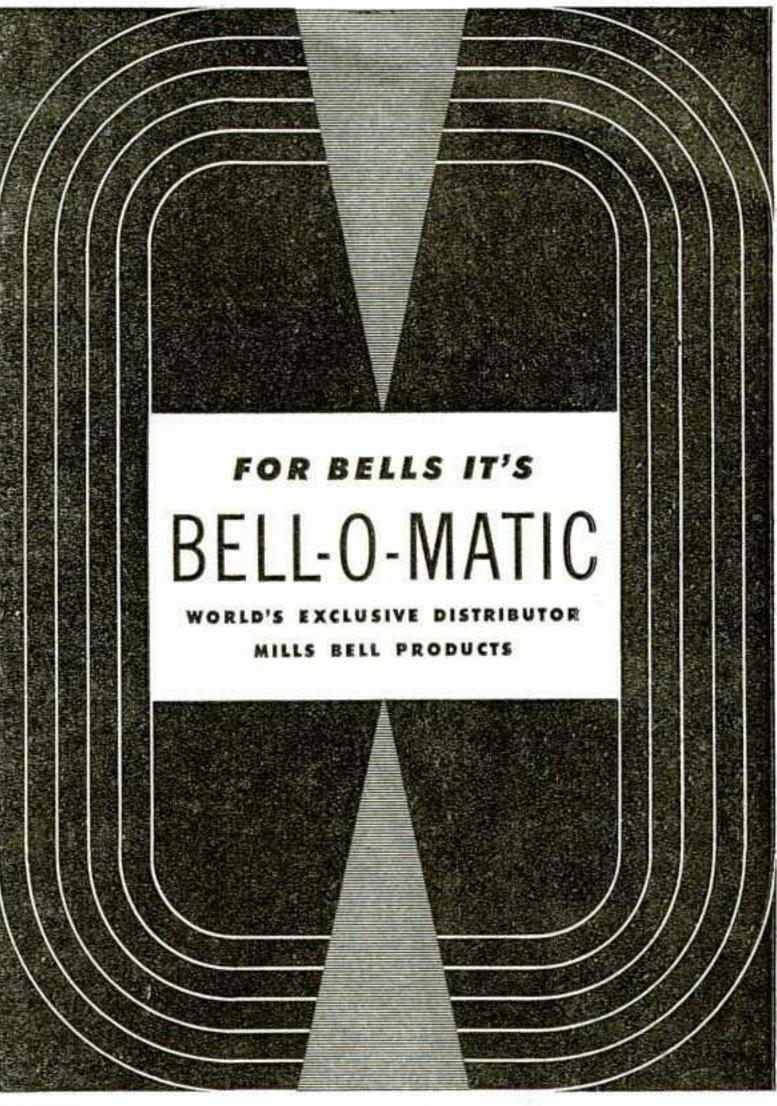
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1424 HIDEAWAY																		7	5.0	0
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'39 STANDARD																		4	9.5	0
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10c	160.00
25c	175.00
	149.50
10c	159.50
25c	175.00
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25c	175.00
17 BLACK CHERRIES 5c	149.00
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Just 21       \$69.50         Serenade       39.50         Saratoga       49.50         Ballerina       34.50         Wisconsin       32.50         Trade Wind       34.50         Select-A-Card       114.50         Mardi Gras       42.50         Trinidad       29.50         Robin Hood       39.50         Hot Rods       89.50
Champion
General Distributing



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# Organize Merit Distrib in Chi

CHICAGO, Sept. 23.—Formation of a new firm to buy and sell amusement games of all types was announced this week by Col. Lou Lewis. Known as Merit Industries, the concern also will specialize in servicing and repairing equipment for operators on the South Side of Chicago.

Lewis stated his amusement game exchange has been started principally to serve operators in Northern Indiana and Northern Illinois. Headquarters have been established at 6520 S. Halsted Street.

Lewis has been in the trade for several years both in the East and Midwest. Among the firms he has been associated with are Mero Industries, National Shuffleboard Sales of Chicago, Coinex, ABC Music Company.

# D.C. Op Headache

WASHINGTON, Sept. 23. — Operators of games, vending machines, music units and amusement pieces here have uncovered a well-organized effort to chisel coins from various machines.

The schemers have been going around the city plugging the coin return with celluloid. As a result, legit patrons who place their coins in a machine which might be empty do not get their money back. Then the celluloid boys make their rounds, removing the stoppers and gathering the coins.

Numerous customer complaints in certain locations uncovered the racket—but not the culprits.

pany, and U. S. Television Sales Company.

### 

Bally's One Ball Citation..@ \$175.00 Ea.
Bally's Five Balls Hot Rod.@ 45.00 Ea.
Keeney's One Ball Big Parlay.

@ 35.00 Ea.

SHUFFLE ALLEYS

Universal Super Twin Bowler @ \$195.00 Ea.
All in Top Shape. Terms: 1/3 Deposit.

C. & M. SPECIALTY CO.
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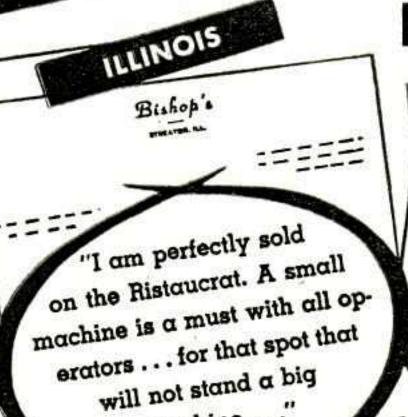
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ARCRI, MESONANON ... we would like to be your exclusive distributor in this territory."

PUERTO RICO

PLAYS 12-45 RPM RECORDS RESTACKING AUTOMATICALLY!

> Compact, portable RISTAUCRAT '45' is your answer to making the small spots pay. Here's the only SUCCESSful small music box ever made!

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### WISCONSIN

". . . Ristaucrat has made spots we never thought would pay out big money makers now."

"Please ship 3 more machines, tomorrow if possible · · · the phono. graphs are really causing a lot of excitement."

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Praise the RISTAUCRAT '45' Distributors and operators from all over the country are raving about the mighty Ristaucrat '45'. For here is a profitable music box geared for sure, steady returns. It means a NEW WAY of MAKING PROFITS for you, so investigate these possibilities today!

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1216 E. Wisconsin Ave.

Appleton, Wis

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Operators Say BOWL-O Earnings Are Terrific

From taverns, bowling establishments, arcades and other locations come reports of the tremendous earnings being piled up by BOWL-O, the sensational new bowling game.

Folks of all ages go for BOWL-O, with its REAL bowling thrills. BOWL-O plays fast and steadily-gets lots of repeat business.

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EXTRA SPECIAL! VICTORY SPECIAL ONE BALL, F.P. \$ 29.50 NEW PONY EXPRESS PONY RIDE .. 275.00

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CIGGY: FRUIT OR CIGARETTE REELS, vender. 75-25% coin divider. Size 6"x61/2"x8".

MITE: CIGARETTE or FRUIT REELS, 1¢, 5¢ or 10¢ play. Ball gum vender. 75-25% coin divider. Size 5"x5½"x6½".

KING: 5 REEL POKER PLAY, 1¢, 5¢ or 10¢ play. Ball Gum Vender. 75-25% coin divider. Size 5"x5½"x6½".

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NEW CONVERSION FOR CHICOIN BOWLING ALLEY, BLUE CAB.

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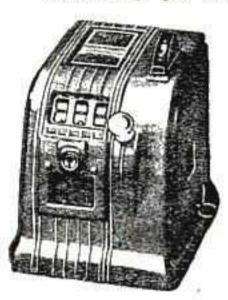
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