

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 7, 1950



There's good reason for the general round of smiles. Kay Starr climaxes her run of solid Capitol sellers with a new five-year contract. Jim Conkling (right), veepee in charge of Capitol's artist-repertoire department, hereby assures himself that the hot canary won't fly the coop. Hal Stanley, songstress's manager who negotiated and closed the deal with Conkling, is obviously happy about the terms in his client's contract. Miss Starr, who in little more than a year has meteorized from disk obscurity, is still riding high with her "Bonaparte's Retreat," and follows thru with "Honeymoon," another top contender.

Adventures of SMILEY BURNETTE

SMILEY, WHAT'S NEW AT COLUMBIA PICTURES?

JUST SIGNED UP TO DO 24 MORE DURANGO'S FOR COLUMBIA. THANKS TO YOU KIDS, THEY'RE GOIN' GREAT!

THE GUY'S THE CLOWN PRINCE OF COWBOYS!

THE 15,000,000 KIDS IN THE USA

WHAT'S NEW WITH PERSONAL APPEARANCES, SMILEY?

HAD A FINE YEAR KIDS- JANUARY-FEBRUARY AND MARCH, 1951, HAS OPEN TIME, EARL KURTZE, WLS CHICAGO, IS BOOKING ME.

THE FLYIN' FROG

IN 16 YEARS THE GUY'S PLAYED 2000 ONE NITE STANDS- 22 WEEK STANDS- NOT COUNTIN' REPEATS

THE 15,000,000 KIDS IN THE USA

SMILEY, WHAT'S NEW IN THE SONG DEPARTMENT?

HONNY GRITS
CATFISH
JACKASS MAIL
LAZY DAY
NOAH'S ARK
RIDIN' DOWN THE CANYON

I WRITE 'EM FOR ALL THE BIG STARS. THEY DON'T SING 'EM BUT I KEEP WRITIN' 'EM ANYHOW!

THE GUY'S NEVER BUSY, ONLY 300 PUBLISHED SONGS!

THE 15,000,000 KIDS IN THE USA

SMILEY, WHAT'S NEW WITH YOU AND CAPITOL?

PLENTY KIDS. THERE'S... CATFISH - No. 1165 and JACKASS MAIL - 45rpm F1165 JUST RELEASED!

JACKASS MAIL IS A SWELL JUKE BOX TUNE!

THE 15,000,000 KIDS IN THE USA

HOW ABOUT CAPITOL RECORDS FOR KIDS, SMILEY?

GRAND DAD FROG COURTIN' CRICKET No. 3-0130 45-F30130

BLUE BOTTLE FLY No. 0113 45-F-30113

SMART ALEC CROW No. 0118 45-F-30118

DONKEY ENGINE No. 3011 45-F-3011

I WISH'D NEVER SAID THAT

JACKASS MAIL CATFISH No. 1165 45-F1165

SWISS BOY RUDOLPH THE RED NOSE REINDEER No. 3013 45-F3013

HE LOVES KIDS, HE USED TO GO TO SCHOOL WITH THEM!

THE 15,000,000 KIDS IN THE USA

THE OTHER COW-BOYS HAVE SUITS- GUNS AND STUFF FOR LITTLE GOWBOYS! WHAT HAVE YOU GOT, SMILEY?

COMIC BOOKS, SWEAT SHIRTS, T-SHIRTS VIEWERS - ETC, ETC, THE WORKS!

THOSE SWEAT SHIRTS ARE SHARP!

SMILEY BURNETTE

THE 15,000,000 KIDS IN THE USA

Under Contract to
COLUMBIA PICTURES

I. T. JORGENSEN
Business Manager
Box 100, Studio City, Calif.

MITCH HAMILBERG
Radio, Television,
Pictures

EARL KURTZE
Midwest Booking
1230 W. Washington, Chicago



MFRS. TO FCC: YOUR MOVE

Scratch - Bite Jungle Fight Is TV's Rule

Competish Fiercest Ever

NEW YORK, Sept. 30.—It is becoming increasingly apparent that the economic blood which will be spilled in the battle for network supremacy in television will make radio's goriest days look like a debate at a Saturday afternoon meeting of the Goshen Ladies' Garden Club.

Several factors account for this. First, probably, is facilities. With only 106 stations on the video air all told, and with many of these the only stations in their towns or markets and consequently loosely affiliated (See [FIERCE FIGHTS](#) on page 7)

Victor Verdict On 78 Classics May Skid Speed

NEW YORK, Sept. 30.—A portent of the decline of the 78-r.p.m. record came out of RCA Victor's Red Seal department this week when it was learned that the waxery is seriously contemplating all but eliminating Red Seal releases on 78 in favor of 33 $\frac{1}{2}$ and 45.

Releases on 78 are planned thru January and February, but a staff meeting to be held in two weeks will decide whether 78s will be released as before for March. The diskery doesn't figure on total excision of 78s, sales analyses showing that two par-

(See [Victor May Kill](#) on page 10)

NBOA Raps Booking Practices

Meeting Holds Future's Okay On Biz, Tiffs

Voted Best Convention

By Johnny Sippel

CHICAGO, Sept. 30.—The National Ballroom Operators' Association (NBOA) closed what attendees considered its "most inclusive and profitable" convention here Thursday (28), following three meeting-filled days. The attendance was approximately 20 under the 170 operators who attended last year, geographically the gathering showed a much wider scope, with more ops from the East and the Coast. With everyone except members and their staffs excluded, the meetings produced more forum discussion periods. For the first time all speakers were ballroom ops, with talks directed at the small operator. Doc Chinn, Fargo, N. D., was

Folsom Shows Up at CBS-Autry Party and "21" Starts Buzzin'

NEW YORK, Sept. 30.—"21," site of some of the industry's choicest rumors, was the birthplace of a string of dillies this week. Thursday (28) Frank Folsom, prez of Radio Corporation of America, walked into a CBS-Madison Square Garden party at Jack and Charlie's joint and was politely received by Frank Stanton, president of CBS; Larry Lohman and Adrian Murphy, CBS veeprs; Ted Wallerstein, prexy of Columbia Records; CR's Sales Manager Paul Southard, and CBS-CR cowboy king, Gene Autry, in whose behalf the shindig was being held. This was the same day on which RCA issued its statement to the Federal Communications Commission (FCC) lambasting the commission and making a number of uncomplimentary remarks about CBS's color system.

Folsom had hardly downed a ginger ale, when the rumors started flying. He was said to be:

(1) Talking a fast deal re color TV with Stanton,

(2) Trying to talk Stanton into leaving CBS to come with RCA,

(3) Considering leaving RCA to go with CBS,

(4) Romancing Gene Autry for NBC and RCA Victor Records,

(5) Planning to hide a small bomb in a corner of the festive room,

(6) Just hungry.

Truth was that Folsom didn't even know it was a CBS party till he got there. He'd just emceed a dinner of the National Security Industrial Association and left the party with his son, Fred, and *New York Daily Mirror* columnist Nick Kenny. Kenny, who is known to have missed a party one night in 1916, suggested to Folsom that the latter come along "to a party to meet some nice people." Folsom, a congenial gent, came along, only to find his hosts were his friends from Madison Avenue.

Folsom called Stanton the following day to thank him for his hospitality and promised to invite the CBS prexy to the next RCA-NBC party. Tip to Stanton, Lohman, Murphy, Wallerstein, Southard, et al.: Roy Rogers just got into town and probabilities are RCA-NBC will be flinging a wingding for him.

CBS Ready To Roll on Big Color Television Drive

NEW YORK, Sept. 30.—CBS President Frank Stanton and all other Columbia brass are as confident as ever that the FCC will stand by its original decision and grant immediate, unqualified approval to the CBS field sequential color television system. In a three-page "comment" filed in Washington, the web again

recommended adoption of its system "to provide set manufacturers with the competitive impetus" necessary to bring color TV to the public.

The web has let no grass grow under its feet in the meantime. As recently as Wednesday (27), Prexy Stanton, while in Chicago attending

(See [CBS TO ROLL](#) on page 9)

Bands' Gravy Too Thick for 'Em, Ops Say

Guarantee Plus Draws Fire

CHICAGO, Sept. 30.—Dance band booking practices got a going-over here this week during the annual convention of the National Ballroom Operators' Association as the result of the barring for the first time of bookers, personal managers and frontiers from the convention hall. In previous years there had been a reluctance to name names and quote specific instances because of the presence of booking office reps and orksters.

The practice of paying a guarantee plus a percentage got the biggest blast from operators. Ken Moore, Chicago, pointed out that the film industry had operated on the guarantee plus percentage practices until theater owners, thru their association,

Ans: Antipyretic

WASHINGTON, Sept. 30.—King Cole Room vocalist who bills herself simply as C. J. Holly is used to getting the obvious question about her initials, but a patron crossed her up this week. "This name of yours," he began, "tell me, what does the Holly stand for?"

unanimously elected prexy. Also elected unanimously were Alic. McMahon, Indianapolis, v.-p.; Ken Moore, Chicago, treasurer, and Vic Sloane, Lincoln, Neb., executive secretary. Board members elected include Larry Geer, Fort Dodge, Ia.; Tom Archer, Des Moines; Frank Walsh, St. Cloud, Minn.; Milt Magel, Cincinnati, and Cooney Elser, Appleton, Wis.

General tenor of the conclave at the LaSalle Hotel was one of optimism, both by the ops regarding biz and its future, and by Tom Roberts, legal counsel, who has been spearheading NBOA's attempts to clarify important problems facing the terpery owner.

Roberts told the convention that he

(See [NBOA Talks Over](#) on page 10)

Set Makers' "No Can Do" Poses ?????

RCA Gets Tough

WASHINGTON, Sept. 30.—Color TV plunged deeper in an unprecedented mess this week-end as the Federal Communications Commission (FCC) pondered its next step after the set manufacturing industry al-

Thunder Ahead

When queried as to whether the RCA answer to the FCC definitely meant the corporation would take the case to court if the commission should refuse to "stay its hand," Frank Folsom, RCA president, told *The Billboard*: "You'll have to draw your own conclusions, but we certainly are not going to take this lying down."

most en masse flatly refused to meet the commission's deadline for incorporating brackets standards.

The situation, without parallel in government-industry relations, has shaped up as follows:

1. RCA is clearly threatening to challenge the FCC in court should the commission fulfill the vow made in its recent color report to adopt CBS's color system if manufacturers of a majority of the marketed sets reject the commission's deadline for incorporating brackets standards.

2. If the commission backs down on its vow and clears the deck for

(See [Mfrs. to FCC](#) on page 6)

It Takes a Genius To Give TV Set To Vet Hospital

NEW YORK, Sept. 30.—Donating a television set to a veterans' hospital is one of the toughest things to do. A directive from the Veterans' Administration (VA) to managers of VA hospitals and centers sets up some of the stiffest barriers a public-spirited citizen was ever asked to cross. If you would like to give the ex-G.I.'s a video set for their entertainment, this is what you and the VA hospital manager have to go thru.

Each set must have a locked safety

(See [It Takes a Genius](#) on page 14)

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Blacklist Carnage Seen as Blight on Radio Sponsors; Quick Solution Advocated

Jaffe Gets Big Ovation; AFRA Vs. "Kangaroo" Courts

NEW YORK, Sept. 30.—New York radio performers were warned this week that unless some specific action is taken to solve the "controversial personality" issue, sponsors may quit the medium, thus jeopardizing the economic future of every radio actor, if not the industry itself.

The warning was issued by Henry Jaffe, counsel to the American Federation of Radio Artists (AFRA) and husband of Jean Muir, at a New York Local membership meeting. Twenty-four hours later, a group of execs representing every side of the broadcasting industry met at the Astor Hotel here, at AFRA's request, to explore ways and means of combating the blacklist and Communist problems in radio and TV.

Friday's (29) meeting wound up late in the afternoon without any conclusive action being taken, and was adjourned until Monday (2) afternoon. Primarily, the session was devoted to exposition of the various industry viewpoints. Altho these attending agreed to withhold any statement until the conclusion of Monday's meeting, it was learned that there was general agreement that some measures must be taken to protect those in radio from being blacklisted, irrespective of whether their political views were left or right. The consensus was that, until proved guilty, those in question were to be regarded as innocent and treated accordingly. The big problem confronting the

all-industry group is what procedure to follow to avoid irresponsible character assassination and economic attrition of performers and creative talent. Those attending the meeting avoided mentioning specific cases, devoting themselves to trying to get agreement in principle on policy and procedure.

It was learned that representatives of American Business Consultants, (See *Blacklist Carnage* on page 6)

Red Label Libel, Duke Fights Back

NEW YORK, Sept. 30. — Duke Ellington, in a signed article in the anti-Communist weekly *New Leader*, this week declared that he will sue the Commies for defamation of name and reputation if they don't eliminate his name from literature being circulated in connection with the Stockholm "peace" appeal, a Red-inspired move.

Ellington denies that he had ever signed the appeal or any other Red petition. He threatens to file suit within 48 hours after the publication of his article, which is contained in the September 30 issue of the *Leader*.

ACLU Pats GF's Back on Stand

NEW YORK, Sept. 30.—The American Civil Liberties' Union (ACLU) patted General Foods on the back for its move to suspend its policy against controversial personalities on its airers.

It was this policy which led to the dismissal of Jean Muir from the *Aldrich Family* show, a move which led to the development of a virtual cause celebre over Miss Muir and subsequent victims of treatment allegedly patterned after the General Foods policy.

Garden's Rodeo Extravaganza Tides Herd Toward a Bonanza

By Jim McHugh

NEW YORK, Sept. 30.—Madison Square Garden's 25th annual World's Championship Rodeo got off to a silvery start here Wednesday night (27), with Manager Frank Moore re-

Entertainers May Be Goats as U.S. Goes After Lions

WASHINGTON, Sept. 30.—If current explorations of the possibility of placing an excess profits tax on individuals develop into legislation, many entertainers may become targets unintentionally, along with the profiteers the proposal is supposed to curb.

The proposed legislation, which has strong backing among many congressmen and may even get endorsement from the Treasury Department, is to place a sharp surtax on any annual earnings greatly exceeding average earnings over the prior three years. The special surtax would be levied in addition to the regular income tax.

A person suddenly getting rich thru war profiteering would find anywhere from 75 to 85 per cent of his extra income grabbed back by Uncle Sam, according to the theory. However, an entertainer who happens to reach the big time next year or later after (See *Entertainers May* on page 24)

N.Y. Drama Crix Oppose the Ax; Hit "Hysteria"

NEW YORK, Sept. 30.—At a meeting held Wednesday (27) at the Hotel Algonquin for the purpose of electing officers for the current season, the New York Drama Critics' Circle followed the lead of Actors' Equity and the Authors' League of America with a protest against "irresponsible (See *N. Y. Drama Crix* on page 22)

Equity Council Puts Off Vote to Oct. 10

NEW YORK, Sept. 30. — Actors' Equity Council has deferred action on the four-point anti-blacklist resolution passed by membership last week (*The Billboard*, September 30). At the weekly council meeting Tuesday (26), it was decided that the resolution is of such scope as to require considered study by all members of council. Action upon it will be taken October 10.

WPEN Sez No To \$\$\$ From 'Progressives'

FCC May Get Test Case

PHILADELPHIA, Sept. 30.—The Federal Communications Commission (FCC) has another hot potato on its hands with the report that independent WPEN here is preparing to make a test case out of its action in refusing to sell time to the Progressive Party. Station has sold time to the major political parties. While FCC rules say the same time must be given to all parties, station nixed a buy sought by the Progressives who wanted to go on the air reportedly (See *WPEN SEZ NO* on page 24)

Social Security Coverage To Aid Many in Showbiz

WASHINGTON, Sept. 30.—Federal Security Agency (FSA) and the Bureau of Internal Revenue are setting up the machinery to take care of the greatly expanded Social Security Act signed into law by President Truman.

A large number of showbiz people, formerly exempt as independent contractors, will be coming into the Social Security system on January 1 under provisions covering the self-employed. For at least the first year of coverage, their Social Security tax will be paid along with the income tax.

Internal Revenue Bureau will prepare income tax forms with a separate schedule for figuring the Social Security bite. This form will be detached and sent to FSA, which will set up Social Security accounts for all the newcomers to the system.

The tax covering 1951 will be (See *S. S. COVERAGE* on page 24)

Performers Answer U.S. Treasury Call

More Needed by November

WASHINGTON, Sept. 30.—Early response to the Treasury Department's call for volunteer show performers has been gratifying, according to Treasury officials this week, but many more show people are needed.

Among early recruits who have offered time, commitments permitting, are Robert Young, Dinah Shore, Fred MacMurray, MacDonald Carey, Edmund O'Brien, Jack Carson, Joan Fontaine and Edward Arnold.

Treasury is hoping that enough show people will join up in the month remaining before the campaign starts (See *ACTS ANSWER* on page 24)

STATEMENT OF THE OWNERSHIP. Management, Circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1950.

State of Ohio, County of Hamilton, ss. Before me, a notary in and for the State and county aforesaid, personally appeared E. W. Evans, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editor, H. S. Littleford Jr., New York City. Managing Editor, R. S. Littleford Jr., New York City. Business Managers, E. W. Evans, Cincinnati, Ohio, and W. D. Littleford, New York City.

2. That the owners are: The Billboard Publishing Co., a corporation, 2160 Patterson St., Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; R. S. Littleford Sr., Trustee, Fort Thomas, Kentucky; H. S. Littleford Jr., New York City; W. D. Littleford, New York City; Jane L. Stegeman, Fort Thomas, Ky.; Marianna W. Littleford, Manhasset, L. I., N. Y.; Marjorie L. Ross, Fort Thomas, Ky.; L. M. McHenry, Fort Thomas, Ky.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of the total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is 64,250.

E. W. EVANS, Business Manager. Sworn to and subscribed before me this 18th day of September, 1950.

LAWRENCE W. GATTO, Notary Public, Hamilton County, Ohio. (My Commission expires July 15, 1953)

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ABP **ABC**

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PUGS FIGHT GRIM TV FUTURE

'Roxy's Gang' and 'Major Bowes' Back, But on ABC-TV Now

NEW YORK, Sept. 30.—Ted Mack this week was set to revive one of radio's oldest programs, the former *Roxy's Gang* and *Major Bowes's Family Hour* programs. It will be titled simply, *The Family Hour*, and will air both on radio and TV over ABC, starting late in November. A sample line was to be cut today (30). The video version will air over ABC from 6 to 7 p.m. Sundays. The radio version will be a simulcast of the 6:30 to 7 p.m. portion. Many of the original performers, who were on with the late S. A. Rothafel (Roxy) and later with Major Bowes, from the late '20's on, will be set, including Charlie Magnanti, Eddie Matthews and others. Added starters include operatic soprano Regina Resnick and the Mack Triplets. Lou Goldberg is packaging with Mack.

NAB Turns Tide, Stations Join Up, In Ryan Drive

NEW YORK, Sept. 30.—The tide of resignations, which has plagued the National Association of Broadcasters (NAB) since last year, has apparently turned, with 40 stations joining the NAB in the last six months as compared to a loss of 12. Some of the former are ex-NAB members returning to the fold, including such key stations as WAVE, Louisville; KABC, San Antonio, and WFAA, Dallas. The turn-about attitude of broadcasters towards the NAB is generally attributed to the association's new general manager, William B. Ryan and his high-powered membership drive. In a meeting with the trade press here Thursday (28), Ryan said the NAB is living well within its income now. He also set forth the association's plan to spark a big membership increase this year via a nationwide "one call" club.

Between now and November, said Ryan, each of the NAB's 17 district directors will ask every member of his section to call on at least one non-member and pitch the association.

In line with the drive, the association is supplying each district with complete card files on all non-member stations in their area, along with copies of a special desk-top membership presentation *NAB and You*, which details the basic operation of each NAB department. The presentation, which is also available in color slide form for group meetings, was drawn up under the direction of Robert K. Richards, NAB public affairs director.

Ryan leaves New York next week to take a quick swing thru the Midwest in an effort to bring 20 more stations into the group. He declined to name the broadcasters, but said they're all important in both AM and TV operations.

West To Hype NBC Operation On Coast Web

NEW YORK, Sept. 30.—When John West, presently vice-president in charge of public relations for the RCA Victor division of Radio Corporation of America, takes over Sid Strotz's spot as head man of the National Broadcasting Company West Coast operations November 1, the Coast wing of the web will get its first full-fledged direction in the Folsom-McConnell (and the late Joe Wilson) manner. This means a strong emphasis on practical merchandising philosophies as applied to AM-TV network operations, as already demonstrated in the New York headquarters of the web on numerous occasions since Frank Folsom moved in as RCA prexy.

West is a veteran of the RCA Victor division, he is no stranger to inside radio and TV operations. He is generally credited, for example, with having been one of the major guiding lights in building *Kukla, Fran and Ollie* from a local Chicago top TV segment, into one of video's major coast-to-coast shows. When West originally bought the Burr Tillstrom stanza for web TV sponsorship by RCA, he was criticized in many quarters for latching on to what many considered strictly a kid show. West, however, stayed with the program, added stations and promoted it till it achieved national recognition.

West's successor for the public relations directorship of the RCA Victor division has not yet been determined, tho it is a cinch someone inside the company will be appointed.

Dick Haymes, Private Eye, Cuts ABC Trial

NEW YORK, Sept. 30.—Dick Haymes this week moved to swap his baritone tonsils for a private eye. The singer cut a wax audition of a straight dramatic adventure-whodunit at ABC, in association with packager Frank Cooper.

Titled *I Fly Anything*, series cast Haymes as a swashbuckling romantic adventurer. Advices are that he may groan a little, but that any serious singing is regarded as out of character for the role.

Benny's CBS-TV Seg Faces Sunday Night Time Obstacles

NEW YORK, Sept. 30.—Obstacles involving station clearance this week appeared to hamper the slotting of Jack Benny in the 7:30-8:30 Sunday night spot on CBS-TV for his video debut October 29. *Lucky Strike*, the comedian's radio sponsor, already owns and will make vacant 7:30-8, where its *This Is Show Business* package is slotted.

Lincoln-Mercury, in the Sunday 8-9 p.m. time, had agreed to give Benny the first half hour of its time for his semi-monthly show. *Show Business* has 27 stations on its net,

Mae West Bids Disk Fans Dial And Hear Her

NEW YORK, Sept. 30.—Latest personality to take a fling at spinning records is Mae West. Miss West will wax a sample platter shortly.

In view is a 30-minute session late in the evening on WJZ every week-day. Station is planning the airer in association with Charlie King.

Since no studio audience is planned, it's expected Miss West will not invite her listeners to come up and see her some time.

General Foods Shifts "Jury" to 7:30 Sunday Slot

NEW YORK, Sept. 30.—General Foods pulled a surprise switch this week by yanking *Juvenile Jury* out of Mutual's powerful Sunday afternoon line-up this fall to reschedule it at 7:30 p.m., pitting the show against such established AM network competition as NBC's *Harris-Faye* and CBS's *Amos 'n' Andy*. The move is something of an enigma to the trade, coming at a time when most p.m. radio sponsors, in an effort to stem the tide of TV competition, are fighting to get back into daytime radio.

The reverse-psychology of the move is also heightened by the fact that in the past *Juvenile Jury* has been programmed in Mutual's plum 4 p.m. Sunday afternoon spot, during the stretch when the web's rating is higher than the other three nets. The Dan Enright-Jack Barry package tees off Sunday (8) in its new time slot. *Under Arrest*, a Mutual sustainer, is scheduled to move into the 4 p.m. spot. Benton & Bowles is the agency for the show.

General Foods this week also was on the verge of buying a limited Southern CBS network for its Certo division. The program, a hillbilly show, would go on early Sunday morning. Benton & Bowles will handle the billings.

Video Poses Puzzles, New Era Is Ahead

Where Will Hoi Polloi Be?

By Sam Chase
NEW YORK, Sept. 30.—The repercussions of the Joe Louis-Ezzard Charles heavyweight title bout this week will echo in both TV and in sports promotion for a long time to come, and ultimately may result in a completely new relationship between the two fields. The bout, which was video's biggest bonanza in the form of audience lure for a sports event, also proved one of fistiana's prize turkeys at the box office.

The theme of "What's to be done about TV?" is predominant along what used to be known as Jacobs' Beach, and is now the domain of the International Boxing Club (IBC), promoters of the match and main victims of TV's popularity. The problem is: How to cash in on TV rights and still not cut off sale of tickets to an event?

Likelihood of non-attended matches, staged solely for video, is discarded in most quarters on two counts: No major event can retain its color and excitement without sufficient audience present; and sale of TV rights alone would mean giving up some hefty coinage which the up-front seats particularly, bring.

Big TV Take
Elimination of TV, similarly, cannot be regarded as a solution. The clamor from outlying areas shut out from an event of great public interest would be too great. The income accruing from sale of rights also amounts to important change, since this fight cleared \$133,000 from radio and TV, as against a \$205,000 gate gross. Louis, for example, grossed about \$57,000 as his share of the gate, and about \$46,500 from the radio and TV take.

A strong possibility exists that some hitherto unexplored in-between ground will have to be found, keeping the best features of both the old sports promotion methods and the new demands and profits of video.

One such would have major events, such as a big boxing match, selling only the equivalent of ringside tickets. At the Louis-Charles match, these brought \$30 per head. Under a revised set-up, they could be marketed at an increased rate. *The Billboard* has learned that not merely the majority of the fight's take, but the only really important box office money, came from sale of ringside ducats. All other sections of Yankee Stadium had only the first few rows populated.

Some individuals in the fight game already are considering the practicability of staging major matches with only such a ringside audience present, and with video rights making up the remainder of the revenue, also at a hiked rate. The general public would be forced to view the match on broadcast unless prepared to put out the kind of dough few can afford.

Plenty of Ringsiders
Reasoning is that there never will be a dearth of ringside customers, and (See *Pugs Fight Grim* on page 9)

is The **New** Billboard beginning NOVEMBER 4:

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

WNBC Inks Mrs. Roosevelt As M. Margaret McBride's Rival; Elliott To Do Plugs

NEW YORK, Sept. 30.—Mrs. Eleanor Roosevelt, "the first lady of the world," was signed this week by WNBC to fill the gap left when Mary Margaret McBride, the "First Lady of radio," moves over to WJZ October 9. Elliott Roosevelt also has been signed to do the commercial plugs on his mother's broadcasts.

Mrs. Roosevelt, who starts October 11, will be slotted from 12:30 to 1:15 p.m., overlapping the 1 to 2 p.m. period which Miss McBride will fill on WJZ. Pact covers five years and was set with the Elliott Roosevelt-Martin Jones package outfit, which also produces the NBC web video show starring Mrs. Roosevelt.

Terms of the deal were not available, but it is presumed that Mrs. Roosevelt is guaranteed at least as much as the approximately \$150,000 which Miss McBride grossed for herself on the station. In addition, WNBC has the right to syndicate the show to other NBC-owned-and-operated stations, which would mean additional revenue. The syndication calls for plugs of the other stations' local sponsors to be plattered and sent to New York where they would be integrated into a final platter of the entire show, ready for airing.

The deal marks the first time in Mrs. Roosevelt's checkered radio career that she has agreed to work a show with participating sponsors. All 17 of Miss McBride's bankrollers have moved over to WJZ with her. Miss McBride's network show, over ABC, has not yet received a starting date, but will probably get a 30-minute period some two or three weeks after her WJZ show tees off.

Mrs. Roosevelt, like Miss McBride,

will use four commercials in each quarter-hour period. All sponsors on the show are subject to Mrs. Roosevelt's personal acceptance. However, once in the fold, they may utilize her name in their advertising and promotion. The station plans to charge \$500, covering time and talent, for five participations per week.

As an American delegate to the United Nations, Mrs. Roosevelt will often be forced to go abroad, but this will not cut into the show. First skedded voyage will be about six months hence, when she will travel to India for general assembly sessions there. However, she will tape a number of shows ahead before she leaves, and will record regularly in India, with the tapes flown to New York for broadcast. It's expected that the show will be liberally sprinkled with top-level foreign diplomats and potentates, not only while taped abroad, but on locally originated shows as well.

This will make for an interesting battle of guests between Mrs. Roosevelt's show and that of Miss McBride, who for years has had a strict policy of "exclusivity" on guests. Both shows doubtless will accelerate the tempo and name value of guests from preem dates onward.

WNBC is planning a major advertising and promotional push to get the word around about Mrs. Roosevelt's show. Eight full-page ads in dailies already are on the fire to the tune of about \$28,000. In addition, the station itself will use its own facilities for a saturation plug campaign, with heavy cross-plugging indicated.

Mrs. to FCC: Your Move On Color; Fights Certain

(Continued from page 3)

deferral of final standards in view of industry's overwhelming protest, the door would be wide open to another prolonged round of color proceedings.

3. Should the commission stick to its commitment to install CBS's standards in view of the industry's rejection of the FCC's stipulated deadline for incorporating brackets standards, CBS avowedly would go all out for public acceptance of color

position that CBS standards would be made final if the industry failed to accept the commission's proposal that color brackets switches be put in all sets starting around November 10.

The commission has given no indication that it intends to withdraw from its commitment on CBS color. Nevertheless, it is seen significant that the industry's overwhelmingly negative response to the commission's ultimatum for quick adoption of brackets switches caught most FCC'ers by surprise at yesterday's (29) deadline for industry to file its answers. Most FCC'ers who had been willing to talk about it had been speculating privately that the industry would come thru, albeit reluctantly, with a promise to try out brackets so as to sidetrack CBS's color system at least tentatively.

The answers of the set manufacturers ranged all the way from mild requests for deferment of the brackets standards to flat rejection. RCA's statement was by far the most dramatic of all, with its main impact apparently intended by an assertion that the commission has threatened to adopt the CBS system unless the industry will yield to "impossible and illegal conditions."

It is assumed here that, if the commission issues CBS's standards as final, RCA's legalites immediately will challenge the decision in a suit before a three-man Federal Court. The word here is that this would be accompanied by a request to the court by RCA to stay the FCC decision pending the court's findings. This kind of temporary injunction, legally called injunction "pendente" (See Mrs. to FCC on page 17)

D. S. Vs. U. S.

Frank Stanton, CBS president, in commenting to *The Billboard* on the RCA answer to the FCC decision, said: "It surprised me somewhat. I didn't think Dave Sarnoff would take on the United States Government. But seems to be a simple case of D.S. versus U.S."

video thru daily colorcasts as encouragement to set manufacturers to break the production ice.

4. With defense orders due to cut more and more heavily into domestic set production, and with the industry already facing the threat of shortages of some basic materials, color TV's immediate future is left uncertain no matter what may be the outcome of the FCC-industry hassle.

Next Steps?

The commission frankly has not yet decided on its next step altho as recent as this week Chairman Wayne Coy in one of his Chicago speeches reiterated the commission's

BRIEF AND IMPORTANT

WXYZ-TV Sold Out on "Pat 'n Johnny"

"Pat 'n Johnny," afternoon variety show on WXYZ-TV, Detroit, has been sold out, becoming one of the first daytime shows in this area to reach this record on a participating basis. Show is aired for two hours daily, six days a week. Similar 11:15 to 1:00 a.m. show, also featuring Johnny Slagle and Pat Tobin, added recently, still has some time open, however.

Stroh Brewing Buys Entire Red Wing Sked on WJBK

WJBK, Detroit, has sold the full schedule of 35 home games of the Red Wing hockey team to Stroh Brewing Company, thru the Zimmer-Keller agency, and will double as the key station for a network of 11 Michigan stations, three more than last year, when a suburban station was also used to give coverage in the Detroit area. Important out-of-town Red Wing games will be added to the series, depending upon the season schedule.

ABC-AM Pitches Longhair Stanza Vs. Berle's TV-Time

Lawrence Tibbett was signed last week by ABC to serve as emcee on the current season's edition of the veteran "Metropolitan Auditions of the Air" show. The AM program has been assigned the 8 p.m. Tuesday slot, starting November 7. Web's reasoning apparently is that the longhair show is a good bet to attract whatever audience is not addicted to the Milton Berle TV show, on at the same hour.

Nelson Heads FCC Television Branch

Joseph E. Nelson, of the Federal Communications Commission (FCC) legal staff, is the new chief of the television branch, FCC announced last week. Nelson succeeds John E. McCloy, who resigned.

30G to UC for Color TV in Hospital Operating Room

University of Chicago has been granted \$30,000 from the Nathan Goldblatt Society for Cancer Research to install a color TV in an operating room of the Goldblatt Memorial Hospital. System is expected to be in use by January 1 for students and for surgical conferences. Remington Rand, Inc., and CBS are providing equipment.

Encyclopedia Britannica Buys Seg on WNBQ

Encyclopedia Britannica will sponsor a 15-minute show on WNBQ, Chicago, featuring a narrative by actor Philip Lord, illustrated by Britannica movies and slides. Show is tentatively set for Sunday afternoons, 4:45 p.m. (CTS).

Young Leaves Ayer To Head TV Plug Copy on Prudential

Phillip A. Young, formerly a radio copy chief at N. W. Ayer, last week left the agency to become head of TV commercial copy at Calkins, Holden, Carlock & McClintock. His first assignment will be the agency's hour-long Prudential dramatic show on CBS-TV.

Herbiveaux To Produce Ransom Sherman TV Show

Jules Herbiveaux, NBC television chief in Chicago and a veteran of vaude, music and radio, is set to jump into active production as producer of the Ransom Sherman show, set to resume on the NBC net October 16. Job will be in addition to his executive duties, and will be primarily supervisory.

Vince O'Keefe to R. & R. as TV Production Exec

Winston O'Keefe has joined Ruthrauff & Ryan, Inc., New York, as an executive producer in the agency's TV department. O'Keefe produced the "Ford Theater" on television for Kenyon & Eckhardt during the 1949-'50 season, and prior to that acted as general manager for the Washington Theater Festival and managing director of New Stages, a legit production corporation.

Blacklist Carnage Seen as Blight on Radio Sponsors

(Continued from page 4)

Inc., publishers of *Counterattack* and *Red Channels*, the publications which set off the present ruckus, attempted to attend the Friday meeting without success. At Thursday's AFRA meeting, Jack Arthur, a board member, declared that Vince Hartnett, who is not associated with *Counterattack*, but has worked with the publication on special occasions, had wired him asking that he be granted permission to participate, and it was also learned that Ted Kirkpatrick, managing editor of the publication, sent Friday's meeting a wire along similar lines. A. Frank Reel, national executive secretary of AFRA, told the members that additional invitations might be issued later on.

Jaffe is reported to have got one of the greatest ovations ever accorded a speaker at an AFRA meeting. The union counsel, husband of Jean Muir, whose dismissal by General Foods was the first of the "controversial personality" incidents, warned the acts that sponsors will not tolerate continued publicity of this nature, since public ill-will could result in drastically unfavorable reactions.

Jaffe also declared that a vice-president of one of radio-TV's largest advertisers said that the controversial personality problem had to be settled quickly. If it wasn't, he said, advertisers would be forced to use other media, rather than risk public disfavor.

The lawyer also said that, altho publicity in recent weeks has been highly favorable to Miss Muir, in contrast to early stories, repetition of such incidents might be treated otherwise. It was reported he said that any dismissals on similar charges, true or otherwise, might be widely heralded, but that any retractions would be almost casually treated, and the stigma might hang on.

The New York Local passed two resolutions bearing on the blacklist issue. In one it called upon General Foods to reinstate Miss Muir in *The Aldrich Family*, and in the other it voted against any private body being set up to handle such cases, on the ground it would constitute kangaroo court procedure. Such problems, the resolution declared, should be dealt with by the proper government agency.

Weiss DL Exit To Prep Stage For New Owner

HOLLYWOOD, Sept. 30.—Lewis Allen Weiss, for 20 years top exec of the Don Lee Broadcasting System, will resign from his post as board chairman to clear the way for the regional web's new owner. Decision on who will buy the vast Don Lee estate has not as yet been made, but public administrator Ben Brown must pick the highest bidder by Friday (6). Bidders on the multi-million dollar radio empire include CBS, Ed Pauley and the Liberty Network, with trade seers expecting CBS to emerge the victor. Weiss becomes the second top local net exec to quit his post in a week, disclosure of his intent to resign following on the heels of Sid Strotz, who earlier in the week quit as NBC's Coast veepee.

Weiss informed the public administrator of his resignation July 19, but still awaits formal approval of his action. His resignation is actually a gesture of courtesy to the web's new owners, and does not indicate his desire to retire from radio. Should new owners want Weiss to return to Don Lee's helm, a new deal would be made. Exec's bow-out in no way alters Don Lee's contracts with Mutual.

Altho no figures were revealed by the public administrator, it is generally believed that CBS has placed the highest bid for the web in an effort to take over its tele station, KTSL. CBS is sans a video outlet of its own, altho it holds 49 per cent stock in The Los Angeles Times KTTV. Partnership between The Times and CBS has been considered an unhappy affair, because CBS wants station to serve as its Coast origination point for web shows while The Times wants to groom the station as a strong local outlet.

Weiss built the Don Lee net from a meager outlet based in a corner of a garage to the world's largest regional net covering six Western States, Hawaii, Alaska and parts of Canada. Two years ago the net moved into its new three-acre \$3,000,000 Vine Street plant.

Mindy Carson Set For Como TV Show; NBC Waives Rights

NEW YORK, Sept. 30.—Mindy Carson was signed this week for the fem vocal spot on the Wednesday night Perry Como Chesterfield stanza via CBS for four weeks, beginning with the October 11 show and options for nine more weeks. The show is a 15-minute segment, thrice weekly (Monday, Wednesday and Friday), and kicks off October 2. The Fontane Sisters will work the Monday and Friday shots. Miss Carson was not set for the October 4 show because negotiations weren't concluded in time for her to make that stanza, and she had a prior commitment to guest on the Kay Kyser show via NBC-TV October 5.

Miss Carson is under contract to the National Broadcasting Company (NBC) for radio and TV, but the web gave her a waiver so she could take the Como show on the opposition web. She is signed, however, to work the so-called NBC dream show being cooked up for Saturday nights, with a deal calling for four weeks on, four weeks off and on again the final five weeks.

Ludens Buys Second Sinatra AM Quarter

NEW YORK, Sept. 30.—The second quarter-hour of the Frank Sinatra hour-long AM disk jockey show this week was purchased from CBS by Ludens for its Fifth Avenue candy bar. Beginning Sunday, November

Capitol Gets New E. T. Look

Fierce Fights Mark TV Field Of Extinction

(Continued from page 3)

with two, three or four of the webs, every major show, talent or time sale hinges largely on this question: Which web can deliver the most stations in the best markets?

CBS Prexy Frank Stanton, for example, had last season's Bob Hope-Frigidaire five holidays show deal virtually sewed up, when NBC-out-facilitated him at the last minute by getting a couple of stations to switch allegiance. Similarly, Stanton wrapped up last week's choice Procter & Gamble daytime serial business by outdelivering NBC on facilities.

Pressures being exerted on the stations by all webs are little short of horrifying. Each camp uses every club in its possession to swing the stations into line. AM connections, manufacturing tie-ins, motion picture hook-ups and everything else in the book is brought into play.

Second major reason for the intensity of the battle is the fact that major national advertisers in TV are becoming more and more reluctant to buy more than one web, unlike the practice of spotting shows on several webs in AM radio. The reason here is that video rates are already so high, and still climbing almost daily, that an advertiser can only cut costs by earning the greatest possible discount on his TV time-and-talent purchases. Which, obviously, means buying everything on one web to get the highest possible discount.

Thus a web which gets the kick-off chunk of a national advertiser's TV budget has inside track position on all of the marbles.

In a number of instances the fierce competitive situation has proved a bonanza for advertisers. More than one web, on many more than several occasions, has cut the rates of shows and time, in one form or another, to fantastic degrees to land vital business.

While NBC ultimately landed Groucho Marx, for example, in a close to \$4,000,000 deal, that wasn't all it cost the web. De Soto, which had sponsored Groucho on CBS, still remained to be reckoned with. Niles Trammell, it is reported, was forced to knock close to a half million dol-

N. Y. TV-ers in Bally Battle For World Series Draw

NEW YORK, Sept. 30.—The four local TV outlets which will carry the World Series have begun a promotion battle which may have considerable significance in their fight for future business. Each of the stations (WNBT, WCBS-TV, WJZ-TV, WOR-TV) will be carrying the identical pooled version, so the ratings to be acquired will be of considerable weight in showing audience favorite, whether based on habit or quality of current signal.

WOR-TV is planning heavy newspaper advertising to plug its coverage. In addition, it will hire three girls, dress them in baseball uni-

26, Luden's will own the 5:15-5:30 segment of the program.

The first segment, 5-5:15 p.m., has already been bought by Bymart, whose bankrolling begins Sunday, October 29. The Sinatra Saturday night hour TV presentation, which preems on CBS-TV shortly, however, still remains unsold.

De Mille Slated For CBS-TV Seg Wednesdays Nites

NEW YORK, Sept. 30.—Indications are growing that Goodyear will take over the Wednesday night 9-10 p.m. slot on CBS-TV which was slated to be sponsored by Buick in late January. The agency for both clients, Kudner, is now dickering with Cecil B. DeMille to act as host and supervise a dramatic show in the time slot.

The reason for Buick's exit from the deal, if it occurs, would be because the car manufacturer would be loath to make any long-term commitment in light of present world developments. Since DeMille would only be available under a long-term arrangement, the agency is trying to wrap up another house sponsor. Goodyear has given signs that it would be interested in DeMille.

CBS Woos Gulf To Regain TV, AM of "People"

CHICAGO, Sept. 30.—CBS this week made its most concerted pitch to snare Gulf's *We, the People* radio and TV billings back from NBC. Now two separate shows, CBS is offering the sponsor 9-9:30 p.m. Wednesdays following Arthur Godfrey for the TV series and either 9:30-10 p.m. Thursday night or 10-10:30 Wednesday evening for the radio edition.

On NBC, the TV version is telecast Friday 8:30-9 p.m. and the radio facsimile heard at a new time, Thursday evenings 9:30-10. The advantage of following Godfrey on CBS-TV with his substantial TV rating is obvious. A switch into the strong CBS Thursday night radio line-up might also have equal advantages for Gulf.

No decision has been made, but the CBS offer may force NBC to counter with one of its own which would give Gulf NBC slotting both on radio and TV.

lars off the basic show-and-time price between AM and TV to De Soto before getting the auto maker to sign on the dotted line.

forms and have them walk busy thoroughfares carrying bats and portable radios. The bats are to make identification complete; the radios are for the purpose of supplying late scores of games to passers-by. The station also will utilize considerable on-the-air promotion.

WCBS-TV is doing an ultra-heavy on-the-air promotion job. The station has been using a slide on virtually every station break, plus mentions on numerous programs. The slide drew special attention from a vast number of viewers the night of the Louis-Charles fight. The station also has plans in the works for some newspaper advertising.

While neither WJZ-TV nor WNBT have set aside a special advertising budget on the Series as yet, both are vitally interested. At this point both are going in heavily for on-the-air plugs, with additional promotion plans under consideration for next week.

Service, Cost Revamp To Fit Outlet Needs

Charge One Price to All

HOLLYWOOD, Sept. 30.—Capitol Transcriptions will revamp its entire service and cost structure in an effort to tailor-make its library to stations' needs, and will emerge with a radical departure from established e. t. library procedure. Youngest of the transcription companies, Capitol (broadcast subsid of the record company) was formed in 1946, and has introduced numerous innovations in the e. t. field. Its latest, if proven successful, may similarly cause drastic changes among the other e. t. companies.

Under its new plan, Capitol will charge all stations the same monthly fee, regardless of station's market or size. Cap will ask outlets for \$75 per month for the first year and drop its take to \$50 per month for the succeeding years. Heretofore, e. t. firms based their charges on station's market and size with monthly fees ranging from \$110 to \$350 per month. Capitol will require only a one-year contract as opposed to the two-year pacts asked by its competitors. After the first year, stations automatically renew their pacts with Capitol on a month-to-month basis, and can cancel their pacts at any time after 90 days' notice.

Stations get their choice in programs, artist or type of music. This, according to Cap, saves money for both the station and the manufacturer. Cap claims the existing practice of loading stations with a complete library is costly because outlets usually use only part of what they receive. Outlets have to pay freight for dead disks while e. t. firms must manufacture many platters that aren't used. Cap claims its system of allowing stations to pick beforehand type of music they want, cuts its own production cost and thereby allows it to pass along saving to the stations. Cap's Custom Library plan allows a station to pick its initial batch of 220 platters (more than 2,000 tunes), then delivers 30 additional (or 300 tunes) e. t.'s during the year.

Cap also will allow subscribers an annual exchange privilege of 30 disks at no extra cost. This, in effect, means stations will receive 60 new platters (or 600 tunes) annually. Capitol was the first in the field to include artists' voice tracks with its service, program aids, standard cuing system on all library tracks, program aids, courtesy spots calling attention to its shows and a simplified cataloging system. Nearly all of these innovations were later accepted by other firms.

Bill on TV Allocation Heads for Brush-Off

WASHINGTON, Sept. 30.—First official attempt by any congressman to interfere with TV allocations is due for a brush-off by Congress.

A bill to force the Federal Communication Commission (FCC) to grant additional TV stations in Minneapolis-St. Paul was introduced last week by Rep. Roy Wier and sent to the House Interstate Commerce Committee where it is slated for a pigeon hole.

About 100 congressmen have written the FCC in the past year asking for special treatment for their States or districts, but Wier is the first to try to accomplish it by legislation.

Where Do They Switch After 'Howdy,' 'Kukla' Et Al. Exit? Videodex Shows Flow of Aud

NEW YORK, Sept. 30.—A Videodex survey showing television audience source and audience flow of multi-weekly programs in the New York area was prepared this week for *The Billboard* by Jay & Graham Research, Inc. The study was made from September diaries which measured viewing from September 5 thru 11.

The four programs involved are *Howdy Doody* (WNBT, 5:30 to 6 p.m.); *Captain Video* (WABD, 7 to 7:30 p.m.); *Kukla, Fran and Ollie*, (WNBT, 7 to 7:30 p.m.), and Gary Moore (WCBS-TV, 7 to 7:30 p.m.). Moore is aired four out of five weekdays. The others go across the board.

Tables 1 and 2, in adjoining columns, consider what shows viewers were watching prior to switching to the four shows surveyed. Tables 3 and 4 show where audiences tuned after watching these four programs.

Thus, Table 1 considers source of viewers which tuned to *Howdy Doody*, and shows that 65 per cent had not been using their sets prior to the start of that show, while 23.9 per cent tuned over from WATV's *Junior Frolics*. Similarly, in Table 2, the majority of viewers of *Kukla, Captain Video* and Moore all previously had their sets off.

The biggest portion of viewers of *Kukla* and *Video* who were watching TV derived from earlier shows on the same stations. However, where Moore got 8.8 per cent of his audiences from the previous WCBS-TV program, he drew 11 per cent from WNBT's *Easy Does It* and nearly 10 per cent from WPIX's *Jimmy Powers* show.

"Howdy" Holds 'Em

Table 3 indicates that the heaviest portion of *Howdy Doody* viewers, 45.4 per cent, stay with WNBT for the following shows, *Children's Theater* and *Friendship Ranch*, but that fully 42.7 per cent switch their sets off when *Howdy* leaves. Table 4 in-

dicates that WCBS-TV holds more viewers after Garry Moore than WNBT does with *Kukla* or WABD does with *Captain Video*.

Fully 48.3 per cent of Moore's viewers stick with WCBS-TV for *CBS News*. However, the 10.3 per cent of *Video*'s WABD audience remains with the station, 18.5 per cent switch to WCBS-TV and 10.2 per cent move to WNBT. *Kukla's* departure finds 16.8 per cent of WNBT viewers remaining tuned but 24 per cent switch to WCBS-TV.

Table 5 shows the frequency with which these programs are viewed. For example, 42.5 per cent of the people who viewed *Howdy Doody* at any time during the week viewed it a single day; 16.4 per cent of these homes viewed *Howdy Doody* all five of the five possible days. Over a fifth of *Kukla, Fran and Ollie's* audience viewed the program three days of the week, while 14.6 per cent represent the more ardent viewers who see the program all five days.

Mostly One-Timers

It is observed that a large share of the audience to all four programs view only a single day. This means that each program reaches more homes than the average daily rating would suggest. The audience turnover for these programs varies from 2.0 to 2.5. *Howdy Doody* has a turnover of 2.5, which means that during a five-day period *Howdy* will reach two-and-a-half times as many homes as the average daily rating would indicate.

These turnover figures are relatively high and probably reflect: (A) Seasonal decline in viewing; (B) more advance stages of television in New York.

Altho these data apply to September 5-11, the frequency data suggest some carry-over of summer viewing habits: Television reaching a large number of homes, but not reaching these homes as frequently.

The second factor contributing to higher audience turnover in New York may be that television homes are more accustomed to TV and simply are not viewing the set as often. This experience diverges from patterns in radio. In radio, a smaller group of homes are reached but are reached quite frequently. Greater homogeneity exists in listening patterns related to five-day strips. Television, on the other hand, may well continue to reach a large number of homes; some of these homes continuing to view TV quite frequently, while others view TV less often.

However, it is the total number of people influenced or affected that counts, and this may be distinguishing criteria when comparing AM and television.

In on Act

PHILADELPHIA, Sept. 30.—With daily newspapers overloaded with television set advertisements in view of the World Series, town's opticians are likewise cashing in on the TV market, taking newspaper space to advise getting a new set of optics in time to view the games better on the video screens.

Videodex Audience Flow Chart

TABLE I
Source of Audience

Station	Program Tuned From (3:30 p.m.)	To Howdy Doody
WCBS-TV	Off	65.0%
WNBT	UN; <i>Snarky</i>	8.4
WABD	UN; <i>Shorts</i>	2.6
WJZ-TV	Gene Autry; Off	—
WOR-TV	<i>Paddy Pelican</i> ; Off	—
WPIX	Off	—
WATV	<i>Bandwagon</i> ; <i>Capt. Glenn</i> ; <i>Ted Steele</i> ; <i>Baseball</i>	.1
	<i>Junior Frolics</i>	23.9
		100.0%

TABLE II
Source of Audience

Station	Program Tuned From (7:00 p.m.)	To Kukla Fran & Ollie (WNBT)	To Capt. Video (WABD)	To Garry Moore (WCBS)
WCBS-TV	Off	63.8%	44.8%	66.0%
WNBT	Bob Howard Show	.09	3.9	8.8
WABD	<i>Easy Does It</i>	24.5	19.5	11.0
WJZ-TV	<i>Magic Cottage</i>	8.9	30.5	4.4
WOR-TV	Off	—	—	—
WPIX	<i>Time for Beany</i>	1.9	—	—
WATV	<i>Jimmy Powers</i>	—	—	9.8
	Films	—	1.3	—
		100.0%	100.0%	100.0%

TABLE III
Flow of Audience

Station	Program Tuned to (6:00 p.m.)	From Howdy Doody
WCBS-TV	Off	42.7%
WNBT	UN; <i>Film</i> ; <i>Chuck Wagon</i>	—
WABD	<i>Children's Theater</i> ; <i>Friendship Ranch</i>	45.4
WJZ-TV	<i>Small Fry</i>	11.2
WOR-TV	<i>Space Patrol</i> ; Off	—
WPIX	Off; <i>Mystery Rider</i>	—
WATV	<i>Six-Gun Playhouse</i> ; <i>Film</i>	.7
	Films	—
		100.0%

TABLE IV
Flow of Audience

Station	Program Tuned to (7:30 p.m.)	From Kukla, Fran & Ollie	From Capt. Video	From Garry Moore
WCBS-TV	Off	45.9%	43.5%	28.6%
WNBT	<i>CBS News</i>	24.0	18.5	48.3
WABD	<i>Mohawk Showroom</i> ; <i>Little Show</i>	16.8	9.3	9.9
WJZ-TV	<i>Manhattan Spotlight</i> ; <i>Eloise Salutes</i>	4.9	10.3	3.3
WOR-TV	<i>Holl. Scr. Test</i> ; <i>Lone. R.</i> ; <i>Chance of a Life.</i> ; <i>Fitzg's.</i>	1.8	10.2	8.8
WPIX	<i>Com. Carn.</i> ; <i>West. Plhse.</i> ; <i>Sard's</i> ; <i>Arbitrate</i> ; <i>Benson</i>	3.7	5.4	—
WATV	<i>Film</i> ; <i>Leave It To Papa</i>	—	1.4	1.1
	Films	2.9	1.4	—
		100.0%	100.0%	100.0%

TABLE V
Videodex Analysis of Multi-Weekly Shows (Frequency of Viewing)

Number of Times Viewed During the Week	Howdy Doody	Capt. Video	Garry Moore	Kukla, Fran & Ollie
1	42.5%	43.8%	45.7%	41.5%
2	12.3	18.8	26.1	12.2
3	13.7	12.5	10.9	22.0
4	15.1	15.6	17.3	9.7
5	16.4	9.3	*	14.6

*Telecast 4 days only.

Research prepared by Jay & Graham Research, Inc., Chicago, publishers of Videodex.

Day TV Web Given Boost By Parks Show

NEW YORK, Sept. 30.—The daytime television network pace began to step up a bit this week, as General Foods set the Bert Parks show on NBC-TV. Same time, Swift was reported readying a buy at CBS-TV.

The Parks show, object of strenuous pitching by all the TV webs, will go into the 3:30 to 4 p.m. slot. Starting date and product were not set at the week-end.

Swift was reported interested in picking up three half-hours weekly on the CBS daytime tele sked. Business would be placed thru McCann-

Erickson's Chicago office, marking the meat company's return to tele after a season's absence. No confirmation on time or program could be secured.

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Radio and Television Program Reviews



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Alan Young Show

Reviewed Thursday (28), 9-9:30 p.m. EST. Sponsored by Esso Standard Oil Company and the Kroger Company, thru Marschalk & Pratt Company and Ralph H. Jones Company, via CBS-TV, Hollywood. Producer-director, Dick Linkroum; writers, Leo Solomon, David R. Schwartz and Alan Young. Star: Alan Young. Guest: Eileen Barton. Announcer: John Heistand. Musical conductor, Lud Gluskin. Scenic design, Ken MacClelland.

Thursday's (28) Alan Young Show again proved that the young comedian is one of the most original performers in video. Relying chiefly on pantomime, his comedy style combines the wistful naivete of a Harry Langdon with the fey charm of Chaplin. Unfortunately, tho, he doesn't have the staying power of either artist. His comedy characterizations in skits have immediate impact, but bog down in the middle and flounder thru to a decidedly rough finish.

In view of this flaw in Young's otherwise commendable technique, it's difficult to understand why the producer deliberately slowed the pace by spotting him in two drawn-out skits, rather than giving viewers more skits like his brief but socko opener. The latter was a good-natured dig at the mass-merchandising tie-ups of Godfrey and Crosby, with Young pitching a slyly straight plug for "Mother Young's homemade, all-purpose soup."

Both of the lengthy sketches showed the nucleus of a hilarious idea, watered down by too many pages in the script. The first one, a take-off on *Treasure of Sierra Madre*, was funniest, altho Young was inclined to overdo the swish routine. The second number, a full-scale musical production, was something of a bore. Young drew a terrific audience reaction when he first appeared, dressed in a motley rose leaf costume a la Nijinsky, but the longer he cavorted around making like Narcissus with the ballet gals, the weaker the laughs.

Bureau Commercial

The boy was most likeable in a clever Esso commercial, during which he held a convincing conversation with a little oil salesman in a bureau drawer, via astute characterization and a trick camera shot. This imaginative plug was far superior to the firm's second commercial, a run-of-the-mill chat with video's ever-smiling stock service station man.

Pert, petite guest canary Eileen Barton oversold a coy version of *Baby Me* in her best *Baked a Cake* style. The gal's eager-beaver mannerisms are great for vaude, but she'll have to restrain some of that exuberance to click in TV. *June Bundy.*

Charlie Wild, Private Eye

Reviewed Sunday (24), 5:30-6 p.m. EST. Presented by Wildroot, thru Batten, Barton, Durstine & Osborn via NBC. Producer, Larry White; director, Carlo D'Angelo; writer, Peter Barry; announcer, Bill Rogers; musical director, Charles Sherrill. Cast: George Petrie, Peter Hobbs and others.

Cut from the *Sam Spade* pattern with all the familiar ingredients, this detective series should also establish itself with the aid of some sharper scripting. The formula is there—tough talk, vivid similes, a hard-guy hero and fantastic descriptions of females. One of the dames on the show was described as having "green eyes and flame-colored hair." (Probably was used as a traffic signal in her spare time.)

The debut program had gumshoe Charlie Wild hunting for the killer of a mobster to clear a pal under suspicion for the job. With the heat being put on Charlie by the cops, things looked bad for the ersatz Spade until he got wise and discovered his friend was responsible for the gunning.

The fairly well concealed, this surprise twist didn't leave the jaws of the listeners hanging with amazement, which meant a fairly vital element of the formula was lost.

George Petrie's acting of the private eye was slick and smooth and production was professional.

The Wildroot commercials for its shampoo were palatable and not too persistent. *Leon Morse.*

CBS To Roll Soon on Color Television Drive

(Continued from page 3)

the Association of National Advertisers (ANA) meet, had discussions with several TV receiver manufacturers, in which he explored the possibilities of these manufacturers rushing into production of color receivers as soon as FCC approval is finalized. Stanton maintains that at least one major set manufacturer has indicated not only a willingness, but an eagerness to add color TV receivers to his line.

It also is known that CBS has been feeling out various manufacturers on the idea of producing at least 1,000 color TV sets, which the network would purchase for installation in such outlets as department stores for demonstration purposes.

Stanton also points out that the problem of securing sponsorship, obviously at a "reasonable" charge, for initial color telecasts, is not nearly as difficult as most observers have indicated it would be. The publicity and promotion value to many advertisers, completely apart from actual commercial value, of the colorcasts, is worth a great deal to many advertisers, Stanton maintains. One advertiser, says the CBS prexy, has indicated an interest in buying all the available time on the early CBS colorcasts.

Also well-planned is a staggering and aggressive promotion and merchandising program, which the web is ready to put into operation, as quickly as it starts its first colorcasts. Stanton still insists that these will begin within 30 days after the FCC decision in favor of the CBS system becomes final, and would be broadcast 20 hours weekly.

Colgate Comedy Hour (Fred Allen)

Reviewed Sunday (24), 8-9 p.m. EST. Sponsored by Colgate - Palmolive - Peet over NBC-TV thru Sherman & Marquette and Ted Bates. Producer, Charles Friedman; production supervisor, Sam Fuller; associated producer, Robert Masson; director, Kingman T. Moore; music, Al Goodman. Cast: Fred Allen, Monty Wooley, Rise Stevens, Sono Osato, Hugh Laing, Zachary Solov, David Burns, Kenny Delmar, Peter Donald, Parker Fennelly, Minerva Pious, Helen Wood, Grace Drysdale.

Fred Allen's plunge into television must be regarded as only partially successful. Some of Allen's personalized brand of humor was present, but once it got past the idea stage something must have happened. Scripting and production wore off the usually razor-sharp edges and some portions of the premiere were very dull indeed. Allen's bow fell considerably short of that by Eddie Cantor and was about on a par with the tee-off Martin and Lewis show, these being the stanzas rotating with Allen for Colgate.

Some Ideas Fail

Many of Fred's old radio devices were utilized, but failed to get a resounding ring from the bell. The Allen's Alley crew turned up vocally only, with some poorly manipulated puppets furnishing the visual aspect. While this seemed a fresh idea, it's not one that would bear repeating, particularly since it fell short first time out.

A typical Allen take-off, this one on *Carmen* (but not the classic radio version which had Shirley Booth as the "Queen of Nicotine") made for the liveliest fun of the hour, with Allen playing a "TV version" of a traveling salesman, showing how a time-honored story is bowdlerized by the censorship of the new medium. It had numerous yock lines in the lyrics, but it also had some which were inept. Miss Stevens, however, showed a real flair for comedy besides her expected great set of pipes.

A rehash of an ancient skit, which Allen played with Monty Wooley, was less successful. Virtually the whole Allen crew was used in this one, which had Wooley, as the trouble-maker, preventing Allen from exchanging a deficient cuckoo clock the simple way. The weak pay-off was particularly unlike Allen.

Something Short

A running gag had Dave Burns, as TV consultant Bruno Prindle, trailing Allen thruout the show, pretesting to assure video success. This idea, too, was typically Allenesque, but came off somewhat short of success. Nor was the camera work on a Sono Osato-sparked dance routine of the caliber usually expected from NBC. Too many tight shots prevented a good over-all view of proceedings.

Perhaps too much was expected of Allen, which made for some of the disappointment inherent in the stanza. But little fault must be found with the conceptions, except for the department store skit which is merely an old wheeze. Rather, it was that the show did not live up to the promise of Allen's ideas. Final judgment must be reserved pending a glimpse of how Allen's show shapes up in future editions. *Sam Chase.*

Pugs Fight Grim Video Future

(Continued from page 5)

that at the same time these are a necessity to retain the color, noise and excitement associated with important events. A limited-admission promotion certainly would have an added inducement to those able to afford the top-price pews, and there never seems to be a dearth of these at a good attraction.

At the same time, business firms, which constitute the other major purchaser of ringside seats, as client-bait and for its top execs, would find such purchases even more important if no hoi polloi could get in. So promoters would seem safe in counting on continued income from this major source of box office revenue.

The other side of the coin is that video rights will take on increased value to the sponsor who has to put out for those rights, when TV becomes the only means for the average fan to attend.

Theater TV Ahead

The remaining factor is the potential inherent in theater television. Already million-dollar theater box-office gates for 1951 football games are deemed likely, with the schools getting a share of the theater take. As the number of equipped houses runs into the hundreds next year, with potentialities of interconnection, this may be the other future source of major income for the sports promoter, either in conjunction with home TV or without home viewing, but in any case retaining the ringside-only live admission policy.

In any event, another Louis-Charles fiasco is extremely unlikely. Fans have shown they prefer a TV view to a second-tier seat at the stadium.

The urgent need for a sweeping new approach to sports promotions is borne out by the funereal financial figures of the fight, which may have marked not only the death-knell of Joe Louis's reign but of big-time boxing promotion as it has been known:

Net gate after taxes: \$164,296 (or considerably under the non-televised Saddler-Pep featherweight fight held recently); net income from radio and TV: \$133,000. Attendance: 22,357, as compared with 38,781 for Pep-Saddler and with 67,000,000 televiewers in 19 cities, according to a Trendex survey for CBS-TV, which aired the event. The bout was seen by 73 per cent of TV set owners, and by 14 per cent of the entire U. S. population, according to the survey. It scored a national 68.4 rating, according to C. E. Hooper, Inc.



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NBOA TALKS OVER PROBLEMS

Chinn Elected Prexy; Co-Op Buying Talked

Get Legal Briefing

(Continued from page 3)

expects a decision from the Circuit Court of Appeals in St. Louis within six weeks. Decision will stem from an appearance in St. Louis September 13 by Roberts and reps of the Internal Revenue Department. The St. Louis hearing was on an appeal by the feds on the recent Judge Henry Gravens decision in Fort Dodge. Gravens reversed a previous Federal Court ruling that ballrooms should be classified along with niteries for payment of the 20 per cent cabaret tax.

Roberts reported that the feds presented the court with a 17-page brief, while NBOA's Washington counsel assisted him in preparing a 76-page brochure, outlining the operators' stand. Roberts said that talks with the NBOA's board indicate that the terp op group intends to appeal. If the Government loses, Roberts pointed out, it may choose to appeal. Roberts informed ops that they should get I. R. collectors, who attempt to collect the tax, to hold off for two months, awaiting the St. Louis decision. It was reported by members from the Coast that the California I. R. collector had started his assessments recently.

Roberts said that talks and letters from ops indicated that if the attempt to withdraw ballrooms from the 20 per cent cabaret tax payment group fails, a number of ops may close their doors.

Roberts later explained how a (See Chinn Named on page 14)

A Lifer

HOLLYWOOD, Sept. 30. — When a couple of artists ankle a label, rumor mills start grinding out other talent losses for that firm. Since the departure of Paul Weston and Jo Stafford from the Cap fold, rumor makers have been holding Cap's door open for Gordon MacRae, male half of the successful Stafford duo disks. Cap's reply: "MacRae will be collecting his old-age benefits by the time his contract expires."

MPPA Board Studies SPA Renewal Pact

NEW YORK, Sept. 30.—The Music Publishers' Protective Association (MPPA) executive board dedicated the major portion of its regular monthly meeting to an analysis and discussion of the Songwriters' Protective Association's (SPA) proposed renewal copyright contract (*The Billboard*, September 16).

It was indicated that the consensus of MPPA execs resulted in a negative first impression to the pact. The execs haven't yet gone thru the entire pact and will continue their discussions at their next meeting.

The general feeling tho, was that the SPA pact for renewals applies to songs for which publishers dealt long before the clef organization was born. The SPA pact is designed to apply to songs copyrighted prior to 1932. Some publishers feel that a uniform renewal pact is not called for, and that they can make "better and more concise" arrangements by dealing directly with the individual songwriters.

NBOA-ASCAP Accord Likely; Ballroomers, BMI Far Apart

CHICAGO, Sept. 30.—Negotiations which may eliminate the current intricate method of estimating fees of the American Society of Composers, Authors and Publishers (ASCAP) are under way and will substitute a more simple and equitable basis for the assessment of ballrooms, Tom Archer, Des Moines, chairman of the music licensing committee, told the National Ballroom Operators' Association in convention here this week.

Archer, together with committee members Herb Martinka, Mankato, Minn.; Ken Moore, Chicago and Joe Malec, Omaha, met with reps of ASCAP five times during the past year. The latest conference, held here Wednesday (27), brought both groups closer together on a final settlement, Archer said.

Meeting with Jules Collins, general manager, and I. T. Cohen, Washington legal rep, the dancery ops' committee and ASCAP brass have agreed that a two-year agreement, based on a percentage of the admission gross, must be reached. Currently the point of controversy is what per cent of the admission gross should go to ASCAP. Archer's committee will take another survey of NBOA membership to determine the percentage of admission grosses which have gone to ASCAP from 1945 to 1950.

Tom Roberts, legal counsel, asked that all ops submit to NBOA their years' admission gross total from 1945 to 1950, so that averages may be set up for that period. All such information will be tabulated in secret and held in strict confidence.

Archer emphasized the importance of sending in these complete reports. He said that at an early 1950 meeting with ASCAP reps, he confronted the

group with figures acquired in a previous survey, which showed that some ops were paying five to six times as much as other ops who had similar businesses.

Two ops reported that they had been asked by regional ASCAP collectors to send in similar reports. One op said he had sent in his report. Roberts advised ops not to accept any increase of their ASCAP rates during the current negotiations between ASCAP and NBOA.

Archer reported that BMI-NBOA negotiations have disintegrated and that nothing tangible has been heard from BMI since the licensing org sent out letters asking ops to ink licensing agreements in May. Previous to that, Carl Herprin called off negotiations with BMI when the two groups failed to reach an agreement after 18 months of negotiations. Archer said that his committee will soon tabulate another survey on what percentage of each licensing org's tunes are utilized in the ballroom on a typical night's operation. He asked ops to monitor the program of various types of bands playing their spots, and send these reports to him. One op reported that he is sending out individual letters to bandleaders, before each engagement, advising them to cut all BMI tunes, in addition to using a rubber stamp which advises the orkster on his contract that he is being held responsible for playing BMI tunes in the terpery. Another op said that he has installed signs backstage, informing musickers not to use BMI tunes in the ballroom.

Spier Takes On Bourne Mgt.

NEW YORK, Sept. 30. — Larry Spier, who recently merged his Larry Bourne's ABC Music and assumed direction of the combine (*The Billboard*, September 2), this week took over as general manager of Bourne, Inc., as well. Simultaneously, Spier, previous general manager of the Chappell firms, speeded the activation of ABC Music by adding staffers in New York and Hollywood. Charlie MacGregor, recently with Russ Morgan's pubbing interests, joined up here, while ex-Chappell plugger Eddie Shaw takes over on the Coast. Mike Gould continues as Coast manager for Bourne, Inc. Lee Finburgh, former New York manager of the latter outfit, will continue as exploitation head, under Spier.

The revamped and augmented set-up, according to Spier, was necessitated by unusual catalog activity precipitated by hit diskings of *Music, Maestro, Please, Back in Your Own Backyard* and *Strangers*. The pubberies are also working on three recent tunes, *Just Say I Love Her*, *Watching the Trains Go By* and *The Place Where I Worship*.

as 15 per cent of the total classic sales. Columbia Prexy Ted Wallerstein states that the waxery is continuing the manufacture of 78-speed masterworks only to oblige that segment of the market that insists on classics at 78-r.p.m. (see other story this issue).

NBOA in Stance Vs. % Deals

Chi Conclave Raps System As Deterrent

Operators Swap Experiences

(Continued from page 3)

arranged for a more successful straight percentage deal. He opined that bands are not geared to operate on straight percentage deals, but recommended that a guarantee, sans percentage, would assist the ballroom op. A survey among five ops, he said, showed that the band's salary represented anywhere from 62 to 66 per cent of the admission gross. When the percentage practice was eliminated, the percentage dropped to 55 and 59 per cent of the admission gross, accounting for a 7 per cent saving.

Moore said the booker utilizes the (See NBOA in Stance on page 14)

McCormick Letter Put on Cap Disks

HOLLYWOOD, Sept. 30.—Capitol is rushing into release a disk version of the now famous John J. McCormick letter from Korea to his little girls. Text of the letter was recorded by Tex Ritter in narration form, accompanied by ork's background strains of *None But the Lonely Heart*.

In deal concluded with the late G.I.'s widow, she will receive the highest writer's royalty yet paid by Cap, 1¼ cents per disk. Similarly, Beachwood Music (Cap pub subsid) will pay her its highest sheet music royalty to date, 5 cents per copy. Side will be tagged *Daddy's Last Letter* and will be backed by *Onward Christian Soldiers*. Rush waxing was made by Ritter in Nashville.

Music Pop Charts for this issue of *The Billboard* will be found in the Disk Jockey Supplement

Victor May Kill Red Seal on 78; New Speeds Gain

(Continued from page 3)

ticular categories of Red Seal disks continue to do well on 78. These are the semi-pop and light classic diskings, such as Mario Lanza's movie tune and aria vocalizings, and the super, chef-d'oeuvre waxings of standard classic works by the very top performers and conductors, which constitute a kind of classic of classics in the wax literature.

In the main, however, 78 sales are sinking in favor of 33½ and 45, and dealer orders tend more and more toward the newer speeds.

Meanwhile the same decline of 78s is reported at Columbia, where the old speed sales now are down as low

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TV-Film Sync Deal Details Crystallizing

Fox, Snader Near Okay

NEW YORK, Sept. 30.—The initial pattern of synchronization rights deals between publishers and TV-film producers crystallized further this week, with Harry Fox, publishers' agent and trustee, and Louis Snader, packager, virtually agreed on a formula to carry thru to the end of 1954. The deal calls for publishers to get a minimum of \$50 advance against 2 per cent of the gross accruing from the sale of films. The formula also calls for an accounting on June and January of each year. The formula, further, will make no differentiation in rates between pops and standard, and the material may be used for the same fee either in library service or open-end commercials.

Fox, who has been in conference with Snader and publishers this week, stated the license form had not yet been completely set, but would require a bit of juggling as to language.

One Shys Away

Meanwhile, at least one major pubber is shying off the deal with Snader or any other telepic outfit, for fear that the Hollywood flickeries seize on the tele film formula as a pattern for sync payments for theater-exhibited major films. He virtually paraphrased the paragraph in last week's story in *The Billboard* on the Snader-pubber deals which read "... publishers would have to consider the possibility that film companies would ask for the same type of deal accorded the TV packagers."

"With this Snader arrangement," he told *The Billboard*, "my best standards could be shown to an audience of millions and make me maybe \$300 or \$500. The Hollywood people could ask why they don't get the same privilege, instead of paying important money for sync rights."

This same pubber has not yet given the American Society of Composers, Authors and Publishers (ASCAP) his TV performing rights, but said that he would doubtless do so shortly. "I'm not worried about live TV shots—this film thing is the tricky angle," he concluded.

The pubber-packager deals, as pointed out in last week's issue of *The Billboard*, are in a sense dependent upon production's being okayed by the American Federation of Musicians. The union has signed a number of indie pubbers, but an industry-wide deal still pends. The bone of contention is the 5 per cent royalty clause. It was learned this week that one factor holding up a compromise on the royalty is this: The industry committee, while it may agree to a royalty, is adamant that it be not based on the station's card rate.

Te Groen Moves To Wallace Job

HOLLYWOOD, Sept. 30.—Death of musicians' Local 47 Prexy J. K. (Spike) Wallace moved union's Veepee John te Groen into the local's top spot, with radio-TV rep Phil Fischer slated to become veepee. Prior to Wallace's death, both te Groen and Fischer had said they would run for these posts at the next union election. Wallace, who died at the age of 71, had intended to retire after this term. Fischer's name will be placed on the ballot for voting October 23. Terms for both te Groen and Fischer end in December, at which time the union will have its regularly skedded general election.

Cap Exec Blushes For Jumping Gun On Loesser Tune

NEW YORK, Sept. 30.—Capitol Records' artists and repertoire boss, Jim Conkling, made an unusual gesture of apology to competing a. and r. execs for jumping the release date of the Frank Loesser *Guys and Dolls* ballad, *I've Never Been in Love Before*.

Conkling sent letters to Dave Kapp (Decca), Mitch Miller (Columbia), Harry Meyerson (MGM) and Charlie Grean (Victor) explaining that he is "terribly sorry" that he set his Margaret Whiting slicing of the ballad for October 2 release and that it was "due to my own oversight" of the October 15 date on the song.

Conkling pointed out that he was confused by the staggered release date sked set for the *Guys and Dolls* score. Two of the show's songs, *Bushel and a Peck* and the title song, were skedded for October 1 release, with the remainder of the score originally skedded for October 15 release. Conkling stated in his letter that he would make every effort to prevent disk jockey performance of the Whiting record of the ballad.

Capitol previously upset its competition by jumping the gun on the *Bushel* novelty ditty from the show with a Margaret Whiting-Jimmy Wakely dinking. Cap's dinking was released over two weeks prior to the October 1 date on the song.

Mitch Miller was the only a. and r. guy so far to venture a reply to Conkling. Said he:

"I understand perfectly. The same thing has happened to me on occasions. And since it happened to you this time, it couldn't have happened to a nicer fellow."

Columbia Cuts Kidisks to \$1

NEW YORK, Sept. 30.—Columbia Records has reduced the price of its 10-inch plastic kidisk singles from \$1.19 to \$1, plus tax. By this move, the diskery brings its product in line with the recently adopted price line of Victor, Decca and Capitol kidisks. The diskery's new seven-inch LP line, featuring best-selling material previously issued on 10-inch, retails at 95 cents.

Columbia's kidisk sales, now amounting to about 5 per cent of the diskery's total volume, soared over 50 per cent ahead of the comparable period in 1949 in the first six months of this year.

The department, under the direction of Hecky Krasno, also is plan-tail for \$3.40.

Pubbers Study Sheet Price As Printing Cost Jumps 8%

NEW YORK, Sept. 30.—Upping the retail price of sheet music from the current 35-cent rate to 40 cents or slightly more is being seriously considered by music publishers. Latest impetus toward a higher rate is the recent increase in printing costs. Kuperman & Del Gurcia, for instance, this week notified publishers that effective October 1 printing rates would go up 8 per cent. That this would happen at this time was predicted weeks ago in *The Billboard*. Printers were loathe to jack up the rates during the summer, owing to seasonal slack business. They indicated, however, that come fall they would not delay any longer.

The hypoed printing rates are caused by the paper shortage, increase in the cost of labor and

Disk Biz Boom Seen in LP Coverage by Columbia, as 45s and 78s Keep Steady

Southard Campaign Pays Off in Million Sales in Month

NEW YORK, Sept. 30.—Another indication of the greatly accelerated pace of the disk industry and a harbinger of what seems to be one of the biggest fall-winter seasons in the history of the business, is Columbia records 33 1/3 LP sales in the past month. From the time Sales Veepee Paul Southard kicked off his distrib meetings just about a month ago, to the present, the diskery has sold slightly over a million LP platters, the equiv-

alent, roughly, of 5,000,000 standard 78-r.p.m. disks.

Columbia continues to follow a policy of issuing on 45 r.p.m. those pops for which the diskery sees a heavy demand. Currently, five Columbia pops are available on 45: *Good Night, Irene*, by Frank Sinatra; *Sometime*, by the Mariners; *Harbor Lights*, by Sammy Kaye; *Rudolph, the Red-Nosed Reindeer*, and *Frosty, the Snow Man*, by Gene Autry. In the next week three other pop platters, including Paul Weston's *Nevertheless* and Mitch Miller's *In My Arms* will be added to the 45 list.

Columbia's classical sales on 78 now represent as little as 15 per cent of the total sales, and Prexy Ted Wallerstein points out that the diskery continues to release the masterworks line on 78-only because he feels the company owes an obligation to that portion of the public which still insists on being able to get the classical works on the old speed.

Brit. Pubbery In 15-Yr. Pact With Warners

Film Scores Included

NEW YORK, Sept. 30.—Campbell, Connelly & Company, Ltd., British music publishing firm, has completed a deal with the Warners' Music interest whereby a new firm, Harms-Connelly, Ltd., will handle for the British Empire future publications of all songs in the different Warners' catalogs. Film scores are included, as well as the output of the catalogs of Harms, Inc., M. Witmark & Sons, Remick Music Corporation and Advanced Music.

The deal, according to Herman Starr, Warners' music topper, is for 15 years. Starr pointed out that the newly formed company will handle new material, inasmuch as present material in the catalogs is already under various contractual obligations.

There have recently been a number of large and small deals concluded by American publishers for foreign representation. Notable among these was that negotiated by the Loew's music interests, Robbins-Feist-Miller, with Francis Day & Hunter for representation on the Continent.

ning to release its first picture books, with the 20-page *Gene Autry at the Rodeo* due on the market this month. This will be followed with a special kidisk version of the Broadway smash *Peter Pan*, tailored to five-to-nine-year-old tastes. Each book will contain two 10-inch disks. They'll retail for \$3.40.

Attorney Wants Copyright Print On Disk Label

NEW YORK, Sept. 30.—A local attorney has requested two diskeries to print notice of copyright on the record labels for a song belonging to one of his clients. The request was submitted with mechanical licenses for the ditty.

The reason for the request is the recent Judge Igoe decision which rules that a record is a publication, and that recordings of unpublished copyrights put the tunes concerned in the public domain. By affixing the notice of copyright on the record label, the attorney reasons, companies would forestall the public domain jeopardy and prevent the possibility of fringe publishers putting out copies of hit tunes with impunity.

The Music Publishers' Protective Association (MPPA), which had entered an amicus brief in the Shapiro-Bernstein vs. Miracle Records case, which brought on the Igoe decision, and which has been seriously concerned with the ruling, is opposed to asking diskeries for copyright notices on record labels. The question has been discussed in MPPA meetings, and the consensus of members and counsel is that such an action reads more into the Igoe dictum than is actually there, and that the move would establish an unhealthy precedent.

The attorney who submitted the request handles mechanical relations for several non-MPPA pubbers. He views the move as a well-founded precaution, MPPA's feeling notwithstanding.

Kidisk Cleans Up "Mother Goose"

NEW YORK, Sept. 30.—RCA Victor has waxed a two-record *Happy Mother Goose* album in conjunction with a promotion by *The Philadelphia Inquirer*, which is publishing a book by that title. Idea is the old Mother Goose tales with the horror elements removed—e.g., *Three Blind Mice* becomes *Three Kind Mice*.

Set was waxed in Chicago by Burr Tillstrom and Fran Allison, using the *Kukla, Fran and Ollie* characters.

Kassner-Bron British Combo Dealing U. S. Firms 60 Tunes

NEW YORK, Sept. 26.—Edward Kassner and Sydney Bron, co-owners of a group of British music publishers, headed by a hit-heavy year, are now in the process of dealing 60 British songs among local publishers.

Plans in the Kassner combine include Edward Kassner Music, Yale, Minn., The Music, Ltd. (with Percie Adams), D. Dreyer Music Company, Ltd. (with Dore Dreyer), J. J. Robbins & Sons, Ltd. (with J. J. Robbins), and Cecil Lammex. The last named firm, original English publisher of such standards as *Lonely of Spain*, *Let's All Sing Like the British Sing*, and the recent American hit, *I Never See Maggie Alone*, was acquired by Kassner last year. The Dreyer, and Robbins firms all have catalog deals with their American counterparts.

To date, Kassner and Bron have placed new material here with Shapiro-Bornstein, Lash, Francis, J. J. Robbins and D. Dreyer. Two of their recent smashes, *Let's Do It Again* and *Too Close for Comfort*, have been placed with Robbins Music and Bron, respectively. All of the 60 numbers now being placed here have been recorded on at least one label, British Decca, with many set for release here on that company's London label.

Kassner is also picking up British rights to a number of American tunes on individual deals. So far they include material from Joe Tate (including *Daddy's Little Girl*), Keith Snow, Shapiro-Bornstein, Jefferson, Ben Bron and Hampshire House. In previous deals with some of these publishers, Kassner obtained *Cherry Lips*, *She's Mine*, *Acuff-Rose*, *Daddy's Little Girl* (Dover), *Out of a Clear Blue Sky* (Dreyer) and *Silver*

Dollar (Hampshire). All of these have within the last selling checks here during 1949, with the last named currently being sheet and disk hits on Joe Young's American-made London waxing. Unlikely, whether the way are the disk has scored on this side to date. According to Kassner, it will 1950 check copies in its first two weeks ever here.

Kassner and Bron, who arrived here September 3, expect to wrap up their business and return to England by mid-October. Their last visit here was in December, 1948.

802 Alters By-Laws, Board To Pick Reps

NEW YORK, Sept. 26.—Along with seven other changes in the by-laws, the executive board of Local 802, American Federation of Musicians (AFM), recently voted that delegates at their annual labor conference will henceforth be picked by the executive board instead of voted for by the union membership in the district local elections.

The vote board rulings were made when the annual membership meeting for consideration of by-law changes was not held when a quorum failed to show.

Other by-law changes soften qualifications for union office and revise the voting routine. Another change stiffens the anti-Communist affidavit conditions must sign.

Herman Ork Hires Turchin as Pilot

NEW YORK, Sept. 26.—Woody Herman this week ended several months of speculation regarding his management situation by hiring Abe Turchin to perform the orchestra's personal management chores. Turchin has been associated with Herman for the past few years in the capacity of road manager. The massive list was handled by Charles Castel.

Herman, currently rounding out an engagement at the Fontainebleau where in Elmhurst, leads for the road again next week and is booked almost solid to the top of the year. Herman, now fronting an act specializing in dance tempo, has met with his most successful road reaction in some years in recent year (*The Billboard*, September 23).

Rackmil To Search Classic Wax Deals On European Trip

NEW YORK, Sept. 26.—Decca Records' President Milton Rackmil leaves for Europe Monday (27) to study the English and European disk picture with an eye toward bolstering the company's recently inaugurated Gold Label high-art series. Rackmil will look for the possibilities of holding Decca-sponsored recording dates on the Continent and will attempt to pick up American rights to those high-art catalogues in Europe which sell well available in this country.

Rackmil will stay in London for three days prior to his tour of the Continent and will meet there with S. K. Lewis of the English Decca empire, to lay out plans for the introduction of the American Decca domestically recorded high-art diskings in England and elsewhere.

So far, Decca's classical artists and repertoire roster, will take the European trip with Rackmil so that he can make repertoire arrangements in the event the Decca press manages to complete any sort of high-art deal while over there. It is expected that they will spend from two weeks to a month on the trip.

Four Star Reviving Its Gilt-Edge Label

HOLLYWOOD, Sept. 26.—Bill McCull, head of the Western-Jiffilly Four Star label, seeks a second bid on the country picture field by re-activating his Gilt-Edge label. Gilt-Edge wax line will also be reactivated as the folk field. Similarly, Gilt-Edge will hold its Four Star's 10-cent price line. The dual concentration on the same field marks a departure from the usual procedure in disk biz. Normally, a firm specializing in one field will launch a second label to either move into another field or bring out a complementary priced label. McCull's purpose in unscrapping Gilt-Edge is to line up a second string of artists. Four Star is currently handled nationally by 24 dealers. To gain a greater bite on the tin, McCull decided to put out a second label rather than overload his present outlets with more releases. Outside handling Four Star will not be allowed to take on the Gilt-Edge line. Hence McCull will be able to have two dist-its covering the same territory but with different product. According to McCull, Gilt-Edge will build its own talent roster.

1st Mos. of '51 Disk Tax Tops 1950 by 5216

WASHINGTON, Sept. 26.—Despite a slight decline in August, receipts from the disk tax for the first two months of the 1951 fiscal year amounted above the same period last year by \$22,174, the Bureau of Internal Revenue said this week.

August—a poor month for disk levy collections—posted \$263,399, while receipts for August, 1948, amounted to \$265,356. Because of the big spurt in July, receipts for the first two months of the fiscal year of \$1,191,439 topped the same period for any of the previous three fiscal years. July-August, 1948, totals were \$668,355.

Mills Inks Deal On English Disks

NEW YORK, Sept. 26.—Mills Music continued the expansion of its educational and standard departments by completing a deal with Francis, Day & Hunter's Limited Classic office of England whereby Mills will represent the British firm's catalog for all of North America excluding Canada. Deal, completed by Jack Mills and Fred Day representing the English firm, is for a long term. Prior to this deal, Mills had completed a similar American representation deal with Langnick & Company of England. The Brill Building publisher currently is pursuing other educational and standard catalog deals with publishers in continental countries. Its own catalog is represented by its own London office in England.

The Limited Classic deal will give Mills a steady number of piano, choral, symphonic and band works similar in nature to the type of pieces turned out by Leroy Anderson.

"DREAM A LITTLE DREAM OF ME"

7 Great Records!

CATYNY HASTICE	Atlantic
DYANAS BYRDE	Columbia
G. GIBSON, CROSBY	Coral
DAVE OWENS	Decca
ELLA FITZGERALD	Decca
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FRANKIE LYNE	Mercury
VALDOUS MONROE	Vocalion

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STRANGERS

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ASCAP in Plan To Expand Logging of Indie Stations

NEW YORK, Sept. 26.—A writer-submitter committee in the American Society of Composers, Authors and Music Publishers has rough-drafted a plan whereby indie station logging will be widely expanded. Draft will be submitted to the board of directors soon for final approval.

This initiative calls for logging daily on a rotating basis one of several stations in each of 10 key cities. Logging will be done by tape recording, probably three hours daily on the designated stations. The stations will be fixed, but a different webcast will be caught in each daily. The schedule will be kept top secret to prevent trapping by performance-seeking rubbers. Number of plays for each title will be multiplied by an X factor to bring the tallying up for area representation.

Performance points will be the same as for network points; the additional titles caught will simply lower the current performance value by a

small fraction. Current point worth is between 4/5 and 7 cents.

The expansion of indie logging is ASCAP's effort to recognize specialty music, so-called recorded performances of material that goes free live stage—ballads, polka, waltz, etc. It also would embrace church music—works by standard publishers played on church organs and broadcast to include the country area. As one ASCAP rep put it, "we're going to log as many titles as possible and credit everything we get."

The impetus for this expansion of indie logging comes, of course, from the recent decree (*The Billboard*, April 13). Till now, virtually all the credits were given to the live plays, with emphasis on commercials. Sanitized fidelity and other works were lost in the shuffle. The government indicated in the recent decree that the widest possible coverage of performances should be undertaken.

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"YOU'RE NOT IN MY ARMS TONIGHT"

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1078 Broadway New York, N. Y.

THE LITTLE GENERAL

We're bleatin' our love for

"TUBBY THE TUBA"

RECORDED ON ALL MAJOR LABELS

GENERAL MUSIC

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Platters Head United Kingdom Music Exports

WASHINGTON, Sept. 30.—Disks were the major musical item exported by the United Kingdom in the first quarter of 1950, the Department of Commerce said this week. Of \$2,507,921 worth of musical exports, phonograph records accounted for \$860,426. Second in value were pianos, with exports totaling \$721,722.

Record players and parts exported were valued at \$470,614, and all other instruments and parts at \$455,157.

Imports picked up slightly in value, but restrictions kept the amount down. The total musical item imports amounted to \$257,600 for the first quarter of 1950, as compared with \$168,885 for same period last year.

Bruno, Victor Plug Kidisks

NEW YORK, Sept. 30. — RCA Victor and Bruno, the diskery's New York distribbers, are co-operating in a unique and extensive kidisk promotion, a series of Saturday luncheons and entertainments for the fry, at the Carnival Restaurant here, with the likelihood of a network telecast after a couple of dry run sessions. First of the shindigs is today (30), 12 to 2 p.m.

Deal was masterminded by Jerry Kay, Bruno vepee, and developed by Kay and the Victor a. and r. department. Luncheon parties will be known as the *Rootin' Tootin' Luncheon Club*, to pivot on a new puppet character, *Rootie Tootie*, especially conceived for the enterprise.

Kids (and parents) will have to pay only for the lunch, "moderately priced," according to a spokesman. Before the lunch, they get a show which will run a minimum of 30 minutes, games and prizes, followed by entertainment during and after the lunch. A singing emcee, probably a Victor kidisk artist, will hold things together. There will be guest appearances, community singing, participation stunts, quizzes. Show will not bludgeon the Victor products, but will be oriented in that direction all the way, e.g., among the prizes will be Victor disks and albums, the Little Nipper symbol will be strongly in evidence and quizzes will focus on Victor kid records.

Bruno has a strong ad push scheduled, including boxes in newspaper ads and local radio spots. Two video networks are displaying interest in the show.

802 Wins Round On WINS Picket

NEW YORK, Sept. 30. — Local 802, American Federation of Musicians (AFM), won an important legal round in its struggle to maintain employment levels in local radio when State Supreme Court Justice Aaron Steuer this week vacated an injunction which prevented picketing of Station WINS. The union threw a picket line in front of the wattery immediately following the vacating order.

Judge Steuer pointed out that the case is a labor dispute within the jurisdiction of the New York State labor laws, and that it differed from situations in other industries in which labor-saving devices are used in that the device in question, phonograph records, are directly competitive with musicians.

The hassle began when WINS discharged its entire staff ork last April and subsequently obtained a court order restraining picketing. It is reported that 802 may picket secondary outlets of the station and contact sponsors asking co-operation.

Longhair Biz in Capital Now Nearing Upsweep Despite War

WASHINGTON, Sept. 30.—A boom is in store for concert attendance during the upcoming season despite unsettled world conditions, according to Patrick Hayes, manager of the Hayes Concert Bureau here and president of the National Association of Concert Managers. Hayes said that an inventory of reservations and advance ticket orders at his bureau for the season which runs thru next spring has already reached a volume double the size of the figure for the same period a year ago.

Hayes attributed several reasons for this encouraging showing, including the following:

"First, the music audience is a loyal and steady one and will respond to good concerts. Second, the quality of this year's artists and attractions on three series to be presented is outstanding, again a tribute to the interest expressed by patrons themselves. Third, the new selective series (this is a 'popular demand' series which included Yehudi Menuhin and Margaret Truman), has been beyond all expectations, proving that the patron likes to have a say in his concert-going."

Another reason cited by Hayes is the fact that he has made price reductions on several hundred seats in Constitution Hall, where his concerts are staged. The price shifts were made as the result of a two-year survey, he said. Many seats, for-

merly priced at the top figure of \$3 and \$3.60, are reduced to \$2.70 and \$3, respectively.

The Hayes season opens October 19 with the Royal Philharmonic Orchestra of London, conducted by Sir Thomas Beecham. This is part of a so-called "evening series" which includes Jascha Heifetz, Helen Traubel, Robert Shaw Chorale, Lily Pons, Leonard Warren and Vladimir Horowitz. A second series, to be opened October 22, will be known as the "selective series," including, besides Yehudi Menuhin and Margaret Truman, the New York Philharmonic Symphony, conducted by Dmitri Mitropoulos; Jeanette MacDonald, Ana Maria and Her Spanish Ballet, Don Cossacks, Alec Templeton and Vienna Choir Boys. A piano series opens its season October 29, with Rudolf Serkin. Others in the series will be Clifford Curzon, Artur Schnabel, Robert Casadesu, Vronsky and Babin.

Southern-Selvin Pact Up in Air

HOLLYWOOD, Sept. 30.—Deal for Ben Selvin to become Southern Music's manager is still hanging fire. Selvin, Columbia's former Coast artist-repertoire chief, told *The Billboard* he and Ralph Peer have been negotiating, but that nothing was set. Selvin leaves here for New York over the week-end.

According to Selvin, projected deal with Peer goes beyond the usual general manager-publisher arrangement, hence the need for prolonged discussions. Decision is expected within a few weeks.

Selvin will return to the Coast in 30 days, when he will attend the ground-breaking on his \$200,000 building. Structure will house various music pub firms.

London To Quit Own Distribbs?

NEW YORK, Sept. 30.—Trade reports persisted last week that London Records was preparing to dispose of its company-owned distributing branches. When queried, London execs had "no comment" to make, tho they indicated that the present sales set-up would be "revitalized." The company operates its own branches in Cleveland, Pittsburgh, Los Angeles, San Francisco and New York. Last week a new indie distrib, the Oregon Record Distributing Company of Portland, took over a section of the large territory formerly serviced by London's own Redwood Record Sales office in San Francisco.

London Sales Manager Joe Delaney flew to Cleveland Friday (29).

Party Player

APPLETON, Wis., Sept. 30.—Joe Cohen, Ristaucrat head, reports the firm's 45 r.p.m. non-selective phone has found a new market with the opening of high schools and colleges thruout the country.

Operators and Ristaucrat distribbs have been renting the portable units to the schools, as well as to fraternities and sororities, for week-end parties and dances. The business is a steady one, especially during the football and holiday seasons, Cohen reports, and the extra income to the op is practically all on the profit side.

WOV, 802 Hit House Ork Snag

NEW YORK, Sept. 30.—Local 802, American Federation of Musicians (AFM), and execs of WOV, indie outlet here, are trying to unscramble a hassle involving personnel making up the station's house band. The original group of six musicians has been with the station 17 years, but seemed slated to exit when the station management offered Dick Dia a post as contractor, replacing Paul Romao. Dia contacted Local 802 to check the rules and was told he could take the spot only if the band was put on notice. This the station management did, thereby clearing the way for Dia to become contractor. The station, when queried, said it wished to change the instrumentation of the house band.

Plans were axed, however, when Romao preferred charges against Dia. The latter, before the 802 trial board, was fined \$150, ordered to leave the job in eight weeks and not to return to the station for one year.

Dia, however, has a retrial upcoming, and the original decision has been set aside pending same. He states he is innocent of any ill intent. The station's top execs are expected to testify when the trial board takes up the matter in two weeks.

Lebow To Top Sales For Apollo Pop Hypo

NEW YORK, Sept. 30.—Carl Lebow, formerly owner of Metrotone Records, was appointed sales manager for Apollo Records this week. He leaves on a tour of distribbers next week to set new outlets where distribbing is weak.

Lebow's appointment is a move in the waxery's program of expansion in the pop field. Apollo has a waxing of *Black Magic* cut by Billy Daniels several years ago which it is boasting on the strength of the warbler's emergence as a cafe fave, plus several other Daniels masters. They also have pacted Sonny Collelo, ex-Tommy Dorsey warbler, and recently inked Maxine Sullivan.

Limitations Law Applied To Copyrights

State Judge Gives Decish

NEW YORK, Sept. 30. — Judge Sylvester Ryan handed down a precedental decision this week in New York Southern District Court, finding that the New York State statute of limitations of six years applies in a copyright dispute. The ruling was made in the case of Roy Carew vs. Melrose Music and the Decca and Brunswick waxeries, involving alleged infringement of the tune *Frog-I-Moore Rag*, renewal to which has acquired by Carew in 1946 from the estate of the composer, the late Jelly Roll Morton (*The Billboard*, April 29).

The defendants had moved to dismiss, contending that Carew was no longer entitled to commence an action, since over three years had elapsed since the alleged infringement. In New York there is a three-year statute of limitation for actions seeking to recover for injuries to personal property.

Six, Not Three Years

Judge Ryan ruled that the Carew action was not a matter of personal property injury, but rather a matter of statutory liability. Actions involving statutory liability are subject to a six-year statute of limitations in this State. He, therefore, denied the defense motion to dismiss, stating that Carew had six, rather than three years, to file.

The significance of the action is this: Until now, the statute of limitations had never been applied to copyright hassles in New York, altho there has been such application in other States. Secondly, by deciding that copyright infringement is a statutory and not a personal property question, the ruling pegs at six years the duration of the limitation. Tho seemingly paradoxical, the State laws are applicable in this sense to copyright actions, otherwise a purely federal matter.

The infringement, Carew charges, lies in Melrose's publishing a tune called *Sweetheart of Mine*, consisting of the *Frog-I-Moore* melody and a lyric written by Walter Melrose, who admittedly secured a license from Morton during the first copyright period, to add words. Carew contends that this license expired with the first copyright time, and that when he secured the renewal in 1946, he secured every subsidiary right. This, in itself an important copyright question, is the nub of the case, and its merits will determine the decision.

Victor Signs Rosita Serrano

NEW YORK, Sept. 30. — Rosita Serrano, Chilean thrush and purveyor of Continental cabaret fare, last week signed a new recording contract with RCA Victor. Miss Serrano, a former London artist who bowed in here last winter at the Pierre's Cotillion Room, recently completed a four-week stint at the Capitol Theater.

Miss Serrano's waxing for Victor, which begins next week, will be supervised by Latin department head Herman Diaz. She'll cut English-language specialties—strictly for the Yankee market, as well as Latin tunes for export. Among the latter, Diaz has skedded four of the tunes from Disney's *Cinderella* score, with special Latin lyrics. The cartoon flick will hit the South American market soon with an all-Spanish sound track.

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as sung by

BILLY DANIELS

Stopped the show on last week's
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A good song for your December program

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MORE THAN LOVE, DARLING"**

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BMI

**GIVE TO THE
RUNYON CANCER FUND**

**NBOA in Stance Vs. % Deals;
System Rapped as Deterrent**

(Continued from page 10)

percentage deal as the basis for upping the band's guarantee on the next date in addition to the 50 to 60 per cent privilege. He pointed out that this practice of continually upping guarantees on bands which go into percentage is extremely dangerous, for statistics prove that a band will eventually hit a peak and on its next date, its draw will slip greatly, thus causing the op to suffer a severe loss which will wipe out the profit of several previous dates. He said that bookers and frontiers forget that in addition to the guarantee, \$100 or often much more is added for promotion, this is an important part of the band cost.

Larry Geer, Fort Dodge, Ia., said that he was against percentage deals because he felt that the ballroom owner had far more invested in the one-night gamble than the orkster. He decried the use of anything over a 50-50 split, pointing out that a 60 per cent split was equivalent to giving the orkster a 20 per cent head start on the gate. He offered bookers a bigger percentage, he said, if they'd cut the guarantee, but got no takers. Dale Ketterer, Montevideo, Minn., reported that he has two radio shows, in addition to his normal promotion, all of which he bankrolls. Because the orksters will assume none of this promotional gamble, he felt no percentage deal was feasible. Alice McMahon, Indianapolis, suggested a committee to study the guarantee-percentage problem, but no action was forthcoming.

Several ops told of the attempt by Music Corporation of America and Guy Lombardo to attempt to cut in the band, not only on total admission grosses, but also on money received from booth reservations. Will Wittig, Kansas City, explained that the booth system directly benefits the orkster at the door, for it enables more people to occupy ballroom space. He pointed out that the average 25 cents charged for a booth seat goes for laundry of table cloths, rental of chairs and tables and rugs and increased cost of waitress service. Tony Cavalier, Youngstown, O., asked why ballrooms couldn't book bands on the same basis as Ohio theaters, which offer straight scale against a percentage for one-day appearances.

Alice McMahon, Indianapolis, discussed the problem of how to handle the situation when a band leader failed to appear on a one-night date, but his band did appear. During the past year, Russ Morgan, Eddy Howard and Charlie Spivak were involved in such cases, a check of NBOA members at the convention revealed.

Miss McMahon advised that ops who run into such instances first ponder whether the ork is the one which is booked because of its well-rounded music or because the band leader is the personality and the spark of the band. She cited a case in her operation about five months ago where a bandleader failed to show and she was notified only 36 hours before the date was to take place. She said that her patrons seemed to be impressed with the honest approach. When she was notified she immediately had a huge sign made, notifying those attempting to buy tickets that the orkster would not be present, but his band would play the date. In addition, she advised her cashiers to mention the fact to each customer. Before the band played its first number, an announcement was made from the stand. She said that her cashiers were advised to return the money cheerfully, for "nothing does more to maintain friendly relations than a refund cheerfully given."

Bert Potter, Edelstein, Ill., op, who said he had the same band a few days later, when it again worked sans leader, said he was notified at the same time as Miss McMahon and gave his customers the privilege of getting back half on their ducats and attending the dance, or getting a complete

refund if they didn't wish to attend. Miss McMahon said that local d.j.'s assisted her by announcing before the dance that the frontier would be absent. She advised dance ops that no set pattern for a settlement on such a date could be followed, but that each op would have to figure out the damage done at the box office.

Operators who are bothered by the problem of not getting properly signed contracts returned until shortly before the actual one-night engagement, should put on a rider, informing the booker and band leader that unless the pact is signed and returned before a date, "perhaps three to four weeks before the date," the contract is null and void, Tom Archer, Des Moines, suggested. Archer's suggestion followed comment from ops that major booking offices are holding off returning pacts until only a week before the date. In many instances, ops reported that offices held up pacts until seven days before the date and then notified the op that the band could not play the date. Archer said that the impression that the American Federation of Musicians (AFM) is dead against any riders to a band booking pact is incorrect. He presented riders from seven different contracts, received from bands during the past two years. One band's pact had a whole extra page of fine print riders.

On the subject of advance deposits, called for by contracts, Archer said that he is not in the habit of making such deposits. A show of hands by members indicated that only about 15 per cent make advance deposits, ask bookers to see that band leaders make a similar cash deposit to guarantee the appearance of the band and leader on that specific date.

Paul Strausburg, Detroit, recommended that teen-agers be attracted to danceries by setting a particular night aside for the younger set, as is the case with the successful over-30 dances. He said that he had inaugurated such a Friday night and, working with the co-operation of the Detroit Police Department and parochial public schools, it had developed lots of new patrons. Parents are admitted free with their children if they care to watch the dancing.

Correct dance tempos should be strictly the care of the ballroom op, Vic Sloane, Lincoln, Neb., urged. He said that his patrons go for strictly a bouncy, dancing type of rhythm, while he cited other cases, where such a tempo would ruin business. He suggested that ops study carefully the dance habits of their patrons before settling on a particular tempo. Kirk Hayes, Oakland, Calif., said that the op is entirely to blame if intermissions and playing time regulations are not adhered to by a band. He pointed out that the AFM has definitely stipulated in its national by-laws and in some cases local regulations as to what amount of time a band can take off. He suggested that band leaders be informed of the dancing schedule for the evening thru a mimeographed sheet.

Joe Malec, Omaha, pointed out the difference in the regulations of various AFM locals across the country. He cited the stringent minimum and standby regulations of the Omaha local, while other locals carry no such heavy demands. Adding musicians to bands to meet AFM minimums often hurts the band's book, for the new men added aren't familiar with the library, he said. He asked that the national executive board of the AFM throw out the rule in certain locals against free d.j. appearances. He pointed out that the d.j.'s co-operate 100 per cent with a dance promotion, yet cannot present the leader on the air. He said that newspapers offer little free promotion, yet the AFM okays printed interviews, when ops are lucky enough to get them.

**Hugo 'Blue Xmas'
On Bucking Labels
Milks the Market**

NEW YORK, Sept. 30. — Hugo Winterhalter will be competing with himself comes the Christmas disk rush. Winterhalter recently re-recorded his version of Blue Christmas (which was a hit for him last year while he was musical director for Columbia Records) for the Victor label where he currently is musical director and a recording artist. The new Victor recording of Blue Christmas will be coupled with a Winterhalter slicing of White Christmas, which was cut recently. His Columbia recording was paired with You're All I Want for Christmas.

Reason Winterhalter was able to reslice Blue Christmas for Victor only a year from its original Columbia release date is that the conductor-arranger recorded without a contract for the latter diskery. Since he was not subject to the standard diskery provision that an artist cannot slice one of his recordings when he moves to another label for at least five years after his move, Winterhalter, at the behest of Victor, was able to re-record the hit waxing.

**Chinn Named
NBOA Prexy**

(Continued from page 10)

carefully planned campaign to eliminate ballrooms from the nitery tax bracket had been foiled when the Korean war eliminated all legislation to lower and eliminate certain tax brackets because of funds needed to carry on the war.

Free of S. S. Problem

Ballroom ops can write finis to the attempt to place Social Security and withholding tax payments on the back of the ballroom op, rather than the bandleader, who now carries the burden, Roberts pointed out. Roberts related the extensive background of the successful fight. He pointed out one instance where reps of the American Federation of Musicians, the Treasury Department and NBOA spent 30 days in conferences trying to work out a definition for a name band. He lauded ops for the way in which they had contracted their congressmen to seek aid in the campaign which finally saw the disputed portion of the bill (HR 6000) thrown out by a joint committee of both the House and Senate. He stressed that NBOA was the only employer group which actively participated in the attempt to eradicate the troublesome provision from the 176-page law.

Mull Co-Op Buying

In the interest of assisting the small op, Otto Weber, managing secretary of NBOA, suggested that the membership interest themselves in co-operative buying. Following a discussion by the membership, it was decided that Weber would contract all printing firms handling show cards for band advertising, asking them to submit representative work and bids to handle all NBOA members' show card orders. Check of the membership during the meeting showed that price of window cards ranged from 7 to 15 cents. Ops told of buying window cards from a booking office for as high as 15 cents. When they bought the same card direct from the printer, it was from 7 to 9 cents.

Weber said that NBOA had fostered formation of six State or regional chapters during the last year. In addition, 50 new members were added since the 1949 conclave. He said the notable factor in the increase in members was that over half were added in a membership drive during the last 90 days. Weber asked co-operation of members in securing information for the monthly NBOA newsletter.

Gimmick Promotions Give Hypo To Capitol's Sales Campaigns

HOLLYWOOD, Sept. 30. — Gimmicks, favorite promotional tool of radio and ad agencies, are paying off for Capitol in spicing its regular sales promotional drives. Stunts are used only to supplement basic build-up campaigns on specific disks, but usually prove to be the fastest eye and ear-catchers. Altho Cap invests considerable coin into this type of promotion, lion's share of the stunt-staging costs are borne either by the individual publisher, artist or both.

Cap's Adrian (Beep) Roberts, who handles most of the stunt promotions, sought dee-jay-dealer-op attention for Tennessee Ernie's *Mule Train* by mailing platter spinners a plug of Brown's Mule tobacco bearing Ernie's stamp and a note: "Hope you enjoy this plug—I really appreciated the one you gave me on *Mule Train*. Dealers received a counter merchandiser consisting of a whip which, when touched, caused a 45 r.p.m. changer to play 15 seconds of *Mule Train* with a 20-second announcement introducing Tennessee Ernie's version. For ops, 50,000 gummed 3 by 1-inch stickers were prepared for display on phono boxes plugging the disk.

To plug Ernie's *Anticipation Blues*, backside of *Mule Train*, Cap sent out 5,000 folded paper diapers complete with safety pins and message: "Not a flop, but a flip-over hit." This was aimed at nudging jockey spins for a side that might otherwise be ignored. For Tex Williams's *With Men Who Know Tobacco Best*, ops were sent special celluloid roll tape for display on juke boxes. On behalf of Mel

Torme's *California Suite*, diskery tied in with Sunkist Oranges for a combined promotional campaign using Sunkist's 15,000 retail food outlets. To dee-jays and press, Cap sent a copy of the album wrapped with a cellophane sack of Sunkist's product.

For Jimmy Wakely, Cap distributed 6,000 pocket mirrors to record counter girls, with the sagebrush singer's autographed pic backing the looking glasses. To plug Wakely's *Peter Cottontail*, dee-jays received candy Easter bunnies. Candy was also sent to spinners in the form of flavored sugar babies on behalf of Eddie Kirk's *Sugar Baby*. Rubber nipples on disk labels were used to attract dealer eyes to *Feed 'Em in the Morning Blues*. For *My Pillow Knows*, Dan River pillow cases were sent to jockeys with tune's title embroidered on one side and the flip tune, *One Kind Word* on the reverse. To intro Ole Rasmussen, new to the Cap roster, corn-cob pipes bearing the Rasmussen tag were sent to Western spinners.

One of Roberts's most successful comment-getters was staged on behalf of *Crocodile Tears* when he sent platter spinners live baby alligators, each seven inches long. However, this stunt almost snapped back. When Roberts exhausted his domestic source of gators, he imported some for the remainder of his mailing list but by the time he received them they had grown three feet. After one peak into the box Roberts promptly returned the little monsters.

Distrib Takes Over Classic LP Releases

NEW YORK, Sept. 30.—Bill Avar's Phoenix distributing firm here has taken over national distribution for Bach Guild, Vanguard and Stradivari records, all longhair LP firms. The first two are operated by Seymour Solomon, and the last by musicians George Ricci and Arnold Eidus. Outfit is opening an office in Philadelphia.

Meanwhile Avar has extended his own Period diskery, operated by Frank Stevens. He recently returned from a seven-week trip to Europe, where he inked 20 deals for wax sessions, some of which have already been cut and others skedded for completion before the end of the year. New deals were made with the French Pacific and Lumen diskeries, giving Period the right to press from their masters here. Avar also obtained American distribution for the L'Oiseau Lyre catalog. In Italy he made a master-exchange pact with the Durium Company, producer of early Italian music.

A number of other contracts were negotiated, but final papers haven't been signed yet, according to Avar.

Unity Lines Up Slate For 802 Elections

NEW YORK, Sept. 30.—The Unity Party, opposition group in Local 802, American Federation of Musicians (AFM), announced a switch in its slate for the forthcoming election of officials in the local, naming Henry Maccaro as candidate for secretary and Joe Le Maire for veepee. Maccaro had originally been designated as the party's candidate for veepee. William Feinberg, for prexy, and Sam Kramar for treasurer, complete the slate.

Le Maire is a vet AFM-er, having joined in 1906. He was with the Metopera ork from 1910 thru 1945 and has since been with the Music Hall ork.

Cleffers' Assn. To Meet Nov. 2

NEW YORK, Sept. 30.—Songwriters' Protective Association has set its annual meeting for the afternoon of November 2 at the Mirror Room of the Hotel Warwick. Announcement of election results for seven places on the 21-man SPA council will be made, and the council will elect officers.

Council members serve three-year terms, with one-third of the council up for election each year. Incumbents running this year are Oscar Hammerstein, Otto Harbach, Ray Henderson, Jesse Greer, Edgar Leslie, Charles Tobias and Jack Yellen. Fourteen opponents are running against them.

Sensation Suspends Pressing, Leases Out

DETROIT, Sept. 30.—A combination of conditions resulted in a decision by John S. Kaplan and Bernard Besman, owners of the Sensation Record label, to discontinue pressing and lease out their masters. Sensation, with a heavy specialty in the blues and rhythm field, was one of the biggest of the 20 or so independent labels in this area and is quitting the field in good shape, as a sound business move.

Pressing may be resumed at a later date if conditions warrant, Besman said, but the owners will, meanwhile, concentrate on their other activity, Pan-American Distributors.

The principal reasons for the stoppage were the growing scarcity of both shellac and vinylite and the increasingly poor credit risk presented by record dealers.

About 400 masters of race numbers owned by Sensation are to be leased out for pressing to Regal and Modern Records, with each firm taking about three masters weekly under the present preliminary arrangement, which goes into effect this week for immediate pressings.

"Molasses Carson" Flooded for Dates

NEW YORK, Sept. 30.—As a result of the flash impact of the Discovery dinking of Molasses, requests for nitery and theater bookings have been coming in to Howie Richmond, pubber of the tune, for appearances by "Lenny Carson," leader on the date, and the Quiz Kids vocal group. "Carson" is the alias for Larry Clinton, who also penned the words and music to the ditty. Clinton, top-ranking orkster a decade ago, may try his hand again this fall with some theater bookings.

Meanwhile Richmond has settled on the name Essex Music, Inc., for his new subsid, in which Molasses is being pubbed. He has engaged a New York contact man for the pubbery, for which he had originally registered the name Warwick Music, subsequently changed when it was learned that somebody else had prior title to the name.

Disk Duplication In Wax Sent Jocks At All-Time High

NEW YORK, Sept. 30.—Amount of duplication in disks sent to disk jockeys has reached an all-time high—with many jocks claiming they get as many as 12 copies of a release. The disks stem from the following sources: (1) Home office of the diskery; (2) local distributor; (3) from publishers—two pubbers for both sides, hence two disks; (4) disk artist's promotion man; (5) if disk has two names, jockey is likely to get records from each of the names or their flacks; (6) songwriters, in increasing number, are sending disks to jocks.

Result is that a jockey often gets as many as 100-300 packages of disks a week. If no vinyls are available, a sender will send two or three disks instead of one—with a note that one or two may break, therefore several are being sent.

Just how extensive is the total waste, nobody knows. Figuring on the conservative basis of 5,000 jocks receiving disks, the waste is enormous. Vinyls cost between 30 and 40 cents a pressing, mailing cartons between 10 and 15 cents, postage from 15 to 50 cents. Not counting time and labor, total costs of a package amounts to about \$1.

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RCA-Martin Disks Get Hat Gimmick

NEW YORK, Sept. 30.—RCA Victor and Gage Hats of Chicago, have devised a special promotion involving the Victor album, *Tony Martin's Dream Girls*. The idea, conceived by Victor flack Ben Kemper in conjunction with the Herbert Summers Hall ad agency, has the hattery marketing a newly designed lid line for teenage girls, each named for one of the tunes in the Martin album.

Gage, in exchange for use of the Martin name, is sending a special promotion kit to each of its 3,000 outlets, including suggestions for a window display including the hat line and the album. Kits will also be supplied Victor for the use of its distributors, who will be urged to set mutual plugs by disk dealers and hat merchants. Gage is to take spot air plugs on dee-jay shows and will also advertise in a national film fan mag.

The whole campaign will be pegged on the slogan: "You'll be a dream girl in a hat by Gage."

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MUSIC—AS WRITTEN

Local 47 Blocks RCA Waxing on Anti-Dubbing Rule

The Hollywood Musicians' Union (Local 47) moved into a Victor recording session to block the Sons of the Pioneers from re-recording passages of previously cut masters on the grounds that it was in violation of the American Federation of Musicians' (AFM) anti-dubbing regulation. Masters were recorded some time ago by the Sons of the Pioneers and later sold to Victor when the group joined the label. In prepping sides for release, Victor sought to amplify certain passages in the disks by recutting those portions of the platters. Victor Coast artist-repertoire head Henri Rene had been informed that the matter was cleared by the AFM in the East. However, Local 47 had not been so informed, hence blocked the diskings until it got official blessings.

Mills Quits AMC for Job With Commerce Association

William A. Mills has resigned as exec secretary of the American Music Conference (AMC), effective October 15, to take over as exec vice-president of the Empire State Association of Commerce. Louis G. LaMair, AMC president, has not named a successor.

Griffin Becomes Studio Maestro Via Signature Pact

Chris Griffin, veteran trumpeter who was the third man in the noted Benny Goodman horn section which featured Harry James and Ziggy Elman, is the latest tootler to become a studio maestro via a Signature diskery pact. Griffin has recorded four sides under his own name and also has led a couple dates which will feature Lily Ann Carol and Jimmy Saunders.

Goodman Hires Music Hall's Leibert for 26 E.T.'s

Radio City Music Hall organist Dick Leibert has signed a deal with Harry S. Goodman for a series of 26 15-minute transcriptions. Leibert has formed his own company, Ellandee, in conjunction with CBS announcer Larry Elliott, to produce the disks. Goodman will handle distribution.

Polymusic To Issue Rare Drama, Music Works

Polymusic Recording Associates, Inc., a new diskery, has been formed here to produce previously unrecorded dramatic and musical works. The program calls for both classic and contemporary works of major stature. Polymusic is headed by Robert S. Busch, president, with Conductor Vladimir Cherniavsky as music director. Simon Barendse, son-in-law of Conductor Pierre Monteux, is in charge of European operations. Busch, who is associate director of WPIX, will handle the dramatic repertoire. Serving on the board of advisors are composers Aaron Copland and Edgar Varese and actor Jose Ferrer.

LP Colosseum Diskery To Specialize in Classics

Colosseum Records, a new long-play diskery, has been formed here. The outfit, which will specialize in classical and semi-classical material, is headed by Bruno G. Roniy, president, and Joseph C. Newfield, treasurer. The first work, issued last week by the outfit, is the Russian cutting of the Tchaikovsky "Violin Concerto," with violinist David Oistrakh. This is the version issued several years back by Compass, short-lived disk wing of the William Morris Agency.

Decca's "Consul" LP Album Includes Libretto

Decca Records' two LP disk albuming of the Gian Carlo Menotti opera "The Consul," will feature a complete libretto of the work bound into the boxed album. Disks and the 10-page libretto, printed on glossy paper approximately the same size as the sleeves, are bound together on a roller. Package is the highlight of the diskery's first longhair release which was shipped last week.

Tempo Piped Music Signs 35 Spots in Two Months

Tempo, Inc., last week announced the signing of its 35th contract for piped music after only two months of operation. Tempo, an affiliate of the Marshall Field enterprise, Functional Music, Inc., is serving offices, hotels and restaurants.

Arnold L. Pipper, MGM Disk Plant Manager, Dies

Arnold L. Pipper, 56, plant manager of MGM Records' Bloomfield, N. J., factory, died September 25 in the New York Memorial Hospital. Services were held September 27 in the Colonial Home, East Orange, N. J. Pipper had been with MGM since its inception in 1945. Prior to MGM, Pipper was with the RCA Victor plant operation.

"Autumn Leaves" Draws Recording Interest

There's marked disk interest in a French tune brought to this country by Cap Prexy Glenn Wallichs on his return from a recent trip abroad. Ballad, clefted by Jacques Prevert and Josef Kosma, was turned over to Johnny Mercer, who added the English lyrics and title, "Autumn Leaves." Disks made include ones by Bing Crosby (Decca), Roland Vaughn (Coral), Mitch Miller (Columbia), Buddy Morrow (Victor) and three versions on Capitol by Jo Stafford, Paul Weston and Ray Anthony. Ardmore Music (Cap pub subsid) is publishing it.

Agencies Woo Tommy Dorsey Ork

Tommy Dorsey, whose MCA contract expires December 7, is getting the romance treatment from the agencies. Sources close to the orkster hint he is toying with the idea of handling his own bookings thru Irving Chazar. Dorsey will reportedly reorganize his ork for location work after he finishes a current Decca waxing schedule.

Lorry Raine Pacts Long-Term Deal With MCA

Thrush Lorry Raine has inked a long-term deal with Music Corporation of America (MCA) preparatory to her debut in the nitery and theater fields. Gal, who is under the personal management of her husband, Tim Gayle, has confined her activity to date to records and a few West Coast air shots. Her special club routines have been clefted by Bee Walker and Don George. Miss Raine cuts a date for London within the next two weeks.

New York:

The third volume of Columbia's "I Can Hear It Now" series, narrated by Edward R. Murrow, was released last week on one LP platter and in an album of five 12-inch shellac disks. The period covered is from 1919-1932.

Ralph Flanagan last week kicked off his second seasonal football contest for deejays, librarians and juke box ops. The best picker of scores for six top games of the week will draw a leather goods prize. The contest will continue thru the collegiate football season. . . . Capitol Records' newly signed singing discovery, Mary Mayo, has landed the fem thrush spot opposite Frank Sinatra on the latter's forthcoming CBS-TV show. Also due in the cast are Sinatra's veteran arranger-conductor-collaborator, Axel Stordahl, and a new vocal group from the West Coast, the Moon Mists. . . . Roost Records has signed star tenor sax man Stan Getz to an exclusive term contract. . . . Mel Mandel, former Midwestern deejay, last week assumed spinner promotion duties for Malverne Distributors, local outlet for Mercury Records. . . . Singer Dick Brown is skedded for a one-weeker at the Hippodrome Theater, Baltimore, beginning October 5.

Duke Ellington has renewed his contract with Columbia Records. The diskery has new plans afoot to cut full versions of his instrumental standards on LP. . . . Pubber Sidney Mills is recuperating from a fractured rib. . . . "Why Should I Dream?" is the first "Songs for Sale" TV winner to be waxed. It's been cut by warbler Russ Emery with Mitch Miller's ork for Columbia. Mellin Music is publishing the tune. . . . Dick Gersh and Margie Karan have joined the Buddy Basch office as account execs. Basch recently acquired Bill Snyder and the Mariners for disk promotion and flacking. . . . Lee Magid has signed Latin Quarter warbler Ralph Young to a personal management pact. . . . National Records has signed the Galli Sisters to a long-term contract. . . . Phyllis Sommers, after a summer hiatus in the borscht belt, has returned to the business as secretary to Paul Kapp, in his General Music pubbery. . . . Sam Geison, formerly with Mike Hall, has set up his own flackery.

Mindy Carson continues to get top publicity breaks in major mags. The latest of such are a full-page, full-color story in the October issue of American magazine and an upcoming front cover on Cosmopolitan. The photogenic chirp has probably had the most intensive press build-up since the wild early Sinatra days.

London disk thrush Anne Shelton was slated to be introduced to local jocks and journalists at a cocktail party thrown by the diskery at Toots Shor's October 2. While in the country, the British vocalist will be featured guest on a Coca-Cola broadcast. She visited Philadelphia deejays September 28. . . . MGM warbler Bill Farrell goes into the Club 86, Geneva, N. Y., October 10. . . . RCA Victor completed its new all-star waxing of "The Fledermaus," Johann Strauss opera, September 29. . . . Remington Records' sales manager, Horace Bloom, returned last week from a seven-week coast-to-coast trip. He set up 22 distributors for the low-price LP line. . . . Artie Mogull has been hired by Rainbow disk Prexy Eddie Heller specifically to handle promotion of the Buddy Williams band. Williams made his Stem debut September 30 at the Arcadia. He's in for two weeks. . . . Westminster Records, longhair LP diskery, is cutting the complete set of 32 Beethoven piano sonatas with Kurt Appelbaum. First disk will be released late in November.

Dick Linke now handling disk promotion and Eastern publicity for Columbia warbler and Oxydol air star Jack Smith. . . . Vic Jarmel, agent with Cress Courtney Associates, enters the army air forces October 12. . . . Guitarist-vocalist Danny Barker is doing a single at Frank Pisani's Glass Bar, Hoboken, N. J.

Chicago:

Rudy Vallee is set for one-night concerts or concert-dance dates thru the Midwest, starting October 8 at Club Madrid, Louisville. Vallee, who was booked by the Willard Alexander Agency, is receiving an average of \$1,250 against a 60. . . . Frankie Laine will start his third 1950 Columbia flicker late this year. Deal was set thru Jonie Taps, of Columbia. Laine is mulling his entrance in TV after January 1. He lays off five weeks, starting October 5, returning to work in November, when he'll do one-nighters on the Coast with the Don Pierce ork.

Herb Martinka, Mankato, Minn., ballroom op, suffered a relapse following an operation recently and is confined at the Mayo Clinic, Rochester, Minn. . . . Jimmy Hakes, manager of the Frog Hop, St. Joseph, Mo., is the first ballroom man to go into service. Johnny Kemerling replaced him. . . . Betty Bryan left the Benny Strong band to mull TV offers, with Kathy Owens, Detroit, replacing. . . . The Porter House, of the Hotel Sherman, formerly the College Inn, will open October 7 as an eatery, with Frank York's eight-piece society ork as the only entertainment.

Bill Mills, first managing secretary of the National Association of Music Merchants and later executive secretary of the American Music Conference, has resigned the latter post to become executive v.-p. of the Empire State Association of Commerce, Albany, N. Y. No replacement has been named for Mills, who leaves Chicago October 15. . . . Mrs. Tom Roberts, wife of the ballroom ops' legal counsel, missed her first convention of the group in years, due to the illness of her mother. . . . Tommy Thompson resigned as manager of the Prom, St. Paul, with flack Harry Given absorbing his duties.

On the Sound Track:

Songstress Dinah Shore was inked by Jerry Wald and Norman Krasna as the first in top music talent names being corralled for their Technicolor musical, "Stars and Stripes Forever," film story of the USO. Some of the production numbers will be filmed at various army camps, thereby allowing Miss Shore to entertain the servicemen in camp p. a.'s. . . . World Artists signed Dorothy Kirsten to star in one of its series of nine classical films, but will have to postpone its lensing sked until she completes her lead role in MGM's "Caruso." Miss Kirsten will be used in a later series. To complete its current brace of nine longhair reels, World still has to film Cellist Gregor Piatagorsky, Soprano Lotte Lehman and Contralto Marian Anderson. . . . "Drums of the Voodoo," clefted by Betty Swift and Will Gould, was bought by Eagle-Lion for its "Red for Danger" flick. . . . Warner's shorts department head, Gordon Hollingshead assigned William Lava to score "The Neighbor Next Door" and Howard Jackson for ditto chores on "The Wanderers Return," both twin reelers.

Manufacturer Replies to FCC

Altho much in agreement on their desire or ability to make TV sets in accordance with FCC bracket standards, the various manufacturer replies to the FCC ranged all the way from "would like to go along, but . . ." to "nothing doing." At press time only Philco, among the major set producers, was keeping its stand secret. Whether or not Philco's letter to the FCC would be as dramatic as the shroud of secrecy covering it was the topic of much talk in TV circles.

Here are excerpts and paraphrasings of the various letters received by the FCC from the television manufacturers:

John Meck, president of Meck Industries, said: "It's a shame to let politics obsolete 8,000,000 TV sets bought by people who believed that when color came it would be a compatible system."

Emerson stated there was not sufficient time to produce sets with bracket standards, but the company would like to go along with the FCC.

"We're Sorry, But . . ."

Sylvania said it was sorry the commission's November 15 deadline didn't offer enough time for compliance. Company engineers estimated it would require three months of research and three additional months before the company could go into production on bracket standards sets.

Harold Shevers, Inc., said: "We'll ride with the crowd, but we can't do anything in the time allotted."

Starrett and Tele-King also decried the lack of time to make bracket standards sets, but wanted to go on record as ready to comply with the wishes of the public.

Allen B. DuMont Laboratories said it would need from six months to a year at least before the firm could come to any conclusion from engineering standpoint. DuMont urged FCC to postpone any color verdict and go ahead with the freeze-thaw. DuMont added it is still of the opinion CBS color is not satisfactory for commercial use.

Belmont Radio Company declared the best efforts of its engineers "have failed to indicate any method of accomplishing bracket standards," Belmont said it was willing to co-operate with FCC but couldn't meet the deadline.

Need 3 to 6 Months

The Hallcrafters Company told FCC it would take another three months to six months before it could even design a brackets set. Two to four months more would be required to get on a production basis, the firm estimated.

A complete rejection of brackets standards was made by Conrac, Inc., which said flatly it "will not undertake to modify our receivers to operate within the new standards." The firm said parts are in tight enough supply now without its having to line up new components.

Westinghouse Electric Corporation was more cordial to FCC than many manufacturers, saying it is going right ahead with design for the new receivers. It reported, however, it will be unable to turn out sets within the limited time, since field testing would be necessary.

General Electric Company also promised to make sets with bracket standards, but "emphatically" doubted it could be done soon and probably not until mid-1951. General Electric added it could not enter into an agreement with FCC to produce only the type of sets the commission wants without running into anti-trust trouble. GE said it will make any kind of electronic equipment the public will buy, notwithstanding its conviction FCC's color verdict is "open to serious question."

"We'll Co-Operate"

Hoffman Radio Company said it "will do everything possible to co-operate, but joined the rest in saying actual production cannot come for many months.

Andrea Radio Corporation said if CBS color is adopted, it will have to drop 335 employees and will run into serious financial difficulties. Andrea said the idea of bracket standards would result in a situation similar to that caused by the three disk speeds.

Ross Siragusa, president of the Admiral Corporation, bitterly attacked the FCC color decision. Likening it to "the subtlety of an order from the Kremlin," Siragusa said the ruling would cause the American public to lose 95 per cent of the present \$3,000,000,000 invested in home receivers. He said it would be several months before Admiral could properly design and field test a set compatible with CBS color and predicted that by the time there would be more than 10,000,000 sets in homes "which will not receive even black and white from a Columbia telecast in color." His company, he said, had taken the only course open to it, that of asking the FCC for more time to consider the matter.

Avco Manufacturing Corporation, Cincinnati, makers of Crosley receivers, said in its answer to the FCC that the system tentatively adopted by the commission is not in the public interest and urged deferring FCC action until a fundamentally satisfactory system for color TV can be developed. Crosley, like a number of other manufacturers, feels that no satisfactory system of color has been developed and that action now would be unwise and unfair to the public. Crosley also pointed out that it could not promise to build TV receivers capable of operating on the so-called bracket standard within the time specified by the commission.

Mrs. to FCC: Your Move On Color; Fights Certain

(Continued from page 6)

lite," never has been tried on final FCC rulings.

"Unnecessary"

RCA, in its statement, signed by Dr. C. B. Jolliffe, executive veepee in charge of RCA laboratories, assailed the FCC for going contrary to the findings of the Condon Committee and charged that adoption of brackets standards is "unnecessary, costly and contrary to public interest." RCA challenged the authority of the commission to force private industry to risk investment in "a makeshift proposal," and presumably this would be made the principal thesis of the court challenge if the commission adopts CBS standards.

Long before the five o'clock "post-marked" deadline for filing answers on the brackets standards had been reached, firms producing considerably more than a majority of the TV sets on the market had already filed their answers saying, in effect, "it can't be done."

Philco Corporation alone stood out among the jumbo manufacturers as still silent when the FCC closed for the week, but a Philco spokesman in Philadelphia informed a newsmen that its answer would be in FCC's mail-bag Monday, "postmarked properly to meet the deadline." Philco's deep secrecy over the statement which would become public Monday (2) raised all sorts of conjecture here, ranging all the way to the extreme possibility that Philco was acquiescing to the FCC's demand and was ready to promise it would make CBS color sets.

Like several of the firms which filed answers, Crosley Division, Avco Manufacturing Company, told the FCC that Crosley couldn't agree on putting full-range brackets switches in all TV sets in the time specified by the FCC, inasmuch as the plants were not geared to do so. Also, Avco, like most others, asked the commission to "reconsider the entire matter and defer for an indefinite period the adoption of any new standards."

Price Hikes Ahead

Several of the firms warned the FCC that the brackets standards would raise the price of TV sets almost prohibitively to the public which already faces higher costs on the basis of the new excise levy and increasing prices on supplies. Estimates as to price rises required by the brackets ranged from \$25 to \$100 a set.

The National Television Systems Committee (NTSC) submitted minutes of a recent meeting of leading manufacturers. All agreed, said NTSC, that FCC's deadline could not possibly be met. The committee furnished estimates by five manufacturers as to how much it would cost to ad external adaptors to present sets so that CBS color could be received in black-white. DuMont estimated \$130 plus uncertain installation charges; Stromberg-Carlson, \$100 plus \$25 installation; Hoffman, \$60 plus \$40 installation; Philco, \$60 plus \$25-50 installation; and General Electric, a minimum of \$50, plus uncertain installation charges.

Among the toughest statements filed at close of business at FCC yesterday was Pilot Radio Corporation's which charged FCC with "threats" and "insincerity." Pilot declared that FCC's promise to hold off formal adoption of CBS color if manufacturers go along amounts to "threatening" the set makers. Pilot added "even if the industry gives you the requested assurances, there is no evidence of your sincerity in propos-

of more than 45 per cent. Pettit added that only three of the companies surveyed anticipate reductions next year in ad budgets.

ing to postpone a decision ostensibly to seek development of color."

CBS asked FCC to make it clear that its report permits manufacturers to reduce the color pictures of CBS if necessary to provide for conversion. This point was not made clear in the report, the web said. CBS supports the idea of bracket standards, it was added. Individual set manufacturers' answers to the FCC appear in the Radio-Phono-TV Merchandising Department, this issue.

TV Set Tax Due To Jump To 15 Per Cent

WASHINGTON, Sept. 30.—Manufacturers' 10 per cent tax on radio-TV sets is likely to be raised to at least 15 per cent in the 1951 tax bill, it was learned this week.

Treasury Department officials and staffers of congressional tax committees have been meeting to discuss revisions in the excise structure. Proposed is the raising of excises on consumer durables, not so much to bring in extra money as to discourage the purchase of civilian products using scarce materials.

Besides a rise in the sets tax, refrigerators, deep-freezes, gas ranges, fans and other appliances and autos are being discussed for new or increased excises.

Hearings on increased excises will start early next year, with corporation excess profits taxes first consideration at hearings starting November 15. Increased individual and corporation taxes will be taken up later with excises in early January.

It Takes a Genius To Give TV Set To Vet Hospital

(Continued from page 3)

guard over the rear of the set. Each set must have an r.f. stage in the antenna input circuit to prevent re-radiation—something most manufacturers have not yet perfected, tho they've been trying very hard. You must also donate an adequate antenna that will give a "high quality" picture. You have to guarantee to install an approved outdoor antenna if it is required.

Your donation of a set must also include all installation, maintenance and spare parts charges for a minimum of three years. The set must be "new, unused and a current production model." The VA hospital manager must file a report that includes the following information: Make, model, retail price, name and address of donor, name and address of person paying for installation and service, proposed date of installation, number of sets previously installed, number of privately owned sets in use, number of channels the set can satisfactorily receive, proposed location of set, class of patients to view it, manager's recommendation of acceptance and approval of the hospital engineering officer.

In addition, when and if the hospital ever gets that TV set, the manager is required to keep "accurate and comprehensive records on the number of service calls, cost of maintenance whether donated or paid for and related operating data."

Anybody want to give the boys a television set?

Set Makers To Boost Avg. Ad Coin 104%

WASHINGTON, Sept. 30.—Despite anticipated curtailment of set production, manufacturers will greatly increase advertising budgets for the last part of 1950 and still further in 1951. L. E. Pettit, chairman of the ad committee of the Radio-Television Manufacturers Association (RTMA),

said this week.

An informal poll of committee members indicated a "startling increase," Pettit said. Of set makers reporting, all but one will increase advertising for the last half of 1950 over the first half. These increases range from 20 to 200 per cent, with an average increase of 104 per cent.

The 1951 plans of reporting RTMA members indicate an average increase of 9 per cent over total 1950 plugs, with three firms planning an increase

People, Products and Prices

New RCA Manual Spells Out Details on 460 Tubes

A new edition of the RCA receiving tube manual has been issued by the RCA tube department, Harrison, N. J. The new manual, "RC-16," contains over 300 pages and includes complete technical data and information on over 460 RCA tubes, tube and circuit theory, amplifier and receiver circuit designs, and a classification chart.

Sunset, Frost, Center Music Stores Expanding

Metropolitan New York radio-TV-appliance stores are continuing to expand their operations by opening new outlets. **Sunset Appliance Stores**, three-store chain, is opening a fourth store in the Flatbush area of Brooklyn. **Center Music** recently opened its second shop in the Jamaica section of the city and the **Friendly Frost Stores** opened two outlets in the Williamsburg and Jackson Heights areas. **Dynamic Stores** recently embarked upon a policy of opening "neighborhood" stores while closing some of their midtown locations.

Radio Tube Sales Hit 36,000,000 Peak

Sales of radio receiving tubes hit an all-time high of over 36,000,000 in August, the **Radio-Television Manufacturers' Association (RTMA)** said last week. At the same time, RTMA announced equipment sales to the government rose substantially in the second quarter, even tho Korean developments had just started at the end of the quarter. Sales to Uncle Sam totaled \$33,400,000 as compared with \$30,600,000 in the first quarter of 1950.

Detroit Holds Up Licensing of TV Repairmen

Formal licensing of Detroit television servicemen and companies, following rigid examination, was postponed for 60 days to give the industry a chance to work out a satisfactory substitute ordinance by the city council. Complaints of incompetent, negligent or fraudulent service have mushroomed in recent months, showing a 400 per cent increase since the first of the year, according to the **Better Business Bureau**. Situation has become so serious complaints on video installations and service now exceed all other complaints handled by the bureau, it was reported, with the city council move to take action to regulate the trade coming as a result. Established firms in the field are aiming at a substitute ordinance that will assure a satisfactory standard of operation without becoming too restrictive on legitimate business houses.

Bendix Ships Only Complete TV Units

R. W. Fordyce, general sales manager, Bendix Television, stated last week that the company would continue to ship only complete receivers to dealers. Admitting that the company was feeling the pinch of the component parts shortages, Fordyce announced that Bendix would not ship sets unless they were in operating condition. Several TV manufacturers have been asking dealers to accept video sets minus one or two receiving tubes.

Jack-Equipped 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-equipped sets. Combination models which include record changers are not listed because of space limitations

- Andrea
- Saybrooks, Mayfield, Button and Normandy models.
- Arvin
- All sets
- Bendix
- All sets
- Capehart
- All sets
- DuMont
- All sets
- Freed
- Models 54, 101, 103, 104
- General Electric
- Models 19C-105, 19C-106 and 24C-101.
- Hallcrafters
- All sets
- Hoffman
- All sets
- Industrial Television
- All sets
- Mattison
- All sets
- Neek
- Models XQR, XTR and XSTP
- Mercury
- All sets
- Olympic
- Diplomat and Broadmoor models
- Pilot
- All sets
- RCA Victor
- All sets
- Regal
- Models CD36, 16T36, 16C36
- Scott
- All sets
- Stromberg-Carlson
- All sets
- Tele King
- All sets
- Video Products Corporation
- All sets
- Westinghouse
- Ardley model

Low Price TV, Mfrs.' Competish Days Take Wing

NEW YORK, Sept. 30.—As trade observers see it, the days of low-priced TV sets and price competition among manufacturers are gone—at least for the foreseeable future. While this may not be a startling disclosure, events taking place this week and events yet to happen, will further shorten the supply of promotionally priced video receivers.

The excise tax on TV, which takes effect November 1, will raise set prices from 6 to 10 per cent. More manufacturer price increases are being announced daily, and the shortage of component parts is causing manufacturers to eliminate models in the low end of their TV lines. This week, Philco raised set prices for the second time as they changed price tags to read \$10 to \$30 more on their entire line. Olympic raised prices on four models from \$10 to \$20, and Tele-Tone is expected to announce a price hike the coming week. That more manufacturers will follow suit is considered to be a certainty.

Cutting of Line
The parts shortage—particularly receiving tubes—has forced some TV producers to ship sets minus several vacuum tubes. This week, it was learned, Motorola sets were coming into the New York area with as many as 10 tubes missing from some 14-inch models. The company is expected to discontinue one 14-inch table model within the next few days. Several other manufacturers, in off-the-record conversations, have admitted they would like to pare down their lines to seven or eight models. Tradesters see a definite industry move toward eliminating the

Combo Take Dips Along Stem As Old Bills Do a Fadeout

NEW YORK, Sept. 30.—Final weeks of old bills took their bite out of last week's grosses. Over-all take of the Stem combo houses last week was \$365,000, against the previous week's equally tepid \$373,000.

Radio City Music Hall (6,200 seats, average \$123,000) exited with \$116,000 for its seventh and final week of **Sunset Boulevard**, Szonys and Non-chalants. New show has the **Four Macks**, Duval, Ivanovs and **Glass Menagerie**.

Roxy (6,000 seats, average \$68,000) ended its two weeker with **Mindy Carson**, the **Keane Sisters** and **My Blue Heaven** with a fairish \$67,000 after a preem frame of \$94,000. New bill has **Dick Haymes**, **Asia Boys**, **Bill Wrigley** and **Mister 880**.

Capitol (4,627 seats, average \$43,000) wound up its four weeker with \$42,000 following a previous week's \$47,000. Bill had **Phil Foster**, **Sosita Serrano**, **Noro Morales** band and **Summer Stock**. New show has **Phil Spitalny** band and **Born To Be Bad**.

Paramount (3,654 seats, average \$78,000) did a nice \$76,000 for its tee-off with **Myron Cohen**, **Tony Pastor** and **Sleeping City**.

Strand (2,700 seats, average \$41,000) with **Pretty Baby**, **Harvest Moon Dancers**, **3 Stooges** and the **Weavers** took in \$45,000 for the kick-off.

Palace (1,700 seats, average \$12,000) counted \$19,000 for the bill of **Billy Gilbert**, seven other acts and **Curtain Call at Cactus Creek**. Previous week saw approximately the same figure. New show has **John Steele**, **Milton Douglas**, six other acts and **Hunchback of Notre Dame**.

Barto "Wanted" Crisis in AGVA 4A Trial Hears

NEW YORK, Sept. 30.—Charges of conspiracy were leveled against the **Associated Actors and Artists of America (Four A's)** by the Boston group of dissident members of the **American Guild of Variety Artists (AGVA)**, headed by **Danny Fitz**, before Supreme Justice **Felix Benvenega** in New York Supreme Court last week.

The Bostonians are trying to prove that the Four A's action in removing **Matt Shelvey** as head of AGVA in 1947 was a "misuse of its powers" and, according to **A. J. Halperin**, of the law firm, **Halperin, Nathanson & Scholer**, "was a violation of the Four A's constitution." **Arthur Cowan**, general counsel for the Fitz group, said the "Four A's got around the constitution by adjourning as the international body of the Four A's and reconvening as the national board of AGVA, thereby assuming control of a strong union."

Cowan, appearing as a witness for Fitz, testified that **Dewey Barto**, who subsequently replaced Shelvey as AGVA's head, told him (Cowan) "we want to create a crisis."

Cowan produced a letter allegedly sent by Barto which said in effect that a plan was in readiness to oust Shelvey. "I met Barto in **Toots Shor's** and asked him about it (the letter). Barto replied, 'Let's enjoy our lunch.'" In his direct testimony, Cowan charged that Barto's statement about creating a crisis is indicative of a conspiracy against AGVA by the Four A's.

Further evidence of what is allegedly called a conspiracy by the Four A's to take over AGVA, will be presented when minutes of a pre-trial examination will be put before the court. Halperin said one of the Four A's head admitted having said, "We have taken over and are throwing Shelvey out, but don't let anybody know about it."

Halperin said Shelvey asked for leave of absence from AGVA November 20, 1947. The next day, the Four A's started to move in without letting Shelvey finish his leave of absence.

The case will be moved from New York Supreme Court to Bronx Supreme Court because Judge Benvenega will be sitting there for the next few weeks.

Rosenman, Goldmark, Colin & Kay, attorneys for the Four A's, defending the action, said that the alleged conspiracy hasn't been proved and we don't believe it will be proved.

lower-priced TV sets from current lines.

It is also generally expected that price increases will come November 1, with many manufacturers hoping to camouflage upped prices as part of the government excise tax program. It is also conceded that some manufacturers won't be able to hold out that long. In general, tho, TV sets will become more and more expensive for the consumer to buy. No one, however, sees any let-up in consumer demand.

Hazel Scott Date Set for 3G Plus

NEW YORK, Sept. 30.—**Hazel Scott** will play her first cafe date in years when she opens at **Ciro's**, Los Angeles, October 25. Last cafe date piano-singer had was at **Cafe Society Uptown** here.

Miss Scott's salary will be \$3,000 and percentage. Her last club salary was \$750. After **Ciro's**, gal will go into the **Earle**, Philly, November 24. Her dough there will be \$4,000 and a percentage.

Pat Halliday Tiffs With Club on Pay

NEW YORK, Sept. 30.—**Club Kavakos**, Washington, which recently had a verdict decided against it by the **American Guild of Variety Artists (AGVA)** in the case of **Connie Haines**, is back in arbitration again, but this time because of a mix-up on **Pat Halliday**, exotic dancer.

Miss Halliday was to open September 25 for two weeks at \$500. Her contract called for three shows. **Spot's** contract with AGVA called for a two-show-a-night policy. **Jack Kavakos** agreed to conform, but in the meantime Miss Halliday's attorney drew a new contract which called for pro rata nightly payment, and Kavakos threw it back. He claimed his bond in AGVA protected her and finally said that as the contract was canceled by the gal, he didn't want to pay her more than \$350, if he used her at all.

AGVA has ruled that the original contract (with two shows) was good, and Miss Halliday was at fault in asking for prorata payment.

Steele Summer Show At A. C. Set for Tour

ATLANTIC CITY, Sept. 30.—The **Smart Affairs of 1951** revue which **Larry Steele** staged for the summer season at **Club Harlem** here, will remain intact for the most part to tour clubs and theaters during the fall and winter season.

Milt Grey, formerly agenting in New York and Philadelphia, joins the Steele organization as company manager for a tour which will kick off next month at the **Town Casino**, Buffalo. The troupe will head south to spend most of the winter in Florida. Negotiations also are under way for **Sarah Vaughan** to play a number of dates with Steele's revue.

Bop City Rides Into Cafe Biz On 'Jazz Train'

Drops Admission Policy

NEW YORK, Sept. 30.—Bop City will drop its admission policy and go into a straight cafe format, all because its current show, *Jazz Train*, got such terrific press notices.

The package, a Mervyn Nelson property, was worked on and finally sold to Bop City by Freddie Fields, of Music Corporation of America (MCA). Spot had been fading rapidly for the past few months for many reasons, chief of which was that bop, on which the room built its policy, was losing out, plus the difficulty of coming up with strong enough names to maintain it.

When Fields offered *Jazz Train* to Paul Sclosser, one of the ops, there was a long huddle. Abe Ellis, who owns the mortgage on Bop City, and Beckman and Pransky were all in on the talks and finally *Jazz Train* came in. Price is about \$5,000.

Show opened with poor biz, but critical notices ranged from good to great with Walter Winchell devoting a few lines. Final decision was to close the room for redecorating and reopen with big blow-ups of notices.

Package was originally put in for four weeks and options. Show's already been in for about three weeks. New deal will call for picking up of options.

Problem now is what name to call the club. At first the idea was to use the Cotton Club handle, but due to various obstacles, another tag will probably be used.

Under the new policy the room will operate with a \$2.50-\$3.50 minimum. There will be dancing and another band will be hired.

Jazz Train is an all-Negro show with no names. It represents a cavalcade of jazz thru the years. It has exciting dancing, excellent singing, a book comparative to some sock musicals, and runs about 75 minutes.

Celebrity Club Reopens Dec. 15

NEW YORK, Sept. 30.—The Celebrity Club, Allan Gale's spot in Miami Beach, will open at its new location December 15 with Sarah Vaughan as the opening act.

Starting January 12 the bill will have Thelma Carpenter, Pegleg Bates and Maurice Rocco, tho the latter hasn't been definitely signed. Following the January 12 bill the spot will have Pearl Bailey.

An effort is being made to get Billy Daniels, but so far every other cafe wants him.

Oui, Cherie!

NEW YORK, Sept. 30.—Page Morton, currently at the Cafe Pierre, was singing in French when a lady customer approached her.

"My deah—how long have you been here?"

Miss Page, a native-born American, thinking she meant how long she had been at the Pierre, replied, "Two weeks."

"Two weeks!," exclaimed the lady with awe. "Only two weeks in this country—my you speak English like a native."

Murder! Yells AGVA of P. C.'s

New Hampshire Summer Circuit Like Old Home Week to Actors

NEW YORK, Sept. 30. — A class hotel circuit with some of the best summer playing time in New Hampshire is the consensus of performers who have worked the jobs for the Baum-Newborn office.

The money isn't particularly big, but, say actors, the dates represent vacations with treatment accorded performers that makes them want to play the dates again.

The route was a development of Jack Golbert, entertainment director for Walter Jacobs's Lake Tarleton Club, Pike, N. H., together with Baum-Newborn, local percenters. Unlike Catskill dates where acts are bought at one price and sold at another, the difference being the booker's profit, the New Hampshire route operates on straight 10 per cent commission basis. At present there are nine hotels on the route, all of which

pay the act off after each job, with the Baum-Newborn office getting its straight 10 per cent from the act's salary with no extras.

The route starts Monday at the Mayflower, Plymouth, N. H.; Tuesday, Lake Spofford; Wednesday, the Balsams, Dixieville Notch; Thursday, the Parkview, Bethlehem; Friday, Wentworth Hall and Gray's Inn, both in Jackson; Saturday, Maplewood Hotel and the Sinclair, both in Bethlehem, and winds up Sunday night at the Lake Tarleton.

There are two other hotels on the route, the Mt. Washington and Bretton Woods, but both use novelties and musical or singing acts; no comics.

An act that gets, say \$1,200, is paid \$125 by each spot. So far the money available isn't large enough to buy top names. But both Golbert and Baum-Newborn claim there will be about nine additional hotels on the tour in 1951 with a commensurately larger kitty.

Acts that check in at the hotels, particularly the Lake Tarleton, get top-notch accommodations, frequently better than the guests. Many a married performer is invited to bring his wife with no extra charge and many a performer who isn't booked ahead is asked to stay on as guest.

In most cases the performers are treated with a dignity and flattering attention that make the jobs a pleasure. If there's any complaint it is that some acts are worried by Golbert, who has the final say on what acts are to be bought and how they do. Golbert frequently asks acts to go thru their routines for him for objectionable material. Some performers resent it. Golbert explains that too obvious blue stuff cannot be used.

Spiegel Buys In On Latin Casino

PHILADELPHIA, Sept. 30.—Harry Steinman, operator of the Latin Casino, got fresh money from Label Spiegel, who now becomes a partner in the operation of the Latin Casino which reopened last week.

Spiegel, who operates the Little Rathskeller, in the same downtown belt, reportedly bought out the interests of Steinman's previous backers. However, Spiegel will concentrate on the continued operation of his Little Rathskeller.

Latin Casino will start with names beginning with Martha Raye's opening October 4. Set to follow are Pat O'Brien, Billy Daniels and Phil Silvers.

IN SHORT

New York:

Jack Bertell now sharing offices with May Johnson. . . . Sol Tepper out of the hospital after a heart attack. . . . Leo Fuld held over at Latin Quarter, Montreal. . . . Belle Baker now with the Morris office. . . . Paul Steffen Dancers now being handled by Lou Walters as personal manager.

Patti Page and Mario and Floria added to the Copa show. . . . Brentwood, Brentwood, Md. (ex-Waldrop's Restaurant), started with shows; Bob Friedlander and Joe Loskarn operating, and Kirv Klein booking. . . . Friars running testimonial for Joe E. Lewis November 3 at the Waldorf-Astoria.

Connie Haines won the nod against the Kavakos Club, Washington, for back salary, \$1,250, for a date played there two years ago. AGVA ruled for her. . . . Joe Ross, lawyer for Martin and Lewis, is here from the Coast to argue before AGVA their plea against Abby Greshler. . . . Mickey Owens, local percenter, has been turned down for an employment agency license by Commissioner of Licenses Edward T. McCaffery, and a summons has been served on him for operating without a permit.

Stage Coach Inn, South Hackensack, N. J., newest club in that area is operating on a week-end basis. . . . Roger Ray, current at Latin Quarter, is asking AGVA to get him out of General Artist Corporation (GAC) pact. . . . George DeWitt now says he hasn't been called up for the army. . . . Irving Fields's preem, September 13, at Park Sheraton was so big that the side room was reopened. . . . Roxy will have a reserved seat policy for "All About Eve," starting October 13, with a \$2 top. Martha Stewart and the Blackburn Twins will be the only act on the bill.

Harvey Stone, back in town after a date at the London Palladium, goes back for 12 weeks next May with Dinah Shore. . . . Henry Slate's leaving "South Pacific" to do ficker, "Flying Teakettle" for 20th-Fox. . . . Hank Fort signed by MCA and sold to the Statler chain. . . . Don Tanner, who signed for pictures with Nat Goldstone says he got a bonus for doing it.

Prince George Hotel, Toronto, made a deal with the musicians' union and is reopening. . . . Margaret Phelan, current at St. Regis Hotel, got an award of merit from the Veterans of Foreign Wars. . . . Benny Rubin running a chatter-interview show from Chi's WENR. . . . Lenny Ditson has joined the Leonard Green office.

Booker-Agent Doubling Is Up for Gripe

Yavensonne Deal Questioned

NEW YORK, Sept. 30.—The question of whether or not bookers are agents or employers was thrown at the American Guild of Variety Artists (AGVA) last week when it was asked unofficially to rule on an application for a franchise from Arki Yavensonne, Boston booker, who handles the Sheraton chain.

For the past few months AGVA has been juggling the problem of bookers versus agents. In its negotiations with Artists Representatives Association (ARA) over Rule B (affecting exclusive agency contracts), AGVA has set forth its stand that bookers working for cafes or theaters cannot double as agents and get two commissions for doing one job. AGVA has taken the stand that if a man is a booker he should be paid by the owner of the spot he books; if he's an agent he can get his via the commission route, but he can't have both.

Last week Arki Yavensonne announced via a press release that he had formed a new company called Artists Corporation of America (ACA), which would provide personal representation for acts and musicians "to hotels, night clubs and other enterprises. . . ."

The personnel of the new outfit, according to the release, will include Yavensonne, Robert Brush, Joseph Haddock, Myron Welsh and Neal Lang. Sales manager is Al Banks.

AGVA pointed out that, first of all, Yavensonne is the booker for the Sheraton chain; furthermore, Robert Brush is the manager of the Sheraton's Providence Biltmore Hotel; Joseph Haddock is the accountant for the chain, and Neal Lang is the manager of the Sheraton's New York hotel, the Park Sheraton.

This alone is sufficient to bar the outfit from getting a franchise," said Henry Dunn, AGVA topper. "According to our rules, no owner or manager of a hotel, or one employed by it, is qualified to be franchised. The possibility of 'kick-backs' is too great."

The Yavensonne case started AGVA to working on all bookers, with the result it may shortly issue a ruling that will get all bookers and agents, doubling as bookers, yelling "murder!"

Proser, Cassara Plan Fla. Club

NEW YORK, Sept. 30. — Monte Proser and Tom Cassara will open a new cafe in Miami Beach around December. Site will be at 23d and Collins, the former location of Gale's Celebrity Club.

Proser is trying to make a deal with Xavier Cugat to call the room Casa Cugat, but so far it's in the talking stage only. Proser also is trying to get Barry Gray to come in for a disk jock date of a couple of weeks. But if Gray leaves New York, he'll probably give the few weeks to the Copa City.

Radio City Music Hall, New York

(Thursday, September 28)

Capacity, 8,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show by Raymond Faig's house ork.

New show starts off with the opening tied to the overture to Wagner's *Tannhauser*. Ork set it off, pit goes down and curtain parts to show entire company walking in silhouette against a beautiful cloudy sky and chanting the *Pilgrim's Chorus*. Ork comes up, curtains close, and the ork is back to *Tannhauser*, winding it up.

Next came Duval, magician, working with a fem assistant. Bulky looking male looked lost on the huge stage but registered okay. Tricks were mostly on the hanky switch formula, later stepping it up to pull scores of colorful scarfs out of an "empty" tube. Duval's chatter kept interest alive and won him big hands.

The ballet came next. This, labeled *Mauve Decade*, was a beautifully done piece of terp, with precision bits thrown in for added sight values. Viola Crucil and Bettina Dearborn did an exquisite duet in split-second precise fashion for solid returns.

The Ivanovs, three boys, did a big job as a parallel bar act. Boys were attractively costumed, with one doing comedy bits. Latter registered constantly; tricks were all well performed.

A major production came next, a scene in Mexico. Glee Club gave out with a series of songs, including *Cuanto la Gusta* and *Lopin' Along* in robust fashion. The Four Macks, standard roller skating act, worked in this one, using their circular platform for various acros, ending with their flash neck-swivel twist. The Rockettes, outfitted a la caballeros, wound it up for their always eye-filling precision stuff.

Pic, *The Glass Menagerie*.

Bill Smith.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, September 28)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

As the week goes on, this show will probably tighten up. When caught, it didn't get started until the No. 4 act came on. The bill began with Rich and Hudson, husband-wife xylophone act. Both worked okay and looked good. They started with a fast *Tico-Tico*, came down with *Dark Eyes* and, after a short intro, went into a black light doll dance. The small dolls' feet were attached to the hammers, and as the performers hit the keys, the effect of dancing was quite realistic and good for solid hands.

Hal Sherman's act has deteriorated with time. He still is a funny panto and a good slide dancer. His chatter puts him behind most of the way. Rollo and Cressy, Hindu dance act, had superb production to help them. A flashy drop, then a black drop accompanied by vari-colored flicker spots, made their act better than average. The audience applauded nicely.

Bobby Sargent, a good looking fast comic, with a pleasant speaking voice, started slowly, picked up speed with a Polish caricature and really hit hard with a *Groucho Marx* take-off. He finally went off after an army bit for solid laughs. His starting material is only fair. His Marx and army chatter is excellent.

Steel Still Sells

John Steel is still a handsome looking guy. His voice isn't what it used to be, but he can still sell. Wearing a topper and dinner jacket, Steel opened with a special on *There's No Biz Like Showbiz*. Then came a few minutes of talk and into a medley of nostalgic show tunes, topped by his famous *Pretty Girl Is Like a Melody*. His reception was very friendly and as each song received recognition, applause rang out.

Gautier's Bricklayers, the standard dog act, did its usually fine job. It got laughs, interest and solid hands. Milton Douglas had a hard time getting started. Once he got them, however, he held on. This time around he's working alone (wife worked with him on previous dates). His child psychology routine was particularly big.

The Lai Foun Troupe, pint-sized mixed quartet (two girls, two boys) showed an act with poor cohesion and only so-so selling ability. The group does hand-to-hand, balancing, deep back bends, etc. The finish is a plate spinning - on - wands routine with everybody in the act.

Pic, *Hunchback of Notre Dame*.

Bill Smith.

Chicago, Chicago

(Friday, September 22)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basill's house band.

Current show falters; no act hits big. Headliner Ilona Massey lacks marquee vaule, as she hasn't had a starring part in a big pic in some time. The blond Viennese chanteuse came on in a slinky low cut silver job that won the males, but her work was too specialized. She sings uropean numbers which never attained recognition in the U. S. In addition, her voice is weak when a wide range of tones is needed. High spot was a hokey romantic bit with Gary Morton, comic.

Morton can be funny when given material, but he often reverts to hackneyed bits such as the comparison of a guy looking for work during the depression and in 1950 and Bette Davis and Humphrey Bogart impresoes. Morton is an excellent actor, and stuff like his original gang bits from films went over big. His standard closer, the torch singer, was too subtle for vaude, as were his psychiatric gags.

The Charioteers, Negro harmony quartet, suffered from poor tune selection. Their act consisted of *Gaucho Serenade*, *A Kiss and a Rose*, *Ride, Red, Ride* and *The Old Master Painter*. With so many pops newer than *Painter*, they could have done better. Lack of a current hit also detracted. Their first and third numbers, both rhythm tunes, were well done.

The Dunhills, three enthusiastic lads, got the show off well with fine precision tapping. Boys synchronize their stepping like a set of pistons. Each did okay when he stepped out alone to do eccentric steps. Walked off to a good mitt.

Pic, *Three Secrets*.

Johnny Sippel.

Roxy, New York

(Friday, September 29)

Capacity, 6,000. Price policy, 50 cents to \$1.75. Four shows daily. House booker, Sam Raueh. Producer, Arthur Knorr. Show played by Roxy house ork.

The current bill is a well-produced, colorful package with enough music, laughs and action to make a fine hour's entertainment. Standout acts are Ben Wrigley, the Asia Boys and the *Bal Masque* ice routine, tho Dick Haymes is the marquee draw.

Show opened with the H. Leopold Spitalny Chorus garbed in tails and gowns and the house line in pseudo-Spanish attire. Slick costuming and neat lighting effects sold big as the show moved into the ice sequences. The four skating teams came on for an intricate and well-timed routine to introduce Skippy Baxter, who worked in his usual fine fashion and went off to a terrific mitt after a fast spin and somersault finish.

Next on was Lee and Lulling, a young and attractive gal skating duo that got a good hand for its soft-shoe on skates. Carol Lynne, fem ice star, came on in a flashy costume with (See Roxy, New York, opposite page)

Capitol, New York

(Thursday, September 28)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five week-ends. Loew chain booker, Sidney Piermont. Producer, Allan Lee.

The entire bill consists of the Phil Spitalny *Hour of Charm* troupe, plus one act that is integrated as part of the over-all package. The package has apparently lost none of its charm for the audience, as the maestro's crew of feminine pulchritude and musicianship sold well to the house. Neatly garbed in off-white, sequined gowns, the gals ran thru their standard routine in a showmanly fashion. Personnel included a 12-voice (See Capitol, N. Y. on opposite page)

Strand, New York

(Friday September 22)

Capacity, 2,700. Price range, 55 cents-\$1.75. Five shows, week-ends; four daily. Warner chain booker, Harry Mayer. Show played by house ork.

The current bill is one of the weakest seen at this house in a long time. Only the Weavers come thru as a standout act. Marquee-wise, too, none of the acts figures to draw 'em in. Ed Sullivan no longer fronts for the Harvest Moon Ball winners, the Three Stooges haven't been seen in a flick for a long time, and even the Weavers have been overshadowed by the Gordon Jenkins name on their smash disk hit.

Show opened with the ork back in the pit to give the dancers stage room. First on were the Maxellos with their well-timed and neatly executed Risley act that drew a fair mitt from a somewhat apathetic house. Florian Zabach, by now a standard house act, ran thru fiddle solos on *Jalousie* and *Hot Canary* and introduced the Weavers. The three boys and a girl singing team sold well, even to an apathetic house. They opened with a hymn, *When the Saints Come Marching In*; went into a blues number, *Trouble in Mind*, and quickly into *Rock Island Line*, a work song. The first two bars of *Goodnight, Irene*, half of their Decca hit platter, brought a nice hand at the walk-off. The quartet encored with the other half of the platter, *Tzena, Tzena, Tzena*, and a medley of international dance tunes including a hoe-down, a polka, a hora and a calypso bit.

Even with a lengthy opening routine of special material, the Three Stooges didn't get across. Apparently the slick lines in the unison sung intro were out of character for the slap-stick team, changing on stage from white tie and tails to more appropriate jackets and hair-dos, the threesome started to get a few yocks with their familiar routine of slapping each other around. A mess of stale gags didn't help the act at all and they walked off to a polite mitt.

Closing the bill were the six couples winning the Harvest Moon Ball contest. Garbed in flashy gowns, the amateur hoofers got their heaviest applause from each other and the mentions of the various localities from which they hailed. Best team was jitterbug winning duo from Harlem. Maybe the film will keep the audience happy.

Pic: *Pretty Baby*. Joe Martin.

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NIGHT CLUB REVIEWS

Vogue Terrace,
McKeesport, Pa.

(Thursday, September 28)

Capacity, 1,100; owner manager, Andrew Chakere. Booking, George Claire. Price policy, \$1.40 cover. Estimated budget this show \$5,400.

The show here adds up to one of the most brutal bookings the spot has ever had. Pat O'Brien as the star was playing to about 50 people in a 1,100-seater when caught, which in itself is a challenge to the most experienced cafe performer. With his limited nitery experience, O'Brien came out punching and even tho his first 15 minutes were wasted he finally got them with his Rockne bit. He went off ahead with an Irish song and jig. His dialect stories and patriotic recitations cried for an intimate room and the Vogue has all the intimacy of the Yankee Stadium. Unless Chakere has a big week-end, which reservations do not point to, he stands to blow a nice chunk on the date.

Ed Scotti does a pleasant job as the singing master of ceremonies and gets the show rolling with four well-selected tunes. Sonia and Courtney Van Horn do a good job in their high-lift terping in the second spot. Howdy Baum's ork (10) did a fine job in cutting the show and played excellently for dancing. Len Litman.

Cafe Pierre, New York

(Monday, September 25)

Capacity, 135. Price policy, \$2.50-\$3.50 minimum after 10. Owner, Hotel Pierre. Exclusive booker, Stanley Melba. Publicity, Nola Luxford. Estimated budget this show, \$700.

Long narrow room, off the chi-chi Cotillion Room, does a big cocktail biz and has the Stanley Worth band plus Page Morton, girl singer-pianist, to keep 'em entertained. The band jams the tiny floor in commendable fashion.

Miss Morton, a tall, slim, pretty gal, has a well trained, nicely modulated voice and is a natural for the room. Her piano work is adequate without being distinguished. Her voice, however, plus her choice of numbers, is top grade. She sings equally well in French, German, Spanish, Italian and English.

Bill Smith.



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Chase Club, St. Louis

(Monday, September 18)

Capacity, 650. Price policy, \$1.50-\$2.50. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Booking, non-exclusive, Maitre d', Hack Ulrich. Estimated budget this show, \$6,500.

After a summer of ice shows on the Starlight Roof, the redecorated Chase Club opened for the fall with a smash hit bill.

Evelyn Knight, fresh from a score of Decca hit platters, captivated ring-siders for every minute of the 45 she was on. Her stuff ranged from torchy ballads to unreserved corn, selling each to its full effect. Emerging from this potpourri of enchanting tunes were such numbers as *I Wish I Understood Texas*, *Grandfather's Clock*, *The Lass With the Delicate Air*, and, of course, *A Little Bird Told Me*. She had to beg off. Superb musical backing was furnished her by Ray Sinatra at the piano.

Henny Youngman shared starring honors with Miss Knight, and, as usual, scored a solid hit. Comic is a great favorite here. His wit was razor sharp. His ad libs and throw-away lines alone were enough to panic the payees.

Buddy Moreno ork (14) cut the show in expert fashion. Blond thrush Perry Mitchell (just recently wedded to the maestro) offered a couple of songs on the show to good reception. The band with Miss Mitchell have been held over here for 20 weeks.

In the Zodiac Cocktail Lounge, Sid Tomack carries on. He's been held over again and again and is one of the most popular comics ever to play this spot.

Abie L. Morris.

Habibi, New York

(Tuesday, September 26)

Capacity, 246. Price policy, \$2-\$3 minimum. Shows at 9 and 12:30. Operators, Leon and Motya Nemerov. Booking, non-exclusive. Publicity, David Lipsky. Estimated cost this show, \$700.

The Habibi (Hebrew for beloved) is a beautiful room. It must have cost plenty to change it from the dingy former Skazka to the spot it is now. It's done in soft greys and white, with touches of white and blue (Israeli national colors) dominating.

The only drawback is a headwaiter whose idea of dressing a room leaves much to be desired. All during the show a couple of ringside tables remained vacant for unknown reasons, and it wasn't for lack of biz. There were standees at the sides.

The show itself is completely different. The talent works in either Hebrew or Yiddish, tho there are English translations. Package was well handled by Alexander Yabolmi, who emceed with Yiddish yarns and Hebrew songs, both languages apparently understood by the patrons.

Martha Schlamme, a pleasant, small-voiced girl singer, worked effectively because of a disarming manner that was at once gracious and charming. Her routine ranged from Hebrew folk songs to Yiddish comedy tunes, with an English folk song thrown in for contrast. Tho she lacked savvy in walk-ons and exits, she should pick that up with experience.

Zamira Gon, novelty dancer, is a good looking, short brunette, with imagination and ingenuity. Using Hebrew folk lore as a basis, she weaved dances around it which she delivered with crisp authority. On ability and looks she can work any spot.

Hillel and Aviva, boy-girl singing team, were refreshing and different. Girl, a short, pretty brunette, handles a tambourine for off-beat taps; the boy, a tall, rangy bearded lad, uses a Jordan flute, for weird effects. Both also sing as singles and duets. The girl has a simple, pleasant voice and style, introing each number in English; the boy has a booming bass. Routine consists of Israeli songs, all folksy and mostly in a minor key.

ROXY, NEW YORK

(Continued from opposite page)

feather bustle and proceeded to whirl and skate-dance to the complete satisfaction of the house. Closing ice bit brought the entire entourage back on for a polka number that was as colorful a scene as ever presented here.

The show on the boards opened with Ben Wrigley, English sight comic, working with a company of two in a sketch laid in a doctor's office. The whole routine was built to show off Wrigley's wriggly body. He drew howls from the house as he squirmed and gyrated thru an amazing rubber-leg, ostrich-neck, double-jointed, pratfall routine. The guy was great.

The Asia Boys, Chinese acro turn that recently cleared up an immigration matter with the government, were a solid hit. The young, clean-looking threesome presented a fine appearance and slick pacing in their standard acro act.

Dick Haymes came on dressed in a tuxedo and proceeded to run thru *Somebody Loves Me*, *Count Every Star* and *Sam's Song* in okay fashion. Haymes got across with *Old Man River*, which gave him a rousing walk-off mitt. He came back on to into the Collegiatones, teen-age vocal quartet that won the Skouras Theaters' video show talent contest. The kids were cute and fairly good in their handling of *Five Foot Two* and *Chattanooga Shoe Shine Boy*. The redheaded youngster in the foursome showed a good potential in his stagewise deportment. Closing number had Haymes singing *All American Rainbow*, Victor Young's new patriotic number, as the stage filled up with the line, chorus and skaters dressed in red, white and blue. Flash lighting effects made for a rousing finish. The house ork supplied excellent backing thruout.

Pic: Mister 880. Joe Martin.

CAPITOL, NEW YORK

(Continued from opposite page)

chorus, two featured vocalists, four rhythm, harp, flute, seven brass, five violins, Evelyn and Phil. Added start-er was Viola Layne, fem impressionist who only impressed with her Mae West take off. The rest of her act consisted of hackneyed versions of Fanny Brice, Betty Hutton, Ethel Merman and Rose Murphy, held together by a very thin string of yockless patter.

The *Hour of Charm* package ran thru *American Patrol*, a college medley; *Siboney*, *Galloping Comedians*, *Our Lady of Fatima* and *National Emblem March*. The latter number, closing the show, got a rousing mitt from the house as Evelyn, Jeanne and Gloria garbed in red, white and blue gowns stood in front of the entire troupe.

Best spots in the show were the Viola Smith drum solo, the fine pianistic of Louise, Gloria's coloratura warbling of a *Merry Widow* medley, the *Fatima* number, which looks like a Spitalny disk hit, and Jeanne's contralto chirping. Only slightly less impressive was Evelyn (Mrs. Spitalny) and her standard fiddling. Her version of *Hot Canary*, backed by the ork's five violins, was duly appreciated.

Whether or not the gals are good musicians is a moot question when they fill the stage with flash and charm and fill the house with music. The Spitalny crew has proven itself many times before, and obviously doesn't need anything more to make it a good attraction for any show business medium.

Pic: *Born To Be Bad*. Joe Martin.

Performance, however, was so infectious that audience came in time and again.

Harry Sand fronts with a fiddle in unobtrusive fashion. Julius Feurstein, billed as hailing from Jerusalem's Cafe Empire, leads the band for dancing.

Bill Smith.

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(Continued from page 4)

blacklisting in the field of arts, letters and entertainment."

The local drama pundits carried unanimously a resolution sponsored by Gilbert Gabriel, aisle-expert for Cue mag, to the effect: "We are opposed to any such rule over so-called 'controversial personalities' by hearsay or hysteria. We subscribe to no compromise which would sanction private censorship of the public's right to see whatever plays and players it so wills in our theater. We are for that freedom of expression possible in a free democracy."

All incumbent officers were retained for another term. These comprise: John Chapman, *Daily News*, president; Ward Morehouse, *World-Telegram-Sun*, vice-president; George Freedley, secretary; Tom Wenning, *Newsweek*, treasurer. Louis Sheaffer, drama critic for the *Brooklyn Eagle*, was unanimously elected a member of the org.

Blackfriars Guild Loses Its Theater

NEW YORK, Sept. 30.—For nine years the Blackfriars Guild has been steadily building a top-rank reputation among off-Broadway experimental drama groups. Its home has been the Little Theater in the old Y. M. C. A. Building, on West 57th Street. It is a pity that this season, its 10th, may sound the group's swan song. It will be the wind-up unless a new base of operations can be found by December 31. The building has been sold to a real estate operator who has remodeling plans which do not include housing a miniature playhouse.

However, the groups' first play of the season is already in rehearsal under the direction of Dennis Gurney, who has piloted Blackfriars matters successfully for nearly a decade. It is a comedy by Associated Press feature editor, Ted Farah, and is titled *Angel With Red Hair*. Peggy McCay, Clayton Hart, Renauld Dawson, Jo Rab, Charles Bell, Dorothy Storm, Anna Leonard and Lynn Thatcher are concerned in its acting. The unveiling is set for October 19.

RR Plans Legit 'Show Train'

BRIDGEPORT, Conn., Sept. 30.—The New York, New Haven and Hartford, again will run monthly "show train" excursions to New York City. Tickets to both the train and designated show may be purchased at any station ticket office.

First show train announced is for Mike Todd's *Peep Show* at the Winter Garden, with stops being made at Hartford, New Haven, Bridgeport, Westport, Darien, and Stamford.

ROUTES Dramatic and Musical

As You Like It (Shubert) Philadelphia.
 Barrier, The (Gayely) Washington.
 Burning Bright (Plymouth) Boston.
 Brigadoon (His Majesty's) Montreal.
 Blackstone (Davidson) Milwaukee.
 Call Me Madam (Shubert) Boston.
 Curious Savage (Wilbur) Boston.
 Come Back Little Sheba (Erlanger) Chicago.
 Death of a Salesman (Auditorium) Denver 2-4.
 (Home) Oklahoma City 6-7.
 Devil's Disciple (Biltmore) Los Angeles.
 Gentlemen Prefer Blondes (Curran) San Francisco.
 Innocents, The (Harris) Chicago.
 Kiss Me, Kate (Erlanger) Buffalo 2-4; (Auditorium) Rochester 5-7.
 Legend of Sarah (Locust) Philadelphia.
 Lady From Paris (Erlanger) Philadelphia.
 Lunts, The (Shubert) New Haven, Conn.

Out-of-Town Review

BURNING BRIGHT

(Opened Wednesday, September 27)

SHUBERT THEATER, NEW HAVEN, CONN.

A new play by John Steinbeck. Directed by Guthrie McClintic. Scenery and lighting by Jo Mielziner. Costumes by Aline Bernstein. Company manager, Paul Groll. Press representative, Michel Mok. Stage manager, Windsor Lewis. Presented by Richard Rodgers and Oscar Hammerstein II.

Joe Saul.....Kent Smith
 Friend Ed.....Howard DaSilva
 Mordeen.....Barbara Bel Geddes
 Victor.....Brook Martin

The law of averages finally caught up with two consistent winners, Richard Rodgers and Oscar Hammerstein II. *Burning Bright* reveals itself as an overwritten, dull conversation piece with a plot that actually dates back to Henry VIII. Steinbeck's love for words was never so apparent, and while the play is beautifully written, it should read better than it's playing.

The age-old plot of the sterile husband who craves a child so badly that his doting wife presents him one by another man is offered without a single new twist. In addition, Steinbeck has succeeded in making his characters absolutely unbelievable. His scenes are motivated in a confusing manner. A pewsitter cannot fathom how his people move from a circus lot to a farm house and then aboard a luxury liner without a word of explanation. The curtain simply parts and you find the cast either in circus spangles, farm clothes or sea-going uniforms, and the time element can only be guessed.

The small cast does a good job with the little they have to work with, but their efforts to project are constantly buried under waves of verbiage. Every advancement of the plot is hampered by the spouting of long speeches, which, beautifully allegorical as they may be, are boring by repetitions.

Smith Restrained

Kent Smith, as the cuckolded husband, does a fine job of restraining a role that could very easily get away from him. To him fall most of the flowery speeches and long expositions, and he appears to be uncomfortable in such a stint. Barbara Bel Geddes is extremely lovely and sympathetic and, despite almost ridiculous lines that come her way, still manages to bring a slight semblance of reality to the wife.

Top acting honors, however, must go to Howard DaSilva. His delivery is true and in most cases meaningful. Brook Martin does as well as possible with a character that is never consistent. Steinbeck's "other man" switches from villainy to saintliness and back again at the drop of a hat. To say that his reflexes are confusing is a complete understatement.

The producers have surrounded the show with lovely and breath-taking sets, and Jo Mielziner has done a top-drawer job in dressing the stage.

In sum, *Bright* is arty. Its stay on the Stem will likely be brief. Any span will be dependent on the magic draw of the Rodgers and Hammerstein names, plus the Steinbeck following. *Sidney Golly.*

Lend an Ear (Cass) Detroit.
 Lost in the Stars (Omaha) Omaha 3-4; (Music Hall) Kansas City 5-7.
 Mr. Roberts (Forrest) Philadelphia.
 Oklahoma (Colonial) Boston.
 Relapse, The (Playhouse) Wilmington, Del., 5-7.
 South Pacific (Kiel Auditorium) St. Louis.
 Street Car Named Desire (Karlton) Williamsport, Pa., 5; (Community) Hershey 6-7.
 Two Blind Mice (Royal Alexandra) Toronto.
 Texas Lil Darlin (Great Northern) Chicago.
 West, Mae (Blackstone) Chicago.

Brattle Troupe Sets Plans for Stem Bow

CAMBRIDGE, Sept. 30.—The Brattle Theater Company which has generated a good deal of local interest with revivals of classic plays, has announced fall plans which include embarking on a couple of Broadway ventures.

The first of these will be a team operation with the Theater Guild, presenting the company's production of John Vanbrugh's restoration comedy, *The Relapse*, with English stars Cyril Ritchard and Madge Elliott, plus John Emery and a dozen or so of the company members. The production opens in Wilmington October 5 and continues on to Philadelphia before essaying Broadway.

Albert Marre, managing director of the Brattle Company, and Ritchard, will stage the production. Robert O'Hearn will design the six sets and 78 costumes which are being built by the Brattle staff at its Cambridge headquarters. Members of the local acting company in the revival include Jan Farrand, Robert Fletcher, Thayer David, Jerry Kilty and Phillipa Bevans.

During the past summer the group put on a world premiere of Edmund Wilson's *The Little Blue Light*. Since then a number of Broadway producers have been bidding on the production to which Brattle holds the rights. By February the Brattle crowd expect to have the Wilson play on Broadway.

Meanwhile, the company is prepping Pirandello's *Six Characters in Search of an Author* for production in Cambridge beginning October 3, with Joseph Schildkraut starred. In the talking stage is a show which might be done with Peter Lind Hayes and Mary Healy.



BROADWAY SHOWLOG

Performances Thru September 30, 1950

DRAMA	Opened	Perfs
Affairs of State..... (Royale)	9-25, '50	8
Black Chiffon..... (48th Street)	9-27, '50	5
Daphne Laureola..... (Music Box)	9-18, '50	16
Death of a Salesman..... (Morosco)	2-1, '49	684
Mister Roberts..... (Alvin)	2-18, '48	1,045
Season in the Sun..... (Cort)	9-28, '50	4
Southern Exposure..... (Biltmore)	9-26, '50	7
The Cocktail Party..... (Henry Miller)	1-21, '50	292
The Happy Time..... (Plymouth)	1-24, '50	257
The Member of the Wedding..... (Empire)	1-5, '50	308
The Medium and the Telephone..... (Arena)	7-19, '50	85
MUSICAL		
Gentlemen Prefer Blondes..... (Ziegfeld)	12-8, '50	340
Kiss Me, Kate..... (Shubert)	12-30, '48	730
Michael Todd's Peep Show..... (Winter Garden)	6-28, '50	109
Peter Pan..... (Imperial)	4-24, '49	184
South Pacific..... (Majestic)	4-7, '49	612
The Consul..... (Barrymore)	3-15, '50	229
Tickets, Please..... (Coronet)	4-27, '50	180
COMING UP		
(Week of October 2)		
The Glacoda Smile..... (Lyceum)	10-3, '50	
Pardon Our French..... (Broadway)	10-5, '50	

Strawhat Review

HIS FRENCH WIFE

(Opened Wednesday, September 30)

GRIST MILL PLAYHOUSE, ANDOVER, N. J.

A comedy by Charles Deane. Staged by Robert E. Perry. Supervised by Richard Doscher. Set by William Moore. Stage manager, Harry Gresham. Press representative, Anne Warren. Presented by the Grist Mill Playhouse.

Clotilde Dumas.....Constance Leigh
 Adolph Dumas.....Edward Everett Horton
 Lafont.....Stephen Elliott
 Simpson.....Walter Neal
 Adele.....Nancy Closs
 Davette.....Gordon Peters
 Gendarmes.....Steven Lee

The measure of success *His French Wife*, as translated by Charles Deane, has enjoyed on the silo circuit may be attributed primarily—almost solely—to its star, Edward Everett Horton. Who cares if the play is bad, as long as Horton can draw laughs from nothing like hares from a hat? The Grist Mill residence company has given him fine backing, dramatically and pictorially, but Horton could be funny among statues against a blank wall.

French Wife is essentially the same story as Broadway's brief *Parisienne*, with overtones of farce considerably improving its threat-bare quality. Mme. Dumas is a flirtatious wife with a sense of loyalty to her husband, despite her several lovers. She jilts lover No. 1 in order to arrange, via a new light o' love, a promotion in the government for her husband. Here this version departs from the original to include a mysterious disappearance of an uncle and the imminent arrest of Dumas as a suspect. Horton attempts escape from the police by disguising himself as his mother, which brings about the funniest scene of the play. One forgets that Charley ever had an aunt, that any actor has ever worn such garb when Horton does it. Naturally, all ends happily. Lover No. 2 is forgotten when no longer useful, and Mme. Dumas returns to husband and lover No. 1. A twist is provided in the last moment revealing an affair between Dumas and the maid.

Cast Has Trouble

When Horton isn't on stage the supporting cast is hard put to it to cover the inadequacy of their script, which brings out inconsistencies of playing by Constance Leigh and Stephen Elliott, who are, nevertheless, good performers. Perhaps most successful in making something from nothing is Gordon Peters as a police inspector. William Moore's French setting is (See *His French Wife* on opp. page)

South Pacific Nets 94G in Des Moines

DES MOINES, Sept. 30.—Run of *South Pacific* which ended here Saturday (23) broke two box office records, the house record in Des Moines and a week's run for the show.

Duane Peterson, manager of KRNT Radio Theater, reported the week's gross for six night shows and two matinees at \$94,000 after deduction of taxes.

This surpassed the \$90,277 net for *Oklahoma* at the KRNT theater when it opened in 1946. It also was the largest net for *Pacific* either in New York or on the road.

Around 33,000 persons attended the eight Des Moines shows with each one a capacity audience of 4,139. Bulk of the reserve tickets for the shows were sold last May after announcement that *Pacific* would play in Des Moines.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

TNB is The New Billboard beginning NOVEMBER 4:

SEASON IN THE SUN

(Opened Thursday, September 28)

CORT THEATER

A comedy by Colcott Gibbs. Staged by Burgess Meredith. Setting by Boris Aronson. Costumes supervised by Natalie Barth Walker. Stage manager, Charles Durand. Press representatives, Marian Byram and Phyllis Perlman. Presented by Courtney Burr and Malcolm Pearson.

Billy Crane	Eugene Steiner
Marcia Crane	Kathy Chapman
George Crane	Richard Whorf
Emily Crane	Nancy Kelly
Mae Jermyn	Grace Valentine
Charles Farber	George Ives
Michael Lindsey	Jack Weston
Paul Anderson	Eddie Mayehoff
Virginia Anderson	Doreen Lang
Deedy Barton	Joan Diener
John Clogate	King Calder
Molly Burden	Paula Laurence
Arthur Dodd	Anthony Ross
Will Quigley	Charles Thompson
Messenger Boy	Stanley Martin

When a drama critic writes a play, he is obviously leading with his chin. However, the physiognomy of Wolcott Gibbs, acidulous drama pundit of *The New Yorker* mag, will be neither bruised or red. Gibbs has turned out one of the funniest comedies to be seen hereabouts in many seasons. *Season in the Sun* is a hit.

Gibbs has taken his material from his *New Yorker* Anecdotes about Fire Island and woven it into a play. The plot doesn't amount to much. In fact, it is the sort of thing he would be the first to kick around from the vantage of an aisle seat. Briefly, it is the old one about the writer who wants to get away from trivia to do "serious things." This engenders a potential break-up of his marriage and his taking over by a dumb blonde. It is obviously hardly difficult to gather where it is heading at any stage. However, Gibbs has gathered such a wonderfully screwy array of characters to adorn his tale, and set them down to such hilarious situations, that a congregation is put to a continuous belly laugh uproar. Practically everything that comes off on the stage is sparked by brilliant, if skeptical, observation, and a formidable wry wit.

Reformed Character

As suggested above, *Sun* concerns a paragrapher on a sophisticated mag who decides to go godly and eschew his former screwball pals. He retires to a Fire Island cottage with his wife and children to go on the wagon and write a novel. His wife does not wholly subscribe to this notion. Into this retreat comes assorted oddments in the way of a pair of stuffy neighbors; the afore-mentioned prowling blonde; a hard-drinking columnist pal from the past; a marvelous old bag of a landlady and her drunken handy-man; a celebrated madam; a pair of pansies; and finally the scrip-ter's editor.

Exposed to them all, the obvious happens and he is driven hilariously back to the bottle and the resolve-ment of his domestic difficulties. It would be a shame to disclose the whimsical vignettes which combine to this end. They should come to a pew-sitter as a complete and up-roarious surprise.

Gibbs gets the benefit of admirable direction from Burgess Meredith and a splendid corps of players. Richard Whorf is at his best as the furious and bedeviled writer. Nancy Kelly gets plenty of appeal into her stint as his attractive and forthright wife. Eddie Mayehoff runs away with several scenes with a stuffed shirt caricature to end all such. Anthony Ross does a brilliant satire on an editor, whose name is easily guessable. King Calder is fine as Whorf's unregenerate pal, and the pair duo one of the funniest drunk scenes to be staged in years. Joan Diener is figuratively well-suited to the blonde. There are rib-tickling contributions via Grace Valentine's landlady, Paula Laurence's bordello mistress and Charles Thompson adds further chuckles as the most unhandy man ever. All are on their toes to keep matters at top pace. Even the three moppets are properly restrained to fit the picture. Boris Anderson's set of a beach cottage practically smells of the sea.

So to hell with a plot Gibbs has

BROADWAY OPENINGS

BLACK CHIFFON

(Opened Wednesday, September 27)

48TH STREET THEATER

A drama by Lesley Storm. Staged by Charles Hickman. Setting by Larry Eggleston. Costumes by Natalie Barth Walker. Company manager, Michael Goldreyer. Stage manager, Philippa Hastings. Press representatives, Harry Davies and Jay Russell. Presented by John Wildberg.

Roy Christie, the Son.....Richard Gale
Louise, His Fiancee.....Patricia Hicks
Thea, Roy's Married Sister.....Patricia Marmont
Nannie, the Family Servant.....Janet Barrow
Alicia Christie, His Mother.....Flora Robson
Robert Christie, His Father.....Raymond Huntley
Dr. Bennett Hawkins.....Anthony Ireland

Just to prove an exception to the rule "what more often than not is hot stuff in London, is cold tea over there," John Wildberg brings over Lesley Storm's tragi-comedy, *Black Chiffon*, fresh from a long and hearty West End run. More important, he brings with it Flora Robson, too long absent from the Stem scene. Any pew buyer who expects Miss Robson in another chiller portrait such as she painted for *Ladies in Retirement* is due for a let-down. Miss Storm's somewhat clinical investigation of the emotional undercurrents of an outwardly normal British family is definitely on the restrained side. However, in skillful writing and playing hands this same restraint—this understatement of violent emotional tenseness takes on a consistently increasing dramatic impact. *Chiffon* is fine—if deceptively quiet drama—consummately projected.

Chiffon's theme is a mother's love for her son—not the selfish silver-cord variety, but a deep and protective affection engendered by a father's jealousy. The boy is about to be married. While she is fond of his choice and supremely interested in his happiness, when she realizes that his father's austerity will alienate him from the family roof, for some reason best known to a psychiatrist she is impelled to shop-lift a black night-dress from a store counter. Her shocked, but uncomprehending husband calls in a psychiatrist to testify in her defense, but rather than permit the washing of family linen in a police court and thereby chance a stigma of abnormality on her affection for her son, she chooses to go to prison for three months. The curtain, while bringing no understanding of his own guilt to her husband, at least breaks his shell sufficiently to make him turn to his son for help in their mutual grief.

Simplicity, Dignity

It is a tragically believable little tale, told with simplicity and dignity, and gaining in stature more by the things that aren't said than those that are. In addition, it abounds in fine performances. Much is always expected of Flora Robson, and again she does not disappoint. Her portrait of an outwardly happy woman, secretly torn by a husband's twisted jealousy of his own son, is compounded of subtleties and shadings which are a complete delight to watch and hear. Complementing her is a splendidly adroit contribution from Anthony Ireland as the psychiatrist, and Raymond Huntley's playing of the husband is neurotically unpleasant to precisely the right degree.

Lesser parts are equally helpful. Patricia Marmont is fine as a practical and intelligent married daughter. Richard Gale is good as the son, and Patricia Hicks does equally well by his fiancee. Janet Barrow makes outstandingly more of a maid servant than such a part would normally allow.

Larry Eggleston has designed a splendidly unobtrusive set, and Charles Hickman has directed his players in it with acute understanding of the play's needs. A lot of intelligent people will want to see it.

Bob Francis.

written a wonderfully spiced laugh-getter. It will be at the Cort for a long time.
Bob Francis.

SOUTHERN EXPOSURE

(Opened Tuesday, September 26)

BILTMORE THEATER

A comedy by Owen Crump. Staged by Margo Jones. Setting and lighting by Frederick Fox. Costumes by Kenn Barr. Company manager, Morry Efron. Stage manager, Spencer James. Press representatives, Sol Jacobson and Martin Schwartz. Presented by Margo Jones, Ted Adoue and Manning Gurian.

Miss Penelope Mayweather.....
.....Betty Greene Little
Australia.....Evelyn Davis
Mary Belle Tucker.....Mary Finney
Avery Randall.....Victor Sutherland
John Saiguod.....Cameron Mitchell
Carol Randall.....Pat Crowley
Emmeline Randall.....Dorothy Elder
Benjamin Carter.....Alan Manson

TOURISTS: Mady Correll, Marion Randolph, Fay Sappington, Isobel Robins, Courteen McVey, Leslie Paul, Ruth Chandler, Adele Fortin, Bruce Hall, Ben Yaffee, John Denney, Clinton Anderson, Edwin Gifford, Lois Holmes, Wilhelmna Blake, Vincent Rourke.

Screenwriter Owen Crump's *Southern Exposure* was quite the hottest item coinwise to be unveiled at Margo Jones's Little Theater '50 in Dallas over a four-year span. So Miss Jones, aided and abetted by Tad Adoue and Manning Gurian, decided that a Stem exposure might have equally beneficial results. All three, however, look doomed to severe disappointment. Whatever *Exposure* may have seemed in Texas, on Broadway it has turned into farce-comedy strictly off the stock shelf, nor has the Jones direction apparently endeavored to make it anything different. *Exposure* can swing its weight on the silo circuit or as laugh-bait for community theater groups, but it's a long way off base when it reaches for Stem competition.

Anything for Yocks

Author Crump's original idea of tossing harpoons at the fine old Natchez, Miss., annual custom of dressing-up in ante-bellum costumes and permitting dasyankee tourists to roam thru the town's ancestral homes—for a suitable fee—was ample enough. But he has resorted to the plot stockpile for very ancient ammunition and sacrifices anything to reach for a laugh. Unfortunately, most of the laughs range from mild to hollow. For narrative purposes, Crump has dug up the solid, old mortgage routine, the plaster this time being on the ancestral mansion of a fading spinster who tipsles mildly on port and keeps a diary. Despite a small split on the tourist sight-seeing trade, the old gal is about to lose the whole shebang via kinfolk skulduggery. Into this menage insidiously creeps a dasyankee writer, bent on giving Natchez society the yellow journal works. He's sore because they banned his racially controversial best seller. From there on all matters are obvious. Every pew-sitter is quite aware that he is going to steal the ingenue from her dumb fiance and that the fading gentlewoman is going to keep her house because—surprise!—her diary is the most torrid document to turn up since Samuel Pepys, and the lad gets her a \$5,000 advance from his publisher.

Good Jobs From Casts

Betty Greene Little gets considerable appeal into the central character, playing the last of the Mayweathers in the proper fluttery, spinsterish tradition. Most of the laughs stem from Mary Finney's caricature of a bustling tourist agent. Cameron Mitchell makes the writing lad ingratiating, altho the part calls on him for a consistent overdose of charm. Pat Crowley's other half of the love interest stamps her for a bright future in a better assignment. This is her first Broadway speaking stint. Dorothy Elder and Victor Sutherland contribute some somewhat venomous moments as a pair of mean relatives.

Two of the best items on the menu at the Biltmore are Frederick Fox's splendid interior of a Deep South mansion living room and the helpful costuming of Kenn Barr. It's too bad that their use looks to be of short duration.
Bob Francis.

AFFAIRS OF STATE

(Opened Monday, September 25)

ROYALE THEATER

A comedy by Louis Verneuil. Staged by the author. Set by Paul Morrison. Costumes, Dorothy Jenkins. General manager, Paul Vroom. Stage manager, Elmer Brown. Press representatives, Karl Bernstein, Harvey Sabinaison. Production associate, John Haggott. Presented by Richard W. Krakeur and Fred P. Finklehoffe.

Philip Russell.....Reginald Owen
Lawrence.....Elmer Brown
Constance Russell.....Barbara O'Neill
George Henderson.....Shepperd Strudwick
Irene Elliott.....Celeste Holm
Byron Winkler.....Harry Bannister

Louis Verneuil's *Affairs of State* is a nice play, nicely done. It wields no cudgels, takes no stand. It is just a warm, witty play about people in love. It is obvious from the first where matters are headed, and with less mastery of writing and playing it could be a bore. However, what subtlety is lacking plot-wise is more than made up for in the smooth charm of dialog and acting. A pew-sitter finds himself eagerly anticipating its unfolding and anxious to see the players reach an expected conclusion. Authorwise, it's a clever trick.

4-D Plot

It is perhaps unfair to the quality of the play to capsule the plot, since it is form 4-D (or what have you in the file). Briefly, Mrs. Russell asked her husband, ex-secretary of state, for a divorce, partly because of the wide discrepancy in age and primarily because she has fallen in love with a bachelor her own age, a senator. Russell, no fool he, convinces her that such a move would jeopardize the future of the other man's public career, and in turn, suspecting his rival, emphasizes to him the necessity in politics of marriage, even if in name only. Since Mrs. Russell is not free to marry him, the pair arrange the in-name-only wedding to Russell's niece, a brilliant tho plain Minnesota school teacher. From there, any one can take it. The niece is so helpful to the senator that he falls in love with her, and she is finally free to reveal her love of longer duration when her aunt bows out and returns to her husband, which is the way the old man planned it in the first place.

Frenchman Verneuil has learned a lot about the shadings of American language and politics in the 10 years he's lived in the U. S. Both are handled with complete understanding. And if the writing is highly polished, so is his direction. The excellent setting of Paul Morrison and the costumes of Dorothy Jenkins complete the picture.

Many Stars

The cast is top grade and well balanced. Star Celeste Holm is, indeed, worthy of her billing. She's a fine actress with excellent delivery and precise timing. But her brilliance shines less brightly in this play, not due to any fault of hers, but to the competition of the featured players surrounding her. Reginald Owen, Barbara O'Neill and Shepperd Strudwick are all equal to her talents, but one can't star everybody. Harry Bannister is also excellent in his smaller role.

Affairs' trite plot calls for high polish, and it gets it. No one can complain of the thin proceedings when it is all held together so beautifully in word and action. Any faults are overshadowed by its many merits.

It's a family show, it's funny, it's tender, it's a hit.

Dennis McDonald.

HIS FRENCH WIFE

(Continued from opp. page)
of high professional quality, beautiful to look at, yet unobtrusive on the action, as it should be. Credit for smoothness of the production is shared by Richard Doscher, supervisor of the touring package, and Robert E. Perry, managing director of the Grist Mill.

French Wife by itself is a fizzle and probably would never have gone beyond its first summer date. But its savior is Horton, who is a master comedian, one of the world's funniest men.
Dennis McDonald.

Burlesque

By UNO

HANK HENRY, Jo Ann Malone and Jimmie Cavanaugh and His Golden Slipper Quartet, after their opening September 1 at the Last Frontier, Las Vegas, Nev., had their month's option renewed and remain for an indefinite stay. Others on bill are Gerry Knox and Norma Hughes, singers; Turk Murphy's ork and George Redman, Ted Johnson and Bob Laine. A station wagon is a recent addition to the Henry assets. . . . **Roxy Hart**, since becoming a feature on the Jack Kane circuit, has had her salary doubled. . . . Among those attending funeral services September 24 for Willie (Watson and Cohen) Cohen in Riverside Chapel, New York, were Marion Lee, Larry Raymond, Dave Ferguson, Harry Jackson, Rube Bernstein, Al K. Hall, Mack Koler, Jean Bedini, Max Fields, Irving Gear, Larry Dawn, Bill Camia, Frank L. Shannon, Harry Falk, Joe Dick, Mandy Kaye, Johnny LeFevre, Lew Hearn, Al Tucker, Harry Rudder, Tom Phillips, George Mayo, Leon Kramer, Harry Young, Harry Rogers and Jack Howard. . . . **Bette Rose**, Hirst wheel feature, was gifted with a diamond engagement ring by Nat Ozmon, house singer at the Hudson, Union City. . . . **Oscar Markovich**, well known concessionaire, will celebrate his 55th birthday at home in New York October 15.

CHARLIE HARRIS, former straight man and assistant manager last season of the Rialto, Chicago, is now Agency, Los Angeles, it opens in San managing the Garrick, St. Louis. . . . **Ben Victor** and **Pat King** are celebrating their third year as a team, at the Swing Club, Dayton, O. . . . **Jo Jo Jordan** and **Evelyn (Nudine) Monette**, who recently wedded, opened at the El Rey, Oakland, Calif., for **Pete DeCenzie** after 20 weeks of stock at the Empress, Detroit. . . . This season's chorines at the Grand, St. Louis, include **Mary Veanes**, captain; **Adrian Christodore**, **Jane Bover**, **Betty Detwiler**, **Jean Lia**, **Betty McDaniels**, **Rosemary Martin**, **Bernice Popp**, **Ginger Olston**, **Jane Kersten**, **Doris Ellege**, **Terry Craft**, **Maryln Evans**, **Kitty Marik**, **Althia Bilbrey** and **Juanita Roach**. . . . Due to the closing of the Gayety, Norfolk, the **Sachs-Shannon** unit disbands in Newark October 7 with **Freddie Frampton** transferring to the **Eddie Innis** unit in St. Louis and **Sherry Shannon** and **Larry Norman** moving to the **Murray-Rose** unit in Boston at the Casino. . . . With the sanction of **Hirst Enterprises** the New York firm of **See-Well, Inc.**, has installed a binocular service attached to seats in the Empire, Newark, the start of a similar venture in other circuit and stock theaters in the U. S. A. . . . **Billy (Zoot) Reed**, comic, finished two TV shows on the same program with **Spike Jones**. . . . **Jimmie (Bumps) Wallace** closed with the "County Fair" show and is now in his fourth week as producing and feature comic with the **Johnnie Silvers "Westward Ho"** revue and dance ork, broadcasting daily over **KOTA**, Rapid City, S. D., and playing theaters and dance halls in South Dakota and Wyoming. Featured are the **Beaver Valley Sweethearts**, radio and recording combo.

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S.S. Coverage Aids Showfolk

(Continued from page 4)

due March 15, 1952. Showfolk not now covered by Social Security will pay 2 1/4 per cent of the first \$3,600 in annual income. All those making that amount or more will be nicked for \$81 a year until 1954, when the tax goes to 3 per cent. This rate remains in effect until 1960 when the tax will be 3 3/4 per cent. In 1965, the levy advances to 4 1/2 per cent and reaches the maximum of 4 7/8 per cent in 1970. Under the maximum rate, showfolk will be paying a top rate of \$175.50 a year in Social Security taxes.

Show people not having Social Security cards should apply for one at the nearest field office or fill out a blank obtainable at any post office. FSA says the card should be obtained before the first tax is paid in 1952.

After receiving a card, newcomers to Social Security will have to do nothing, outside of paying the tax, until they reach the age of 65. At that time, FSA says, they should call at a Social Security office to make an application for benefits. In case of death before that age, the decedent's family should apply immediately.

Families of showfolk become eligible for Social Security benefits upon the death of the insured even though he has been covered only 18 months. The widow, however, gets nothing unless she is caring for children. A lump-sum death benefit is also payable. These various amounts increase the longer a person is covered by the Social Security set-up. The new law provides a maximum family benefit of \$150 monthly. Showfolk who reach the age of 65 will get a minimum benefit of \$20 monthly if they have been covered for one and one-half years before retirement.

Showfolk and others employing domestics will have to start deducting Social Security taxes from the servants' pay starting January 1. The domestic will pay 1/2 per cent and the employer 1 1/2 per cent of the wages in taxes. The taxes together with a report goes to Internal Revenue Bureau quarterly.

Another provision of the newly enacted Social Security law of interest to the entertainment world keeps in effect the present practice of making the bandleader responsible for the Social Security of his musicians. At one time, a draft of the bill approved by the House shifted the responsibility to the location.

ENTERTAINERS MAY

(Continued from page 4)

years of struggling would be in the same boat.

No percentage figures have yet been fixed on by proponents, but things could work out for an entertainer like this:

A singer has been making about \$3,000 a year in small clubs. He becomes a fair success in 1951 and makes \$20,000. His "excess profits" for 1951 amount to \$17,000. A surtax rate of 85 per cent would take \$14,450. The regular tax on the \$3,000 would take some \$600. Left over, the entertainer has around \$5,000 to mark his entry into better-paying showbiz circles.

Excess profits taxes on corporations get their first congressional hearings, starting November 15, when the House Ways and Means Committee takes up the subject. A similar tax on individuals may be discussed at that time, but the probability is it won't come up until early next session.

Magic

By Bill Sachs

HARRY BLACKSTONE was a surprise visitor to Will Lindhorst's magic emporium in St. Louis Sunday of last week (24), where he spent some time cutting up jackies with Lindhorst and a number of Mound City magic lads, including **Joe Scott**, **Guy Lewis Gerber** and **Ray Amy**. Blackstone is slated to crack his new season Wednesday (4) in Milwaukee. . . . **Abbott's Magic Novelty Company**, operated by **Percy Abbott** in the village of Colon, Mich. (population 900), is the subject of a major article in the October issue of *Coronet*. The piece is titled "Trick Town, U. S. A." and is authored by **A. J. Cutting**. . . . **Eddie Hileman**, Pittsburgh, agent for **Harry Albacker**, magician, the last 10 years, is hobbling around on crutches due to an infection on his leg which almost led to amputation. Other rabbit-hiders on Hileman's books are **Bobby Rabell** and **Bill Beatty**. . . . **Carl Marlo** and Company are presenting their magic with the *International Harvester* show which started out of Minot, N. D., Monday (2) for a seven-week tour. A seven-week route out of Billings, Mont., is slated to follow. Show was set by **Marlow Show Productions**, Wesley, Ia. . . . **J. C. Admire**, of Mid-States Assemblies, typewrites from Owensboro, Ky., to tell of the streak of ill fortune which struck his units recently. On September 20 Admire's vent turn, **Jay Robinson**, was forced to return home due to a throat ailment. He was replaced by **Bobo Watts**, who flew in from Texas. On September 21 another Admire turn, the **Selwyns**, were forced off the road in their car, near Marietta, O., with Mr. Selwyn landing in the hospital with a fractured leg. He will be unable to work for eight weeks. On the morning of September 22, **Gordon the Wizard** hit a farmer's car near Mount Sterling, Ky., causing him to lose two days' booking and costing him \$156 for repairs. The **DeComas** are slated to replace the **Selwyns**. Admire reports business as spotty but satisfactory.

C. EDWARD MONDOR opened the fall season recently with his midnight spooker, "Den of Living Nightmares," in Fox theaters in Phoenix and Tucson, Ariz., and is soon invading Mexico for a 25-day trek. On Halloween, the Mondor creeper doubles between the Orpheum and Palace theaters, Los Angeles, after which, under the guidance of the **Bill Mellwain Agency**, Los Angeles, opens in San Diego, Calif., to begin a jaunt up the Pacific Coast for **Fox West Coast Theater**. In the roster are **Dr. Dracula**, **Donna Haynes**, **Dave Berry**, **Bob Brumlie** and **Herbert Easley**. . . . **Paco Miller**, with his magic and variety show, is reported packing 'em in thrice daily at **Teatro Colon**, Spanish movie house in El Paso, Tex. His recent engagement in Juarez, Mex., is reported to have been a winner. . . . "It Happened Even to Houdini" is the title of an article on curious mishaps appearing in the October issue of *Argosy*. Written by **Martin Gardner**, the yarn relates anecdotes concerning **Harry Houdini** and **Harry Blackstone**. Also mentioned are **Dai Vernon**, **John Mulholland**, **Elmer Eckam**, **Frank Garcia**, **Bert Allerton** and **Richard Himber**. . . . **Wyndam Kemp**, owner of **Kemp's Magic Shop**, El Paso, Tex., sold out the business to report to the army October 1. . . . **Ramon LaRue** (**Sir Edwards**) presented his upside-down strait-jacket escape while suspended from a helicopter as a feature with **Jole Chitwood's** auto-driving Daredevils at the Oklahoma State Fair, Oklahoma City, September 23.

Acts Answer Treasury Call

(Continued from page 4)

November 1 so that every major industrial plant in the country can be covered. It is emphasized by Treasury spokesmen that it is unnecessary for a performer to devote his full time during the November-December campaign.

Meanwhile the **Associated Services of Armed Forces (ASAF)** is continuing to gear itself for entertaining armed forces personnel, including patients in military hospitals, on a large scale. At the local levels, ASAF councils are teaming up or being absorbed by **Community Chest** federations.

In the District of Columbia alone, a total of \$230,000 is being set aside for the calendar year's work in ASAF activities alone. More than 300 Chest councils in localities in various parts of the nation have similarly become identified with ASAF which, on a national level, will nevertheless retain its independent status in recruiting show performers.

WPEN SEZ NO

(Continued from page 4)

to blame the United States for creating the war in Korea.

Progressive Party leaders have formally complained against the station's point-blank sales turn-down, and have already discussed possible court action with local attorneys. Progressives have sought time on other local stations; but, as far as it is known, have not been able to purchase any time. Where the time buy was sought by mail, it is understood, station ignored the request.

In the case of WPEN, it is reported that **Mrs. Lillian Narins**, Progressive Party candidate for the U. S. Senate, personally called at the station for a time purchase. Mrs. Narins recently attracted front-page attention when the Jewish War Veterans asked her to hand in her membership (she was president of a women's auxiliary) because of her actions and speeches which were allegedly in behalf of the Commie-inspired "peace" petitions.

WASHINGTON, Sept. 30. — The July buying spree failed to extend to eating and drinking places, Commerce Department said this week in reporting a decline in receipts for the first month after the Korean invasion. Total receipts were estimated at \$912,000,000, a decline of \$17,000,000 from the preceding month and of \$14,000,000 from July, 1949. Eat-drink spots were one of the few retail businesses in the country to experience declines.

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Drive-In Traffic Mulled in Philly

PHILADELPHIA, Sept. 30.—Traffic authorities in suburban areas are trying to find a way to handle drive-in traffic on main highways. They agree that some causes of accidents are the lack of care by drivers on the main highways passing the driveways giving emerging cars no opportunity to make their turn from the drive-ins onto the main road.

In the meantime, activity at the drive-ins in the area continues. The newly opened Pleasant Hills Drive-In near Wilmington, Del., also opened a children's playground, featuring a miniature streamlined train. The new open-airer is owned and operated by Robert P. Maclary Sr., and Jr., who also operate their own snack bar.

First anniversary party staged by Manager Eugene Plank at Reading, Pa., Drive-In was continued for a week. Door prizes were awarded and special events staged nightly. A tie-up, with three business firms, provided a wrist watch, roses for 100 women and candy for children for awards at the shows.

Broadway Minstrels To Open in Georgia

CHARLOTTE, N. C., Sept. 30.—Broadway Minstrel Revue, with I. T. Knight as tour director, this week completed plans to launch its 1950-'51 season at Waycross, Ga., November 15. Unit is scheduled to remain out until April 15. Knight says that he has spent the summer working on new equipment for the stage. The 16-person roster will be transported by bus, Knight said.

Show will play theaters on its tour. Last winter the org toured for four months thru the Carolinas, Florida and Georgia to good business.

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REP RIPPLES

CARL PARK, who closed with Sun's Comedians recently, is planning to winter at his home in Springfield, Mo. . . . Audrey Hanley has 16mm. pix in Flemington, N. J., in addition to having a number of sponsor dates booked for later in the season. . . . Robert H. Lynne, one-time roadshow manager and performer, is readying a season of indoor fairs for small towns in West Virginia. He has been working the same type proposition for the past two seasons. . . . Following a good summer tour, Freeley's Show is heading southward. . . . Lee and Ella Stockton, who left Florida in May, are in Burns, Ore. Writing from that point they report that "we have done our two-people bill in many places and all types of spots, including clubs, movie houses, churches and hillbilly parks. Now we are en route South. We've met only two tent shows all the way but many small shows are playing platform and in schools and halls and all look prosperous. Most of the people who kick about the road being dead are those who are afraid or for some reason want to sleep in the same bed every night. There is money to be made by roadshows, but you must have good stuff. We don't have much confidence in school show biz, but will give it a whirl on our way South." . . . Carl Childs advises from Winnett, Mont., that he has been doing good business with his platform show and that he plans to move into halls soon. He'll also try the indoor fair idea in small Central Montana towns. . . . Leland Herrick will launch his fourth 16mm. pic tour soon. He opens in Montana and closes in Texas. . . . Morton Leslie pens from Woodville, Miss., that he "will have a small colored trick in Central Mississippi this winter after I wind up my fair and celebration dates. Have had good business this summer working from a platform and selling plenty of merchandise." He plans to try some Negro schools as well as sponsored dates with his winter hall show.

H. K. BURLINGAME has his 16mm. feature film trick ready for a take-off from Topeka, Kan., to the South. He'll play sponsor dates. Last season he played small movie houses in Texas with a feature pic. . . . Crey Family Show reports from Loomis, Wash., that business has been good for it in Eastern and Central Washington. They plan to promote some fair dates this winter in Eastern and Southern Washington. . . . D. H. Osgood will try some Maryland towns for amateur minstrel promotion. He is making Baltimore his headquarters. . . . Decker Players, new three-person group, plan a coast-to-coast jaunt with E. F. Hannan's "Tilly," with the tour slated to open in Pennsylvania. F. J. McMahon will agent the show. . . . Herman's Show is in Haskell, Tex., preparing to play halls and schools, as well as other dates. Trick has been presenting a wax and vaude show on platform. . . . Hovey Players will be active again this winter in Middlesex County, Massachusetts. . . . Chestnut Hill Players, four in cast, have most of their winter dates set, half of which are

Conn. Firm Files Papers

HARTFORD, Conn., Sept. 30.—A certificate of organization for a new Connecticut corporation has been filed with the secretary of state here. Corporation, East Windsor Drive-In, Inc., which is building a 600-car capacity, \$125,000 drive-in project at suburban South Windsor, Conn., lists these officers: President Paul Kupchunos; vice-president, Benedict Kupchunos; treasurer, Peter Kostek; secretary, Henry Kupchunos; and assistant treasurer, Walter Kupchunos.

in New England. . . . Corliss' vaude and pic show is doing well around Coalville, Utah. . . . D. D. Phelan pens from Carthage, Mo., that he "had a good summer with platform show and soon will take on my indoor fair promotions for the second season. I have 16mm. pix for entertainment and will work some small towns in Central Missouri. However, I'll be in Arkansas most of the winter where I was active last season. Mr. and Mrs. Ted Cunningham are assisting." . . . Florian Players, currently in the third week of the coast-to-coast jaunt, are in West Virginia. . . . Dave J. Lighter reports okay biz with his platform show around Beaumont, Tex. Lighter says that small shows should clean up in Texas this winter as things are on the boom.

Drive-Ins Join Variety Club Cancer Fund Drive

BOSTON, Sept. 30.—Edward Redstone, well-known drive-in theater operator, was named chairman for the drive-in theaters division of the Variety Club of New England's campaign with the motion picture industry and the Boston Braves to spearhead the 1950 Jimmy Fund.

L. A. Dunn, vice-president of New England Theaters Service Corporation, and Irving Shapiro, president of Concession Enterprises, Inc., were named co-chairmen of the candy concessions division, and Edward Rachins, president of Snow Crest Beverages, Inc., chairman of the beverages division.

The representatives of business volunteered their services to assist the Variety Club in the campaign, proceeds from which will be used to help fight cancer in children at the Boston Children's Hospital.

All theaters in the area are turning up house lights during shows, and making collections for the fund.

Sun Concludes 17-Week Jaunt At Mason City

MASON CITY, Ia., Sept. 30.—Sun's Comedians wound up a successful 17-week under-canvas tour with a good stand here this week. Officials reported that the show was the first to play Southern Iowa in about 10 years and that the company was well received there.

Owner-Managers Dot and Jess Sun said that the cast remained the same thruout the season and included Carl Park, Ted Dearing, Ralph Blackwell, Flora Bell Smith, Glen Smith, Ray and Bernice Zarlinton and Mitzie Zarlinton. Following a brief vacation, members of the org will launch their circle stock tour out of Dubuque, Ia.

Court Stalls Fla., City Drive-In Tax

PANAMA CITY, Fla., Sept. 30.—This city's new effort to impose a theater tax has been temporarily halted by a Circuit Court order, holding up collection of the levy, scheduled to become effective October 1.

The ordinance would impose a tax of \$14.15 per listening post on drive-in theaters, and a tax of \$6.50 per seat on regular theater houses. The order was granted to the Martin Theaters of Florida, Inc., a chain organization, which contends the new tax is confiscatory.

The Circuit Court ruled several months ago that an admission tax imposed on theaters in Panama City for several years was illegal.



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Including title and good will. If you want to make the best buy in show business, come and see the show in full swing. Reason for selling after 38 years, I wish to retire. This is the most completely equipped show on the road today. Come and see for yourself. Route: Natchez, Miss., Oct. 2; Winnsboro, La., 3; Monroe, 4; Bastrop, 5; Rayville, 6; Tallulah, 7; Lake Providence, 9; Vicksburg, Miss., Oct. 10.

ARCHER—Walter P., 32, television editor of *The Hartford Courant* since 1948, September 27 in Hartford, Conn. His widow and two children survive.

ATKINSON—Mrs. Robert S., 47, music-comedy actress and wife of the radio sales promotion exec of Robert S. Keller, Inc., September 28 in New York. Known professionally as Amy Atkinson, the actress-soprano began her career in *The Chiffon Girl* and later starred in *Adrienne*, the fifth and sixth editions of Earl Carroll's *Vanities* and the original company of *The Desert Song*. Miss Atkinson came out of retirement to repeat her role in *The Desert Song* for the opening of the Toledo Civic Theater 12 years ago. She also appeared on radio. Two sisters and her mother also survive.

BARLOW—Carl (Red), 57, concession operator, at his Washington home September 22 after a long illness. Survived by his widow, Alma; a daughter, Jacqueline, and a son, Carl Jr. (Details in Carnival Section.)

BERGER—William J., 71, violinist with the Pittsburgh Symphony Ork, September 27 in that city. He had played in the old Nixon Theater ork under Victor Herbert, Victor Saudek's Little Symphony Ork at the old Alvin Theater in Pittsburgh and with the Indianapolis Symphony Ork.

CARLETON—George, 65, former stage actor, September 23 in Hollywood. He had been in films recently. His widow and a daughter, Claire, actress, survive.

THE FINAL CURTAIN

COLLIER—Samuel Carnes, 38, advertising executive and auto race driver, September 23 in the International Grand Prix Race at Watkins Glen, N. Y. He was the owner of many hotel and club properties in Florida and the son of Barron G. Collier, once head of the firm owning Coney Island's Luna Park. His widow, two sons, mother and two brothers survive.

FERRETTA—Asunta, 77, mother of Peter A. DeCenzie, operator of the El Ray burly theater in Oakland, Calif., September 7 in Oakland. Burial September 11 in St. Mary's Cemetery, Oakland.

GAUDET—Alfred L., 66, former business manager of the Young-Adams Players and the Carroll Players, Canadian rep and stock groups, September 18 in St. John, N. B. He had also managed the Strand and Bijou theaters in St. John, among others, and had been salesman for Paramount and RKO in St. John. Survived by his widow. Burial in St. John.

GILL—Fred H., 64, acrobat and circus performer for nearly 50 years, September 23 in Columbus, O. At one time he was in a tumbling act with his brother and later appeared as a member of the Paypo and Lee comedy team. Two daughters and a sister survive.

GILMORE—Stella, former music-comedy and burlesque performer known in private life as Mrs. Mary C. Weaver, September 21 in Hollywood. She had trouped in burly with the Sam T. Jack Show and others.

GURNEY—Milo, 76, old-time radio writer, September 19 in Chicago. His widow and son survive.

HEMPHILL—Mrs. Ralph T., wife of the retired Oklahoma State Fair manager, September 25 in Oklahoma City. Her husband had been manager of the fair from 1919 until his retirement last year. She also leaves her mother and a daughter.

KNOBEL—Phillip J., 47, film studio property man, September 20 at his home in Hollywood. Survived by his widow, Dorothy; a son, Phillip Jr.; his mother, Mrs. Anna Knobel; two sisters, Mrs. Sophie Trost and Mrs. Mabel Veskauf, and a brother, Frank.

LANGE—Mrs. A. H., 58, wife of the president of the KFIZ Broadcasting Company, September 23 in Fond du Lac, Wis. A son, a daughter, two sisters and two brothers also survive.

MATHEWS—Maurice R., 59, musician, September 16, in Rochester, N. H. He had been a violinist with Henry Hadley, Erno Rapee and Victor Herbert and worked on concert, radio and recording dates.

METZ—Philip, 62, head of the service staff at the Click, Philadelphia night club, September 23 in Woman's Medical College Hospital in that city. He was with the old L'Aiglon Restaurant in Philadelphia for 14 years and managed the Chelsea Hotel Grill in Atlantic City. Surviving are his widow, Lena, and two

sons, David and Paul. Burial in Greenwood Cemetery, Pleasantville, N. J., September 26.

MONTANA—Jimmie Ford, 45, former carnival trouper and more recently employed at the Alabama State Park, Gulf Shores, Ala., September 22 in Foley, Ala. Survived by a brother, William, of Chicago. Interment in Calvary Cemetery, Foley, September 26.

O'NEILL—Eugene Jr., 40, son of the playwright, September 25 in Woodstock, N. Y. He had recently appeared on the radio show, *Invitation to Learning*, and had a role in *Gold in the Hills*, produced to raise funds for the Woodstock Foundation. He was a professor at the New School for Social Research, New York. His mother, father and a half-sister survive.

PIPPER—Arnold L., 56, director of manufacturing for MGM Records, September 25 in Bloomfield, N. J. He was the founder of the RCA Victor Company's recording division at Camden, N. J., and was with the firm 26 years before joining MGM five years ago. His widow, a daughter, two brothers and six sisters survive.

POLES—Mrs. Betty Etkin, 41, concert pianist, September 23 in Newark, N. J. She had been featured on Station WOR, New York, and as soloist with the Newark Symphony Ork. She also was a member of the Newark String Quartet. Her husband, Simon, and two sons survive.

SHARP—Naomi, 28, former band vocalist known as Naomi Ryan, September 23 at the home of her parents in Atlantic City. She sang with Alex Bartha's orchestra on the Steel Pier and Eddie Morgan's orchestra on Million Dollar Pier in Atlantic City. She also leaves her husband, Frank; a son, two sisters and a brother. Burial in Laurel Memorial Park, Atlantic City, September 27.



In Memory of My Beloved Husband
J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 4, 1943
MARIE SIMPSON

SMITH—Henry Clifford Sr., 71, former mayor and city commissioner of Columbus, Ga., and one-time president and manager of the Valley Exposition there, September 26 at his home in that city. Surviving are his widow and two sons.

STRINGER—Arthur, 76, novelist, poet and playwright, September 14 in Mountain Lakes, N. J. A writer of many novels and books of verse, he is perhaps best known for his early movie serial scripts, including *Perils of Pauline*. He served on numerous publications, and in 1923 moved to Mountain Lakes, where he founded the Mountain Lakes Theater Guild. His widow, three sons and three sisters survive.

THOMSON—Sterling W. (Tommy), 54, well known in outdoor show business, at his home in St. Petersburg, Fla. Survived by his widow, Joan Spalding, and a brother, Blair Thomson. (Details in Outdoor Department.)

TOEFFERT—Paul, 56, violinist and cellist at the old Grand Opera House, Cincinnati, September 26 in Jewish Hospital, that city. He had also played at the Cox, Shubert and Capitol theaters in Cincinnati during silent film days, and was a member of musical trio which played in the lobby of the old Grand Hotel in Cincinnati for many years. Survived by a brother, Robert, actor.

WALLACE—John Kipper (Spike), 71, president of the Los Angeles Local 47, American Federation of Musicians, September 25 in Los Angeles. He was serving his 11th term as head of the Local. A former violinist and later trombonist, he began playing in theater orks from coast to coast in the South. He had also played with the original Paul Whiteman band and was a partner in the firm which made the Wallace trombone. After the firm collapsed in 1935, when he was 56, he became one of the top-ranking players in Hollywood film studios. Wallace had also played in the Los Angeles Philharmonic Ork from 1919 to 1938. His widow survives.

WILSON—Llewellyn, 68, Baltimore musician, September 25 in that city. Always interested in aiding young Negro musicians, he counts among his early proteges Cab Calloway, band leader, and Anne Brown, who sang Bess in the original *Porgy and Bess*. Wilson was the head of the Baltimore City Ork and Chorus since 1932.

In Memoriam

MARGIE CETLIN

Died October 5, 1947

Jack and Sadie Wilson

IN MEMORY

of my beloved friend

MRS. MARGIE CETLIN

who passed away Oct. 5, 1947

EMMETT SYKES

IN MEMORY

of My Beloved Wife

MARGIE CETLIN

Passed Away October 5, 1947

I. CETLIN

A MEMORIAL TO TEX



JESSE E. (TEX) PUTEGNAT

Died Oct. 5, 1947

Another year has slipped away. I miss you more, Tex, day by day.

Your Buddy,

BILLY LOGSDON

RICE—Thomas H., former partner in the operation of the Rice Percy Players, and in recent years owner of Rice & Company, Louisville transportation equipment firm, September 12 in Richmond, Ind. Survived by his widow, the former Jessie Mae Leighly. Burial in Zackery Taylor Military Cemetery, Louisville.

RODZINSKI—Mrs. Jadwiga, 80, mother of orchestra conductor Artur Rodzinski, September 28 at Saranac Lake, N. Y.

ROOT—C. D., 75, for the past five years concessions manager at the Lake County Fair, Crown Point, Ind., recently in St. Margaret's Hospital, Escanaba, Mich., where he was visiting a son, John. He leaves three other sons, David, Clayton Jr. and Carroll, Crown Point. Burial in Maplewood Cemetery, Crown Point.

SAWYER—Harold L., 38, bass player with Frank Bell's WEEI staff ork, recently in Boston. His widow and two sons survive.

SCHLEIFER—Arnold, 78, lessor and manager of the Claremont Inn and the Tavern-on-the-Green restaurants, September 23 in New York. He had managed the Claremont from 1934 to 1948, and had retained the Tavern at the time of his death.

RINGLING TO DROP 20 CARS

10% Gate Hike For Nashville

Midway biz soars 27½% over last year as Cavalcade operates 38 rides, 30 shows

NASHVILLE, Sept. 30.—The 1950 edition of Tennessee State Fair closed a six-day run here Saturday (23) after topping the 1949 event, attendance-wise, by about 10 per cent. Daily attendance hikes over last year were registered on most of the six days. Weather was excellent.

Skipped by L. E. Griffin, in his third year as secretary-manager, the fair presented a stronger, more rounded program than ever before. Agricultural, livestock and other exhibit departments were up in quality and larger in some instances.

Free show, consisting of harness horse races and circus-type acts, drew big grandstand crowds as did a revue, plus acts, at night. Revue and acts were booked thru Ernie Young, Chicago, for the six nights. As an added feature in the grandstand opening night, a State championship barn dancing contest was staged.

Only paid grandstand show of the run—big car races Saturday afternoon (23)—got a big turnout. Speed events were staged by National Speedways (Al Sweeney and Gaylord White).

Midway, again held down by Al Wagner's Cavalcade of Amusements, was the most impressive in fair's history, according to observers here. The Wagner line-up embraced 38 rides, including Curtis and Elmer Velares' double Ferris Wheel and 30 shows. The Wagner org finished 27½ per cent higher than last year with a new all-time midway gross for the fair.

Biz Holds High For Kelly-Miller At Illinois Stands

VANDALIA, Ill., Sept. 30.—Southern Illinois' "Little Egypt" towns produced good turnouts for the Al G. Kelly & Miller Bros.' Circus last week to continue the org's steady business.

Here Saturday (23) the show played to two three-quarter houses in good weather. At Effingham, Ill. Friday (22) Kelly-Miller drew only a half-house at the matinee but came thru with a full house at night despite competition from three theaters and a football game.

At Charleston, Ill., Friday (21) schools were dismissed for a teachers' meeting and kids flocked to the show grounds. School buses brought children from rural areas. Result was a full house for the matinee. At night a heavy storm struck two hours before the show but the circus escaped damage and played to a three-quarter house.



KURT KIENAST

Kurt Kienast Killed in Fall At Corn Palace

MITCHELL, S. D., Sept. 30.—Kurt Kienast, 38, roly-boly and aerialist, known professionally as Rollini and the Great Kurt, was killed here Wednesday (27) while performing his high act in front of the Corn Palace. Kienast missed the crossbar of his trapeze and fell some 20 feet.

Trained as an acrobat in Germany, Kienast came to this country in 1939 and made his home in Chicago. He had appeared at many fairs and was with Polack Bros.' Circus for two years.

Survived by his widow, Alyce; a three-year-old daughter, Carole, and other relatives in Germany.

Funeral services were to be held in Chicago Monday (2).

Garden's Rodeo Extravaganza Rides Herd Toward a Bonanza

(Continued from page 4)
\$100,000 offered in prize money. The usual gate-stimulating string of broken bones, blood and gore are assuredly in the offing.

Competitive events include bareback bronk riding, calf roping, saddle bronk riding, steer wrestling, wild Brahma bull riding and a wild horse race.

Opening Night Paper

Opening night crowd added up to an expected scant few thousand, including plenty of paper, and groups representing dude ranches in the area. Gate will probably build, as in the past, beginning with the matinee this week-end.

The show is a facsimile of past offerings, with the bulk of its appeal probably lodged in bona fide rodeo fans, of whom there are a surprising number in this area, and the never satiated Western appetites of the moppet crowd. The action of the competitive events could appeal to all

Will Eliminate Animal Top, Move in Two Sections in '51 Due to High Railroad Rates

Cages To Be in Big Top; Cut in Elephant Herd Expected

CHICAGO, Sept. 30.—A drastic slash in the size of Ringling Bros. and Barnum & Bailey Circus train for 1951 appeared to be a certainty this week. Officials of the show declined to comment, but it was understood that the train will be cut from 80 to 60 cars. High railroad rates were blamed for the coming move. Freight charges, an increasingly tough problem for all rail shows in recent years, have increased 72 per cent since 1947, according to a show official. The total boost came in three separate raises. To make up for the loss of train space, Ringling-Barnum is planning to eliminate its menagerie top and probably will reduce the size of its elephant herd. A move to unload excess bulls this winter is expected.

Between the start of the rail rate climb in 1947 and next season, Ringling-Barnum will have dropped 46 cars from its train, a cut of over 40 per cent.

1947 Was Peak

In 1947 the show had the greatest number of cars in its history—106. In 1948 and 1949 the train was cut back to 90 cars and this season it has operated on 80 cars.

Next year's cut will take the Ringling train down to its lowest level since about 1900. Only in special situations such as in late 1938, when the Ringling and Barnes shows were combined on 50 cars, and in late 1944, when Ringling played stadiums and carried a minimum of tent and seating equipment, has the show been curtailed so drastically.

The 1951 train will move in two (See RB To Use 60 Cars on page 36)

\$500,000 State Appropriation Aim Of Detroit's '51 Cele

DETROIT, Sept. 30.—A \$500,000 appropriation from the State Legislature will be sought for the city's 250th birthday celebration next summer, following formal approval of the project Wednesday (27) by the State Fair Board and the Department of Agriculture. Money would be used primarily for construction of new buildings of a permanent character, with a large exhibit building adjoining the Coliseum as the principal single unit.

A special session of the Legislature is expected within the next two months, while the regular biennial session will start January 1. The appropriation would be in addition to the \$1,000,000 which the festival committee is seeking to raise from private donors.

AGVA Recommends Kayletta Set-Down For Working Tulare

HOLLYWOOD, Sept. 30.—Six months' suspension of membership has been recommended against Kayletta, high pole performer, by the local American Guild of Variety Artists (AGVA) for assertedly crossing a picket line at Tulare County Fair in Tulare. The recommendation has been forwarded to national AGVA offices and will become effective upon approval.

Kayletta answered charges here Wednesday (27) of "not respecting the wishes of organized labor."

The AGVA complaint grew out of the pulling of 'he acts booked by Arthur Silber for a show produced by Joe Bren at the fair, which closed its six-day run Sunday (24). After performing the first three days, performers were ordered out by AGVA in sympathy with an International Brotherhood of Electrical Workers (IBEW) strike. Kayletta signed a contract with A. J. Elliott, secretary-manager, for performances during the last three days.

In presenting her side of the story Kayletta said that she was not indi- (See AGVA Recommends on page 31)

age groups. Talent offerings are strictly for youngsters.

Autry makes two appearances, the first with his horses, Champion and Little Champion, in a ring routine that leaves much to be desired. Routine is essentially the same as presented last year, with the junior equine jumping thru hoops. Stock was obviously nervous at the preem performance and the presentation slumped into the riding academy class. Two canines have been added to the act and serve principally as jockeys. The moppets will love it, if for no other reason than Autry and his famous steed are involved.

Midway in the show Autry is back on to introduce Tony White Cloud and a group of Pueblo Indians in tribal dances. Despite descriptive commentation by Karl Young, the offering holds little appeal for city folks except for White Cloud's short hoop dance, a remarkable exhibition (See Garden's Rodeo on page 31)

3000 BINGO

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

3000 KENO

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 - Plastic markers, Red or Green, Round or square, 3/4" Diameter, M 1.50
 - Scalloped Edge, Green only, M 2.00
 - Smaller Size, 3/4" Diam., Red or Green Plastics, M 1.50
 - Adv. Display Posters, size 24x36. Each Cardboard Strip Markers 10 M for75
 - Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
 - Thin, Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
 - Weatherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M 2.00
 - Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to lb.; larger size 3/4 dia., 1000 to lb. Either size, lb. .85
 - AirLite Bingo Blower electric operated, complete with 75 Numbered Ping Pong Balls, weight 90¢. Send for illustrated circular for 135.00
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Out in the Open

Stanley W. Wathon visited Mills Bros.' Circus Wednesday (27) at Plainfield, N. J. Vander Barbette, circus producer recently returned from Europe, also was on the lot. . . . Fred C. Murray, general manager of International Fireworks Company, caught the rodeo opening in Madison Square Garden, New York, Wednesday night (27).

Visitors at the Leamington, Ont., fair included Elwood A. Hughes, manager of the Canadian National Exhibition, Toronto; Walter D. Jackson, manager, Western Fair, London, Ont., and Joe Streibich, secretary, Showmen's League of America, Chicago. . . . Joseph A. (Buddy) Toomey, 35, veteran thrill show performer, was hospitalized for four days at the Frisbie Memorial Hospital, Rochester, N. H., following injuries sustained September 24 while performing with Irish Horan's Lucky Hell Drivers at the Rochester fairgrounds.

George A. Hamid, head of the New York booking office bearing his name, last week received an award for "outstanding work and accomplishment as an immigrant boy who came to this country 46 years ago from his native Lebanon" from the American Organization of Lebanese and Syrian Orders. The award was made by Michael Maria, org's president. . . . Arthur E. Campfield, head of the New York canvas firm bearing his name, and Alec Mitchell, deputy director general of the 1951 Shriner convention skedded for Gotham, visited the New Jersey State Fair, Trenton, Wednesday (27). Fair execs visiting the fair included Howard Singmaster, Allentown (Pa.)

Fair, prexy; H. H. McElroy, general manager, Central Canada Exhibition, Ottawa; Howard and Bill Robbins, Cambridge, Md.; Charles Swoyer, secretary, Reading, Pa., Fair, and Dr. Turner, of the Doylestown, Pa., Fair.

Charles (Chuck) Zemater Jr., of the Charles Zemater Agency, Chicago, will wed his father's secretary, Virginia Stoner, October 21, in St. Mathias Church, Chicago. . . . Ainsley Lambert, in charge of production numbers for Barnes-Carruthers revues, continues in a serious condition in St. Luke's Hospital, Chicago, following a stroke at Wisconsin State Fair, Milwaukee. . . . The Boyle Woolfolk Agency, Chicago, is moving its offices to larger quarters in the same building and will occupy Suite 1500. Vic Brown, who books acts for the "Super Circus," TV show, also will have space in the new suite.

Roland Fisher, secretary of Selinsgrove (Pa.) Fair and his wife and Jake Fickes, concession boss at York (Pa.) Fair, visited Allentown (Pa.) Fair. Bob Plarr, manager of Dorney Park, Allentown, Pa., received treatment for a head laceration when a truck ran into his waffle stand at the Allentown Fair. Vehicle was owned by James Thomas who had the Two-Headed Cow Show on the midway and was driven by Tom Carr.

ALLISON, Ia., Sept. 30.—J. Francis Allan was elected president of Butler County Fair Association here at a recent meeting. E. W. Schrage was named vice-president; Virgil E. Shepard, secretary, and J. A. Barlow, treasurer.

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Close-Ups:

Ponies, Paint, Paper Chart Way for Obert Miller Circus

By Tom Parkinson

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

FOR OBERT MILLER'S circus to hang a lot of paper and flash a neat paint job is the natural course; the boss used to be a painter and paper hanger. And as president and general manager of the Al G. Kelly & Miller Bros. Circus, he has added a Midas-like touch of showmanship and ingenuity learned from long experience in grass-roots show business.

Miller is the quiet, modest sort. His easy-going way and shyness for personal publicity are contrasted by the efficiency and extensive public relations program of his circus. He's quick to credit his sons, Dores and Kelly, as well as their families, for the show's success.

"Dores is the showman; Kelly, the mechanic," he explains. "I've been fortunate that the boys and their families stick with it."

It was Obert Miller, however, who laid the foundation and had much to do with building the show and setting its policies. The cordiality displayed by the entire organization starts at the Miller trailer, where Mrs. Lydia Miller is a partner. Stemming from the friendliness and Miller's circus experience is the Kelly-Miller show—"second largest wild animal circus," money-maker and recipient of high praise from the public.

Works Opera House

As a youngster in Smith Center, Kan., Obert worked tickets and peddled popcorn in the Grand Opera House, owned by his father. But then he by-passed show business for a nine-year stretch as a farmer. "It has always been a toss-up for me between show business and farming," he points out.

Miller moved back to Smith Center to paint and hang paper until a year later, when his long-term love for ponies induced him to trade the bucket and brush for the road. He already had trained animals so the switch was merely to the professional class, and he still freely admits that his interest in ponies has much to do with his being in show business.

At the outset, he booked his act into motion picture theaters of the early '20s. Movie houses in those times, Miller recalls, were dark several nights

(See Ponies, Paint, Paper on page 33)



OBERT MILLER

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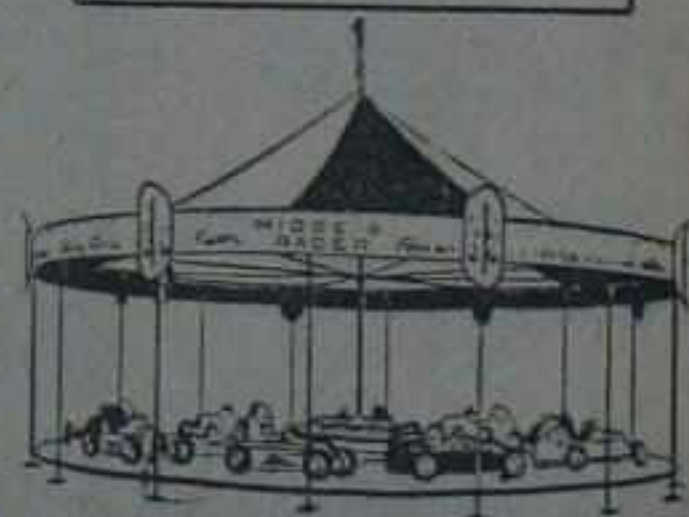
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Talent Topics

Marlow Show Productions, Wesley, Ia., booked talent for the International Harvester show which opened a seven-week route out of Minot, N. D., October 2. Upon completion, the show plays another seven weeks out of Billings, Mont. Line-up: Van and Arvola, comics; Dorsey and Fiori, musical turn; Carl Marlo and Company, magic; Betty Lee Hogarth, juggler, and Bert Van Deusen, emcee. . . . Joseph Walch, animal trainer, is convalescing at his home in Hudson, N. H., following a stomach operation in Memorial Hospital, Nashua. Since he will be laid up for some time, the Benson Wild Animal Farm lion and tiger act, which he handled, will not go on the road this winter. . . . Helen's Haag's four chimps opened recently in Boston Garden with the Hamid Morton Shrine Circus. Buster Hayes is handling Margaret, the chimp.

Acts appearing at Lebanon, O., September 21, and Logan, O., September 22, included the Six Sparkettes, chorus; John and Jorie Armstrong, acros; Billie DeArmo, juggler; Demarie Sisters, contortionists; Leo Francis, clown; Art and Margie Bassett, juggling and emcee; Con-seulo, traps and rings; Daffy Dan, blackface comic; Sampson Twins, unicycles; Irma and Walter, roller skaters; Great Eugene, high wire, and a six-piece circus band. Rotroff Attractions booked the show. . . . Al Ackermann's Six Tip Tops closed 11 weeks of fairs for the Barnes-Carruthers office September 19 at Superior, Neb. The act opened its fair season on the Red River Valley circuit at Fertile, Minn., July 3.

Purcell's Stage Circus of dog, pony and monkey acts closed a 19-week season as free act with the Art B. Thomas Shows at Lennox, S. D., and opened a school unit at Sioux Falls, S. D., under the direction of William Morton, reports P. B. Purcell.

Helen Harvey Girls provided the free attraction the closing week of the season at Eldridge Park, Elmira, N. Y. . . . Herman W. Cepler, high wire, has signed with DuMont Shows for the remainder of the season. . . . Wally Overman opened at the Warner Theater, Havana, Cuba, September 21 for a two-week engagement.

Chambertys, comedy casting act, after concluding a string of fair dates in Canada, have decided, by mutual consent, to split up the act. Max and Rene Chamberty are forming a new comedy casting trio, which will make its debut shortly. . . . Gautier's Bricklayers, comedy pooches, and the Lai Founs (4), contortionists and plate spinners, are at the Palace Theater, New York. . . . Four Macks, rollerskaters; Ivanovs, bar act; Ade Duval, prestidigitator, and Kenny Bowers, comic, are in the stagershow at Radio City Music Hall, New York. . . . Asia Boys, equilibrists, are playing the Roxy Theater, New York.

Jim Dixon, cowboy contestant in the Madison Square Garden Rodeo, New York, escaped with only bruises after a saddle bronk he was attempting to ride opening night, September 27, fell and rolled over him. . . . John Rogers, another rodeo contestant, provided unintentional comedy when he lost the seat of his britches on the horns of a steer he was wrestling. . . . Marcus Troupe, jugglers, and Ullaine Malloy, web, ring and bars, will be on the September 8 "Super Circus" TV show, which originates from Chicago.

George Hanneford Family, in their hilarious serio-comic bareback riding number, will be a feature on Ed Wynn's NBC-TV show. The Hannefords will work six horses. Show will be televised from the new NBC studio in Radio City's Center Thea-

ter. The Hannefords have been playing a string of fair and indoor dates for the Frank Wirth office. Following appearances at Sioux City, Ia., and Columbus, O., under the Wirth banner, the Hannefords will work Orrin Davenport indoor dates.

Bert Nelson and Neal Abel, who formerly operated their own Hollywood booking agency, have joined the Fanchon & Marco Agency, Los Angeles. Nelson and Abel are operating on a sub-agency basis with F. & M. and will continue to specialize in outdoor attractions. They have booked Louise Haines, Royal Rogues, Lolita and the Gay Rancheros and Abe Goldstein to play Kern County Fair, Bakersfield, Calif., and Jack Cavanaugh & Company, Cindy and Jeff, Hector and His Pals, and Dick and Dinah into the Hemet (Calif.) Fair and Farmer's Festival.

Toni, the Monkey Girl, aerial act, will close eight weeks of Barnes-Carruthers' fair dates at Waterloo, Ia., and follow with appearances at the Frank Wirth Shrine circuses in Sioux City, Ia., and Columbus, O. . . . The LaBelle Ray Troupe, acro, dogs and ponys, is skedded for Southern fairs following its appearance with the Hamid-Morton Circus at Boston and Toronto.

Three Fearless Stars, trapeze-contortion, have been playing West Virginia drive-in theaters and will follow with fair dates at East Bend, N. C.; Ardmore, Ala., and Greenville, S. C. Act will revert to two people this fall, when Patricia Fagel leaves to join Johnny Gibson's troupe, skedded to embark for England, November 28, for a six-week London engagement.

Homer Snow, who has the Sea Lion Show at Venice Lake Park, Venice, Calif., recently sold three sea lions to the Chicago Zoological Society, and two to National Park, operated by the Smithsonian Institute in Washington. Snow is featured at the Venice park with his show, highlighted by the performance of trained pelicans.

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Garden's Rodeo Extravaganza Rides Herd Toward a Bonanza

(Continued from page 27)

of dancing dexterity involving the manipulation of five hoops. Moppets, and even adults, might better appreciate a phoned whooping redskin routine filling the arena.

25 Minutes of Song

Autry, accompanied by his Melody Ranch Boys, follows the Indians with 25 minutes of songs. Numbers are well chosen and included *El Rancho Grande, Blue Canadian Rockies, Rudolph, the Red-Nosed Reindeer; Good Night, Irene; Ghost Riders in the Sky* and a patriotic finale, *If You Don't Like Your Uncle Sammy*. A walk-on bit by a simulated Rudolph with a red incandescent nose wasn't very effective, principally because of improper staging and lighting.

During the *Ghost Riders* number, the only attempt at production also fell flat because of lighting. A small herd of longhorn cattle and a few riders circling the arena worked in considerably more gloom than was necessary to achieve the proper ethereal background. Black light is used in the production, with Autry spotlighted in the center.

Lee and Byron Hendricks are back with their usual excellent Roman riding routine, including a double jump over a convertible. Joined by Ann, Lee's wife, they come back on with a comedy mule routine that is a cinch to rate belly laughs from any audience. Beasts are trained to the point where they work apart from their masters and without obvious cues. A comedy car, apparently driverless, is also used, and the Hendricks even do a Roman routine with the half-pint creatures.

Principal, and standard, comedy is again provided by clowns George Mills, Jim Acjer and Jack Knapp during the wild Brahma bull-riding contest. The daring Mills, who came within a piece of denim of having his buttocks bared on opening night, and his cohorts antagonize the bulls, who usually unseat their riders, into fierce demonstrations of pawing, snorting and butting.

A trick riding exhibition, featuring Faye Blessing, Pauline Pickard, Edith Happy, Norma Shoulders and Rex Rossi, is good, but short in personnel and stunts in comparison to former years. No roping is included.

Other features include a sponsor girls' cloverleaf barrel race, featuring Beverly Heanne Owen, Betty Sue Bradley, Merna McMillan, Torrie Ahearn, Mary Ann Mayfield and Virginia Baigas.

Beautiful matched horses and elaborate costumes highlight the horseback quadrille led by Everett E. Colborn. Riding teams are Faye Kirkwood and Charles Ben Bradberry,

Pauline Pickry and Lanham Riley, Norma and Marvin Shoulders, Rosemary and Harry Tompkins, Faye Blessing and Pete Kerscher, Berva Dawn Sorenson and Leon Sultenfuss, Berneta Kerscher and Don Slade, and Joe Decker and Alvin Gordon.

Music was furnished by James Cimmeron's Cowboy Band, with Ray Lackland and Pete Logan handling the announcing.

Officials and staff include Gen. John Reed Kilpatrick, president; Bernard F. Gimble, chairman; Ned Irish, executive vice-president; Everett E. Colborn, managing director; Frank Moore, manager; Fred Alvord, arena secretary; Charles M. Ertz, Cappy Lane and C. L. Crovat, timers; Pete Kerscher, saddle horse foreman; Alvin Gordon, chute boss; Bill McGuire, Everett Bowman and Eddie Curtis, judges, and Charlie Ben Bradberry, bucking horse foreman.

Bad Weather Hurts Takes At Allentown

Stage Top Saves Shows

ALLENTOWN, Pa., Sept. 30.—With weather working against it, the refurbished Allentown Fair didn't have a chance to smash records, but the outcome for all departments was described as highly satisfactory.

After a good start on the first two days when a gate increase of several thousand was registered, rain late Thursday (21), a big day, and again Friday (22) cut heavily into the potential. Big car auto races the closing Saturday (23) drew the usual big crowd and spending on the grounds was reported as good.

On Friday, gate personnel was dismissed by late afternoon as the day-long drizzle continued and crowds stayed away. The free gate at night, together with the advertised "weather proof" advantages of the newly covered stage, drew a capacity crowd to the grandstand for the presentation of George A. Hamid's *Grandstand Follies*. The covered stage, installed just in time for the current show, saved several performances.

Midway Biz Okay

World of Mirth Shows on the midway reported good business, altho bad weather kept the org from approximating a record take.

Two good nights were scored Sunday (17) and Monday (18), pre-opening sessions when a free gate prevailed. Annual operates with a pay gate Tuesday thru Saturday.

Howard Singmaster, who inaugurated many improvements at the plant in his first year as president, said that many others are planned for 1951.

This year's improvements included the widening and additional paving in the midway area, the installation of a separate Kiddieland, paving of the paddock and elimination of unsightly structures.

Kinetic Club Disbanded

SWIFT CURRENT, Sask., Sept. 30.—Swift Current Kinetic Club, linked in recent years with exhibition activities of Swift Current Agricultural Society, was disbanded Saturday (23) because of a lack of members. Assets of about \$20,000 were turned over to the city with a request that they be used to perpetuate the annual July 1 frontier day celebration.

Gate Shows 10% Boost At Richmond

Space Sales Set Record

RICHMOND, Va., Sept. 30.—Sizable crowds, averaging about 10 per cent over last year, are attending the Atlantic Rural Exposition, despite the unfavorable weather which has prevailed since the Thursday (28) opening. J. A. Mitchell, general manager, reports. The weather, tho bad, is much better than the heavy rains and high winds which lashed his annual during its two prior runs.

Bulk of the attendance and business scored during the one-day run is expected to be compiled beginning today. Tomorrow and next Saturday and Sunday, with good weather prevailing, should account for top gate figures.

Sale of exhibit space hit a new high, Mitchell said. More than 150 booths are occupied by commercial firms alone. The outdoor exhibit of farm machinery stretches for about a mile, Mitchell said.

Preview Draws Big

Wednesday night (27), the usual free gate preview was staged with a fireworks display included. A sizable crowd was on hand. Bill Holland and His Auto Dare-Devils were the afternoon and night feature yesterday in front of the grandstand. Poor weather slimmed attendance.

Auto races are skedded for today, with the annual's regular barn dance presentation the grandstand feature tonight. Motorcycle races are set for tomorrow's matinee, followed by the barn dance at night. George A. Hamid acts will be presented afternoons for the remainder of the run beginning Monday (2). A Hamid revue will be the nightly grandstand feature with fireworks. Fireworks are supplied by Tony Vitale, of the Fireworks Corporation of America. Pyro show features a spectacle encircling the annual's half-mile track. Races are promoted by Royall Speedways.

Adults are charged 50 cents for admission to the grounds. Children are admitted free at all times.

The Cetlin & Wilson Shows are again on the midway. Co-owners Jack Wilson and Izzy Cetlin again staged their annual press and preview party in the Raynell Girl Show top Wednesday night.

Crosby Kelly Quits as Chi Fair Manager

CHICAGO, Sept. 30.—Crosby Kelly, executive manager of the Chicago Fair of 1950, this week terminated his connection with the expo in a letter of resignation to Kent Chandler, fair president.

Chandler said that Kelly's resignation would be accepted and that new leadership would be sought if the fair is continued next year. Chandler added that he is still gathering facts and figures to convince the fair commission that the expo should be continued next year, and he expected to present his case before the board within two weeks.

AGVA RECOMMENDS

(Continued from page 27) vidualy informed of the non-work edict. The other acts involved appeared in the main building while Kayletta was featured in front of the grandstand. She also asked why the show was allowed to even start the date when the IBEW situation had existed for some time before the fair opened.



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Hillsdale, Mich., Breaks All Records With 125,000 Gate

HILLSDALE, Mich., Sept. 30.—The 100th edition of the Hillsdale County Fair entered the final day of its seven-day run here today with an all-time attendance mark in view. Aided by perfect weather all week, the management expected to top 125,000 before the fair closes tonight, approximately 25,000 over any previous year.

Grandstand attraction all week drew capacity or near capacity crowds. The Randolph Avery revue, booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago, for six nights, filled the seats at almost every show. Five afternoon harness race program, offering a total \$15,000 in purses, had turnaways in many cases.

Midway grosses by the Gooding Amusement Company were reported well ahead of last year.

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Arenas and Auditoria: By Daphne (Dee) Poll

South Pacific Whams Des Moines; Sioux City Muni Aud a Standout

DES MOINES, Sept. 30.—Road Company of South Pacific, starring Janet Blair and Richard Eastham, broke national week's record with \$94,500 net take at KRNT Theater, the country's largest legitimate house, of 4,149 seats. Dates there were from September 18-23, with eight performances. Prices ranged from \$3.50 top to \$1.50 with no increase in prices. This record was made strictly thru advance sale, no window sale during week. Now, something about the KRNT Theater. Theater history in the United States took a forward lunge a couple of decades ago when the Za Ga Zig Shrine of Des Moines built the Shrine Auditorium now known as the KRNT Theater. In 1946 the building was purchased by Cowles Broadcasting Company for \$150,000. Many improvements were made on the building and it became the country's largest legitimate playhouse, and renamed KRNT Radio Station in Des Moines. Only three people have managed the theater since its inception. First George F. Clark, veteran theater man from 1927 until his death in 1932. The office was taken over by Mrs. Clark, his widow, who remained to become one of the best known theater managers in the country. Under her long regime, New York producers and managers of touring shows learned to look upon Des Moines as a good show town.

Duane C. Peterson current manager, took over the post when Mrs. Clark resigned March 11, 1947. Peterson said 20,000 persons from outside the vicinity of Des Moines along with thousands from Des Moines saw South Pacific here this week.

Sioux City's New Aud

SIoux CITY, IA. . . The dream of Sioux Cityans for a half century came true in the opening of the new \$3,000,000 Municipal Auditorium, during a week's Dedication Program, September 9-16. While, free to the public, the Wholesaler and Manufacturers Exposition along with the Retail Fair, was going on in the first floor area of the building, the Fall Festival of Stars stagershow was playing in the upstairs arena nightly. Dedication week's program drew 110,000. The Fall Festival of Stars, in 10 performances, netted \$30,000 with all seats priced at \$1.22. Festival of Stars was produced by Harry A. Gourfain, by arrangement with Hollywood Imperial Picture Corporation, featuring Gil Lamb, Andy and Della Russell along with Harmonica Rascals, Bozo, Capitol Records clown, Maurice and Maryea, the Barton Sisters, Monroe and Grant, Billy Romano and Lou Breese and ork. A nonprofit corporation promotes auditorium use. . . This corporation is called Auditorium Activities, Inc. Present officers of Auditorium Activities, Inc., to serve until its first annual meeting on the first Monday of January, 1951, are: Oscar Broyer, president; M. J. Soelberg, first vice-president and acting manager of the Auditorium; J. B. Zavatsky, second vice-president; C. N. Smith, third vice-president; Mrs. Louise Freese, secretary; T. J. Grant, treasurer. These six officers comprise the first board of directors along with nine other members. Ben Moore, former manager of the Denver Auditorium, is the superintendent of operations at Sioux City. Immediately following the dedication week's opening program, the Skating Vanities of 1951 opened the arena part of the building as the first major production to play the new auditorium. Dates were September 20-24, with two matinees. Seating capacity of building is 6,000 for stagershow, and 4,400 for arena-type show. Skating Vanities of 1951 opened to an S.R.O. crowd. Built for \$3,000,000 on city-owned

land, the Sioux City Municipal Auditorium is a massive building, 217 feet by 270 feet with the structure at its highest point being 110 feet, equal to a 10-story building. Provisions have been made for many different types of attractions including all kinds of commercial exhibits, animal shows, circuses, stagershow, conventions, sports events, skating shows, etc. The exhibition hall is 147 feet long and 108 feet wide, with 13-foot ceiling. Seating capacity is 2,600. Individual exhibition halls can seat up to 1,000. The arena itself on the second floor is 81 by 170 feet, with ceiling height of 46 feet. A portable portion of the stage can be retracted 14 feet making the arena area 184 feet long for hockey or skating shows. The seating capacity for conventions here would be 6,000; boxing and wrestling, 6,400 to 6,500; ice hockey or skating shows, 4,000. Stage equipment is elaborate and modern. Designed for all types of stagershow, road production shows, musicals and concerts. There is nothing to equal it from Kansas City, Mo., to the West Coast. Curtains of silver, gold, black and wine-colored plush can be used in a variety of combinations. At each side of the stage are 33 dressing rooms on four levels mounting the building 65 feet, accommodating 40 persons plus chorus rooms. All are equipped with dressing tables and mirrors, showers and comedones. There are four ticket window box offices at the main entrance and two each at the auxiliary entrances making it possible to handle large crowds easily. Parking space for thousands of cars is available all around the building. Within a year the auditorium under successful operation could be self-supporting. The building has booked the Frank Wirth Indoor Circus for October, sponsored by the Sioux City Police Department. Then for some 25 days the building will be idle while the ice equipment is installed. After October and first part of November the building will be ready for any and all kind of events.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Barker Bros.: Denton, Tex., 3; Waxahachie 4-5; Brownwood 8-10; Stamford 11-12.
Beatty, Clyde: Savannah, Ga., 3; Brunswick 4; Valdosta 5; Tifton 6; Cordele 7.
Billar Bros.: Vidalia, Ga., 4.
Brady Dixie Unit: (Fair) Columbia, Tenn., 2-7.
Brady Southern Unit: (Fair) Tupelo, Miss., 3-7.
Capell Bros.: Somerville, Tenn., 3; Collierville 4; Earle, Ark., 5; Forest City 6; Clarendon 7.
Cole & Walters: Ralls, Tex., 3; Floydada 4; Tulla 5; Olton 6; Dimmitt 7; Priona 8.
Davies, Ayres & Kathryn: Staunton, Ill., 3.
Pocahontas 4; Troy 5; O'Fallon 6; Dupu 7.
Flamante: Glendale, Ariz., 3; Avondale 4; Phoenix 5-6; Tucson 7-8.
Hamid-Morton: Toronto, Can., 2-7; Philadelphia, Pa., 9-14.
Kelly, Al G., & Miller Bros.: Perryville, Mo., 3; DeSoto 4; Farmington 5; Fredericktown 6; Cape Girardeau 7; Dexter 8; Kennett 9; Paragould, Ark., 10; Walnut Ridge 11; Jonesboro 12; Marked Tree 13; Wynne 14; W. Memphis 15.
King Bros.: Tucson, Ariz., 3; Bisbee 4; Douglas 5; Lordsburg, N. M., 6; Silver City 7; Las Cruces 8; Socorro 11; Albuquerque 12; Santa Fe 13; Las Vegas 14.
Mills Bros.: Columbia, Pa., 3; Gettysburg 4; Hagerstown, Md., 5; Westminster 6; Baltimore 7; Hyattsville 9; Alexandria, Va., 10; Fredericksburg 11; Williamsburg 12; Newport News 13; Norfolk 14.
Polack Bros. (Eastern): (Lion Field) Panama City, Fla., 6-7; (Fairgrounds) Tampa 9-11; (Ball Park) Daytona Beach 13-14.
Polack Bros. (Western): (Auditorium) Denver, Colo., 9-14.
Ringling Bros. and Barnum & Bailey: Austin, Tex., 3; San Antonio 4; Corpus Christi 5; Houston 8-8; Beaumont 9; Lake Charles, La., 10; Alexandria 11; Baton Rouge 12; New Orleans 13-15.
Rogers Bros.: Anniston, Ala., 3; Gadsden 4; Guntersville 5; Huntsville 6; Pulaski, Tenn., 7; Decatur, Ala., 8.
Stevens Bros.: Malden, Mo., 3; New Madrid 4; Hayti 5; Steele 6; Osceola, Ark., 7.

Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

A-1 Am. Co.: Hornersville, Mo.
Alamo Expo.: Center, Tex.
American Beauty: Hoxie, Ark.; Imboden 9-14.
American Eagle: (Fair) Henderson, Tenn.; (Fair) Houston, Miss., 9-14.
American Midway: Caldwell, Tex.
B. & H.: St. Paul, N. C.; Tabor City 9-14.
Big Four Am.: Manila, Ark.
Big State: Vernon, Tex.
Blue Grass: (Fair) Greensboro, Ga.; (Fair) Augusta 9-14.
Bogle, F. C.: Arma, Kan.
Brewer's United: (Fair) Schulenburg, Tex.
Buck, O. C.: (Fair) Danbury, Conn.
Burdick's Greater: McGregor, Tex.
Burke, Harry: (Fair) Amite, La.; (Fair) New Roads 9-14.
Capell Bros.: Ada, Okla.
Capital City: (Fair) Eastman, Ga.; (Fair) Hartwell 9-14.
Cavalcade of Amusements: (Fair) Tupelo, Miss.
Centennial: McGregor, Tex.
Central Am. Co.: (Fair) Hertford, N. C.; Scotland Neck 9-14.
Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Spartanburg, S. C., 9-14.
Chanos, Jimmie: St. Paul, O.
Cherokee Am.: Moran, Kan., 3-4; Fredonia 6-7; Claremore, Okla., 9-12; Broken Arrow 13-14.
Coleman Bros.: (Fair) Middletown, Conn.
Crafts 20 Big: Hemet, Calif., 4-8.
Crescent Am. Co.: (Fair) Huntville, Tex.; (Fair) Jacksonville 9-14.
Cumberland Valley: (Fair) La Fayette, Ga.; (Fair) Summerville 9-14.
Dan-Louis: Fort Knox, Ky.
Delta Am.: Glen Allan, Miss.
Diamond State: Chester, S. C.
Dickerson: Elm City, N. C.
Dixie Expo.: Yadkinville, N. C.; (Fair) Rutherford 9-14.
Down River Am. Co.: (Fair) Chelsea, Mich.
Drew, James H.: (Fair) Lavonia, Ga.; (Fair) Dublin 9-14.
Dudley, D. S.: Colorado City, Tex.; Rotan 9-14.
Dumont: (Fair) Littleton, N. C.
Dyer's Greater: Oxford, Miss.; (Fair) Forest City, Ark., 9-14.
E. & E.: Gregory, Ark.
Eudy Bros.: (Fair) Charlottesville, Va.; (Fair) Wilson, N. C., 9-14.
Fair Am.: Seneca, S. C.
Fleming, Mad Cody: (Fair) McDonough, Ga.; (Fair) Tifton 9-14.
Florida Am. Co.: Mansfield, Ark.; (Fair) Farmersville, La., 9-14.
Franklin, Don, No. 1: (Fair) Rosenberg, Tex.; (Fair) Angleton 10-14.
Franklin, Don, No. 2: (Fair) La Grange, Tex.; (Fair) Belleville 10-14.
Gem City: (Fair) Meridian, Miss.; Tuscaloosa, Ala., 9-14.
Gold Medal: Cherokee, N. C.
Gooding Am. Co., No. 2: (Fair) Georgetown, O.
Gooding Am. Co., No. 3: Mitchell, Ind.
Gooding Am. Co., No. 4: Utica, O.
Gentsch, J. A.: Natchez, Miss.
Gooding American Expo.: (Fair) Hartford, Mich.
Gooding Greater: Sturgis, Mich.
Gooding Park Attrs.: Loudonville, O.
Oraceland Greater: (Fair) Moulton, Ala.; (See Carnival Routes on page 50)

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Aunt Silly (VFW) Farmingdale, L. I., N. Y. (Lions Club) Hicksville 12-13.
Pan-American Animal Exhibit: Belhaven, N. C., 4-5; Bath 6-7; Vanceburg 9-10; Ayden 11-12; Snow Hill 13-14.

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Ponies, Paint, Paper Chart Way for Obert Miller Circus

(Continued from page 29)

... week, and it was those still nights at which he aimed. His star attraction was a pick-out pony, but in order to book the theaters he also had a film to show. Miller doesn't recall the title of the movie, but he'll never forget that it was a fast and furious affair starring a girl who got herself involved in train wrecks.

Moves to Tent Shows

Advent of talking pictures and growth of the movie industry settled the fate of the pony-flicker deal, and the next step put Miller under canvas for the first time. He took his dogs and ponies to the Isler carnival in the mid-'20s, but that set-up lasted only two weeks and from then on Miller made one-night stands alone, scratching out a living in the small towns.

One season Miller's show crossed paths with that of Al G. Campbell, one of the original Campbell Bros.' circus family from Fairbury, Neb., and on a spur-of-the-moment decision, they combined their little outfits for the season. Back on his own, Miller tramped his unit until the fall of 1928, when illness of his first wife forced him to close it. Her death led him to give up the road for several months.

His four-truck show of 1928 was a money-maker; his earlier tours had been flops. Feeling that his luck had turned, Miller parked the paint and wallpaper again in the winter of 1929 and, with his ponies, tramped off to Mexico to join Alfredo Codona's circus. A pony ride on the fair circuit kept Miller busy for 1930, and the next season found him back with a show of his own.

"Gentries" Gives Up

"We called it Gentries' Dog & Pony Show," Miller recalls. "It was simply an infringement on the Gentry Bros.' title."

Whatever help the title might have been, it wasn't enough. The tramping was tough and Gentries' Dog & Pony Show couldn't make it; Miller took the ponies back to the fairs.

A succession of engagements with his dog and pony act on small truck shows followed. He was on Fletcher Fowler's circus in 1932 and 1933. He opened 1934 with the Ferris & Short show and closed with Beers-Barnes Circus. Atterbury Bros.' Circus had Miller's dogs and ponies on its 1935 program. The act was with the Bud Hawkins show in 1936.

After working with another show that fall, Miller landed in Springfield, Mo., with a truck, four ponies and no money. His son, Does, had been on the Sells-Sterling Circus and closed the season with \$125. Together, they booked the ponies into a department store for the Christmas season and there, between acts, made a tent. Kelly and his wife also came on and the family set up winter quarters behind a filling station to frame Miller Bros.' Circus for 1937.

Open With \$3

By opening day in March they had \$3 left and, altho the first stand brought a fair crowd at 10 and 20 cents each, the remainder of the year was a struggle. Miller, his sons and their wives gave the whole performance. The boys put the top up. After the pick-up truck was unloaded, the father drove it to the next town to do the billing and contracting before time to work the stock back at the show. They had two other trucks, four ponies, four dogs, two monks and a small callopie wagon for bally in school yards. Miller figured the bally assured the show a good matinee, which was all they gave in most towns.

Near the end of the year, a truck Miller was driving overturned, and for a moment he thought their future had gone with it. When Does drove up, he found his father worried about their \$700 bankroll, which was

missing, and about the ponies in the truck. But the stock was okay and the money turned up in the truck. When they closed that December they still had the \$700 and Miller said hopefully, "I'll try it one more year."

That final try brought forth the Al G. Kelly & Miller Bros.' Circus and with it they struck the formula for success. While its growth has been spectacular only in the past four or five seasons, it was steady from the first.

Origin of Title

The new title resulted partly from necessity and partly from sentiment. Another family of Millers had a Miller Bros.' Circus out of Springfield, making the change desirable. In the new name, "Kelly" came from the son's first name. For the "Al G." Miller dipped back into his career to the time he was a partner with Al G. Campbell. Apparently, there was no thought of Al G. Barnes or Miller Bros.' 101 Ranch shows as there had been earlier of Gentry Bros. At any rate the new name and the show behind it clicked.

Their quarters were at Springfield for three years; Joplin, Mo., for two and Mena, Ark., for one before they set up a home base at Hugo, Okla. At the latter spot Obert Miller met Lydia Miller at a store where she was employed. He jokes now that she "fell in love with the pick-out pony," but Miss Miller became Mrs. Miller in 1946 and now is superintendent of the front door. Two grandchildren also are important links now in grandfather Obert's circus.

Unchanged by success, Miller keeps a trained eye on the entire operation and turns an experienced hand to laying out seats and other tasks. A stranger would find it difficult to tell the boss from one of his workers. When watching the performance from the seats, Miller blends perfectly with the crowds of small town and rural patrons.

Second Show Succeeds

He isn't one to talk about his business interests, but there is no doubt that Obert Miller heads one of the most successful circuses on the road. Moreover, he has banking and real estate interests in Oklahoma and Kansas.

Rapid growth of the Kelly-Miller show has given rise to rumors of a railroad show, but Miller puts an end to that with a decisive "Never." The probable way to further expansion lies in the Cole & Walters Circus in which the Millers own a controlling interest. New this season, it was framed along Kelly-Miller lines and its tour, too, has been successful.

Miller's hiring policies involve considerable thought in selecting key staffers. Once the right man is found, full control and responsibility of his post is left to him and he is encouraged to stay permanently. Several persons have put in much time with Kelly-Miller and with them Miller shares credit for the show's success. In the case of Cole & Walters, too, Miller sent a staff and performers to Manager Herb Walters and thereafter left operation of the show up to him.

Obert Miller concedes he may have more ponies than he needs on the show. But it was with ponies that he took the rough times and it was with ponies that he found the route to success. Chances are that Al G. Kelly & Miller Bros.' Circus always will have lots of ponies as well as paint and paper.

OKLAHOMA CITY, Sept. 30.—Funeral services were held Wednesday (27) for Mrs. Ralph T. Hemphill, wife of the retired manager of the Oklahoma State Fair, who died at her home here Monday (25).

Tulare's Gate Its 2d Highest

73,790 topped only by '49
mark of 81,322; IBEW
sets picket line thruout run

TULARE, Calif., Sept. 30.—The annual Tulare County Fair, which closed its six-day run here Sunday (24), pulled 73,790 people, the second highest in its 29-year run. Event drew 81,322 last year.

The fair was picketed by the International Brotherhood of Electrical Workers (IBEW) during the entire run. At the end of the first three days the performers booked to play the full run were pulled by the American Guild of Variety Artists (AGVA) in sympathy with the IBEW. All of the acts, except Kayletta, high-pole performer, went out. She played the remaining three days under a contract made directly with Alfred J. Elliott, fair's secretary-manager.

Negotiations

At the start of the event, fair and union officials were hopeful that a settlement could be made with the electrical workers. When negotiations broke down, the acts were ordered off the job by the Hollywood AGVA office. Settlement with the acts for three days was reported made by Arthur Silber, booker, and Joe Bren, producer.

Manager Elliott issued the following statement at the termination of the event:

"Our attendance dropped 9 1/4 per cent from 1949, which is more fa-

Packaged Deal

FORT SMITH, Ark., Sept. 30.—Bush & Laube, Kansas City, Mo., eat-and-drink concessionaires, are providing an unusual deal for the Arkansas-Oklahoma Livestock Exposition here this week. In addition to supplying the eats and drinks, the B. & L. org booked in the carnival, 20th Century Exposition, and the arena attraction, Gil Gray's Circus. The expo's attendance thru Thursday (28), fourth of its six days, was up 20 per cent from last year, Art D. Murphy, secretary, said.

avorable than most fairs in this State, including Sacramento. The local talent used the last three days is believed to have accounted for this fair maintaining its popularity."

No Pari-Mutuels

The fair was highlighted by six days of harness and running races without pari-mutuels.

For the second year the publicity for the annual was handled by Woody Hough, a member of Elliott's Valley News staff. New quarters were opened for visiting newspapermen in the recently constructed building near the entrance. Also housed in the structure were the police department, Red Cross and other service groups.

Foley & Burk Combined Shows, which have played the date since the fair originated, again were on the midway. Shows winter at the fairgrounds.

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TRENTON SURGES AHEAD OF '49

Gains Made Foil Weather

Grandstand takes a licking as chilled crowds shy away Children's Day sets record

TRENTON, N. J., Sept. 30.—Thru yesterday, the New Jersey State Fair was running about 8 per cent ahead of the 341,292 attendance registered last year. Today and tomorrow, traditionally the biggest days of the eight-day annual, still remain to be counted, and the final success of the event could well hinge on the outcome.

President George A. Hamid is optimistic in view of figures tabulated to date. Despite generally bad weather beginning with the Sunday (24) opening, when the temperature skidded to only a few degrees above 40, over 70,000, approximately 6,000 over last year, turned out for the preem and set a new record for the day.

Traffic Jammed

Patrons parked 7,200 autos on the grounds at 50 cents each. Traffic was tied up in all directions and it was estimated that thousands of potential patrons were lost because of their inability to get to the plant. It was 6:30 p.m. before the flow of traffic in and out of the grounds became smooth. Concessionaires, particularly those with hot food, did big business with the chilled patrons.

Monday (25), Children's Day, was also cold, but a record 29,000 mop-pets came in on tickets which entitled them to a 10-cent admission. Annual has an accurate check on youngsters, since all must have tickets. Several more thousand paid the regular fee.

Second Kids' Day

The kid turnout far exceeded that of any previous year because the parochial schools in the area declared a holiday for the occasion for the first time. An initial attempt to stage a State-wide Children's Day was tried yesterday, with some 10,000 mop-pets. (See Trenton Tops '49 on page 70)

Atlanta Gate Climbs After Slow Start

Benton Adopts New Title

ATLANTA, Sept. 30.—The Southeastern World's Fair, with two days added this year for a total of 12, got underway Wednesday (27) to a slow start, largely due to the cloudy, damp atmosphere. Little improvement was shown Thursday (28), but the crowds and spending yesterday were on a par, and perhaps a little better, than on the corresponding day a year ago, fair exes reported.

Weather today is clear and sunny, and exes predicted that business would be excellent in all departments. (See Atlanta Closes Well on page 39)

Record 250,000 Gate Sighted For Albuquerque in Nine Days

ALBUQUERQUE, N. M., Sept. 30.—Indications thru Thursday (28), sixth day of its nine-day run, were that the New Mexico State Fair here would finish Sunday night (1) with a total gate of 250,000 for a new record. Previous high was 205,000 for an eight-day event.

Gate increases Sunday and Monday (24-25), plus an added day gave the event a substantial attendance gain thru the first two-thirds of its run. Saturday (23), the added day, yielded a gate of 35,675. Sunday's 43,404 set a new all-time single day attendance total, but the fair came back the following day to eclipse that figure with a whopping 48,714 Kids' Day turnout.

Gate Up, Mutuels Down

Tho the gate is up, mutuel betting is down. Thru Thursday (28) bets were off 5 per cent from last year. Midway business is up 15 per cent from last year, with Seibrand Bros.' Shows supplying the attractions for the first time. The rodeo, staged by the Butler Bros., Elk City, Okla., has been getting excellent patronage. Two circus acts, Paroff Trio, unsupported ladder, and the Albanis, aerial motorcycle act, are also presented in front of the grandstand.

Memphis Pars 1949 Crowds First 8 Days

Shoots for Record Gate

MEMPHIS, Sept. 30.—The Mid-South Fair here, thru Thursday (28), eighth day of its 10-day run, was pacing its '49 record attendance despite three days of rain and, with two special days yet to go, was expected to exceed last year's all-time high of 352,000.

A special free servicemen's day, Friday (29) was booked to bring in large numbers of soldiers and sailors from the estimated 35,000 in the area and closing day, Saturday (30), loomed big as the first Negro Day in the fair's history.

Grandstand, which features Homer Todd's Rodeo, dropped three programs to the rain but drew excellent turnouts at all the other shows. The rodeo is in for two-a-day performances.

Hennies Bros.' Shows were also equaling '49 on the midway and the double Ferris Wheel, brought in by Curtis and Elmer Velare, was the talk of the fairgrounds, racking up big grosses.

The Women's Building, not used since the war-time fire which almost destroyed it, was back in use following a rebuilding job that was completed on the eve of the fair's opening. Exhibits of all types overshadowed those of last year, with commercial and industrial exhibits alone almost 50 per cent over that of '49, according to L. B. Herren, manager.

Fireworks by Thearle-Duffield Fireworks Company, Chicago, are a nightly feature.

The fair, under Secretary Leon Harms, uncovered many improvements to the plant. A \$225,000 Youth Building, which provides sleeping facilities for 1,200 youngsters and a dining room to feed 1,000, tops the improvements. Also new is a \$25,000 air-conditioned administration building and an addition to the grandstand, plus a new paddock and grandstand entrance, costing \$98,000.

Bloomsburg Surpasses '49 Gate, Gross

Grandstand Scores Big

BLOOMSBURG, Pa., Sept. 30.—Attendance and gross records topping last year's figures were assured at the Bloomsburg Fair as crowds turned out early for today's finale. The midway was jammed before noon, and the crowds were bidding for paddock and infield standing room for the afternoon program of midget racing.

Manager Harry B. Correll reported that the six-day annual has run consistently ahead of last year from the start, despite the fact that the weather has been threatening thru-out the week. Grandstand seats for this afternoon's race program, promoted by Red Crise, were sold out in advance. The night show, a Frank Wirth revue plus acts, has played to sellout houses each night. A second performance was presented last night to take care of the overflow.

Endy Bros.' Shows, on the midway, reported good business. Independent ops varied in their reports, Correll said, with some reporting mediocre returns while others claimed the best business encountered during the current season.

Harness racing, Monday thru Friday, drew big crowds. Nags raced for \$48,500 in prize money.

Chase City Slates Big Opening Show

CHASE CITY, Va., Sept. 30.—Gala opening-day ceremonies, including a host of political bigwigs, have been scheduled for the Tuesday (10) opening of the Mecklenberg County Fair by Garland Moss, secretary and general manager.

Program is expected to gain maximum attention for a number of improvements made to the plant during the past year. These include the erection of several steel buildings to replace old structures and general landscaping.

Attractions will include George A. Hamid acts, harness racing, fireworks and the Penn Premier Shows on the midway. Annual shutters October 14.

ESE Total Hits 374,685 To Top 1949

Misses Record by 15,398

SPRINGFIELD, Mass., Sept. 30.—A record-breaking pace set during the first half of the Eastern States Exposition run petered out during the final three days. As a result the all-time gate mark of 385,612 still stands. However, the 1950 figure, 374,685, bested the 1949 total by 15,398 to make the seven-day annual an all-round success.

Weather on several days was not conducive to attracting large crowds. With good weather, a record might easily have been achieved since crowds on the first four days were of top proportions despite generally bad weather, including showers.

Comparative figures follow:

	1950	1949
Sunday (17).....	84,129	73,549
Monday (18).....	75,025	67,777
Tuesday (19).....	30,159	32,916
Wednesday (20)...	51,938	54,887
Thursday (21)....	45,688	38,734
Friday (22).....	34,925	36,858
Saturday (23)....	52,821	54,766

TOTALS 374,685 359,287

The turnout on opening Sunday set a record for the day. The Monday figure eclipsed last year's total despite intermittent showers.

All Segs Score Big

Altho final accounting will not be completed for some time, it is expected to show new gross records in nearly every department. The sale of exhibit space in the Industrial Arts Building hit a new high. For the first time every available foot of space was sold and free government exhibits had to be turned away.

A big percentage of the commercial exhibits had to be turned away. (See ESE Hits 374,685 on page 39)

Weekday Sag Trims Margin For Oklahoma

Expects To Par '49, Tho

OKLAHOMA CITY, Sept. 30.—Attendance at the Oklahoma State Fair was about 10,000 down thru Friday (29), but Secretary Pete Baker said he was certain of a finale Saturday (30) which would more than make up the difference. The annual will be ahead of 1949, he said, altho it will take eight days this year to get what seven had last season.

After a strong initial three days, Saturday thru Monday (23-25), Oklahoma bowed to weather for two days and turnouts continued below last year's level for two more days. Baker said Thursday (28) was down about 9,000, and Friday was off 8,000. However, for counting purposes, the day ends at 6 p.m. and after that (See Okla. May Par '49 on page 39)

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

T&B is The New Billboard beginning NOVEMBER 4:

Pomona Runs 49,925 Ahead Of '49 Thru 13 of 17 Days; Nears Million-Plus Goal

Second Week Brings Hefty 279,073

POMONA, Calif., Sept. 30.—Getting a spell of good weather for the second week of its 17-day run, and to end tomorrow (1), the Los Angeles County Fair pulled 279,073, second highest in its history, and wound up its 13th day with an increase in attendance of 49,925 over 1949. Pari-mutuel handle also moved upward, with the 10-day racing program beating last year's wagers by \$351,812. With C. B. (Jack) Afflerbaugh, president-general manager, shooting at 1949's total of 1,027,466, this year's event will, no doubt, hit that figure, for the 1,000,000th patron clicked the turnstile this morning. Last year's final Saturday and Sunday, however, drew 156,382 people.

Comparative figures for the first 13 days follows:

	1950	1949
Friday (15)	36,699	38,852
Saturday (16)	78,775	79,917
Sunday (17)	71,125	83,163
Monday (18)	32,704	34,168
Tuesday (19)	42,241	40,444
Wednesday (20)	42,127	42,699
Thursday (21)	49,319	41,241
Friday (22)	51,533	53,884
Saturday (23)	129,874	111,788
Sunday (24)	149,199	121,785
Monday (25)	39,096	38,713
Tuesday (26)	46,647	44,626
Wednesday (27)	56,009	44,233
TOTALS	825,348	775,513

Fair attendances this year did not exceed 1949's until the fifth day and then lagged on the sixth. Picking up on the seventh but dropping on the eighth, turnstiles increased from the eighth day thru the 13th. Seeing that the 1,000,000th patron would cross

the admission line Saturday, Henri Warner, special events director, solicited fair exhibitors for gifts for that person. These were displayed on the main promenade and accounted for increased interest in visitors trying to win the honor.

Sunday's (24) attendance of 149,199. (See POMONA AHEAD on page 39)

Puyallup Gate Sliced 3,620 By Finale Rain

PUYALLUP, Wash., Sept. 30.—After setting a 1949 topping pace its first eight days, Western Washington Fair here was hit by rain on closing day, Sunday (24), and wound up its nine-day run with attendance totaling 346,761, a decline of 3,620 from last year.

A new opening day record was chalked up when 38,027 poured thru the gates Saturday (16) and the second best day in the fair's records was registered Sunday (17) with 70,038.

Comparative figures follow:

	1950	1949
Saturday (16)	38,027	32,664
Sunday (17)	70,038	54,405
Monday (18)	36,960	36,537
Tuesday (19)	29,369	31,411
Wednesday (20)	47,789	50,663
Thursday (21)	24,009	30,737
Friday (22)	29,999	28,178
Saturday (23)	48,466	54,032
Sunday (24)	23,104	31,754
TOTALS	346,761	350,381

Grandstand attractions pulled strong and five sellouts were registered during the 18 performances of Sam Snyder's Water Follies, running horse races and rodeo events.

Salt Lake Holds Near 1949 Despite Rain Final 3 Days

SALT LAKE CITY, Sept. 30.—Utah State Fair closed its nine-day run here Saturday (23) with total attendance slightly below 1949's 146,000 figure. Annual, thru the first half of its run, was substantially ahead of last year but was hit by rain its final three days.

Tyson's Holiday on Ice, presented both afternoons and evenings in the Coliseum thruout the run, drew strong houses and ended up on a strong note Saturday, playing to the largest crowds ever to pour into the big building.

Grandstand attractions suffered from the icer's competition and the three days of rain.

Exhibits of all types were larger than in 1949, according to J. A. Theobald, fair manager.

Macon, Ga. Annual Sets Advance Sale

MACON, Ga., Sept. 30.—Advance ticket sale for Georgia State Fair, which opens a six-day run here October 23, has been launched by the fair's operators, the Macon Exchange Club, with ducats being peddled at reductions of 20 to 25 per cent, depending on quantity purchased.

Incentives to ticket-selling volunteers include midway passes, a steak supper and other awards.

Leamington Tops 1949 Gate First Four Days

LEAMINGTON, Ont., Sept. 30.—The Leamington Fair here, thru Thursday (28), the fourth of a six-day run, was slightly ahead of '49 attendance-wise despite a polio epidemic that was paring kid patronage.

Grandstand show, booked in thru George A. Hamid & Son, was doing good biz, and Thursday's (28) crowd set a new record for that day. Show line-up includes Don Francisco, tight wire; Shirley Lavale, contortion; Coco Steve and Eddie, teeterboard; Bob Bruce, emcee; Johnny Weld, bears; Jean Wilkins, organist and Francine Volante, high act. Joe Hughes is manager.

Wallace Bros.' Shows reported midway grosses were matching those of last year.

The fair's new two-story aluminum exhibit building was getting much attention.

Chesterfield Tabs 12,000

CHESTERFIELD, Va., Sept. 30.—Total attendance at the 37th annual Chesterfield County Fair, which closed its three-day run Saturday (23), was estimated at 12,000. According to George W. Moore Jr., the fair's secretary, there were 7,625 paid admissions. Rain Friday (22) cut attendance and receipts.

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Saskatoon Net Hits 70G Mark

Profits dip 5G under '49 —award contract for new 150G livestock pavilion

SASKATOON, Sask., Sept. 30.—Saskatoon Industrial Exhibition, July 24-29, ended with a profit of \$70,431—about \$5,000 less than in 1949—it was disclosed at a recent meeting of the annual's board of directors.

Total revenue was \$215,005 with expenditures of \$144,574. Of the \$70,431 net, \$40,000 was put into the replacement fund, \$10,000 in the contingency reserve and \$20,000 was carried as a surplus. The board now has \$85,000 in its reserve fund and \$95,000 in replacement money.

Contract for a new \$150,000 livestock pavilion was let to a Saskatoon contractor at the meeting and work is skedded to begin immediately. The federal government will put up one-third of the cost of the project, the provincial government will contribute one-third and the fair board the remainder.

Most of the fair departments showed a decrease from last year due to intense heat on three days, but some of the expenditures were also lower than a year ago.

King, N. C., Chartered

KING, N. C., Sept. 30.—King Legion Livestock Show and Stokes County Fair, Inc., here has been issued a charter by the secretary of State. A non-stock organization, incorporators were W. G. Moser, N. C. Hooker and Newell Newsome, all of King.

RB TO USE 60 CARS IN 1951

Stiff Railroad Move Costs Are Blamed for 20-Car Cut, End of Separate Animal Top

Scaled-Down Menagerie To Be Under Main Canvas

(Continued from page 27)

sections of 30 cars each, ending the near-traditional, four-section moves. No indication has been given as to how the train will be divided into flats, stocks and sleepers.

Unofficial reports indicate that the elephant herd will be cut to as few as 12 bulls. This season the show uses 39, a reduction from recent years.

Animals in Big Top

Plans for the 1951 big top call for adding a fourth 60-foot middle piece to the 240-round top and dropping a curtain between one round end and the adjacent middle piece. The end thus partitioned will be used for displaying cages and elephants.

One version calls for spotting the cages around the end, staking the elephants along the curtain and placing the gorilla cages at each end of the bull line where entrances will lead to the main section of the big top. Use of the extra middle piece will give an arena equal in size to this year's and the same number of seat wagons will be used.

The revised set-up for exhibiting animals will represent a throwback to pre-Civil War circuses, when separate menageries were not used and cages were located inside the big top.

Rate Complaints Mount

Other changes, if any, which will be made in order to put the show on 60 cars have not been revealed. However, the new plans are expected to reduce the number of working men

required to move the show. A severe shortage of labor has been experienced this season. The number of performers and "the amount of circus" will go unchanged, it is stated.

Various railroad show officials have complained recently of interpretation of freight rates. They said some rail lines figure the rates in ways to increase the costs further.

In one instance, a railroad counted each of Ringling's four sections as a separate move. Consequently, instead of contracting the entire unit as 80 cars, the line moved a 23-car section at the 25-car rate and other odd numbers of cars at rates for the next highest multiples of five. The show this season was forced to pay for a theoretical 85 or 90 cars rather than the actual 80.

LA Promotion Gives Polack Big Biz Hope

Stand Cut to Seven Days

LOS ANGELES, Sept. 30.—Opening day of Polack Bros.' Western unit here Thursday (28) showed an advance sale 22 per cent better than last year, and the 6,500-seating capacity of Shrine Auditorium opened the way for a possible attendance record altho the show will be in for seven instead of the usual 10 days.

Sam Ward, of the Polack promotion staff, handled Los Angeles single-handed and devoted 13 weeks to the task. Program was multiplied from 12 to 48 pages and volume of block and children's tickets was doubled.

Polack's date here is later than in previous years to allow a maximum (See Polack in L. A. on opp. page)

Wagons Break Loose on Flats; Ringling Cancels Texas Stand

PARIS, Tex., Sept. 30.—Ringling Bros. and Barnum & Bailey Circus lost both performances here Monday (25) when a railroad accident at Ada, Okla., where the show played Sunday (26), delayed the trains.

Wagons and trucks on eight flat cars in the second section were thrown out of place by a jolt of the train as it moved thru Ada. End vehicles on each of the flats rolled over the car sills. A Frisco railroad official spoke of "rough handling" by the engineer and inadequate blocking of the wagons by circus crews.

Necessity for reloading the train

Beatty, Cristiani To Play T. Packs' New Orleans Show

NEW ORLEANS, Sept. 30.—Clyde Beatty and the Lucio Cristiani Family will appear with Tom Packs' Circus at New Orleans November 23-December 3. Beatty will bring his cat act, bulls and horses in for the Shrine date. Cristiani will present his bareback riding act and other turns from his King Bros. org at the New Orleans stand.

Packs' St. Louis Arena show will run concurrently with the New Orleans date, opening November 25 and closing December 3. Jack Leontini, Packs rep, said dual units will be operated because of inability to change either date. Packs also will play a Shrine date at Baton Rouge, La., December 5-6.

In New Orleans the Packs show will combine with Shrine units to repeat their annual street parade. Last year the line-up extended for 35 blocks, Leontini stated.

King Moves Out Of LA Doldrums To Better Biz

EL CENTRO, Calif., Sept. 30.—King Bros.' Circus completed a 27-day tour of California here Wednesday (27) with a good matinee and a full night house. The show moved from here into Arizona and will make New Mexico and Oklahoma dates before going into Macon, Ga., quarters in mid-November.

At Indio, Calif., Tuesday (26), King drew a strong matinee and good night audience. San Bernardino on Monday (25) gave the show a three-quarter matinee and a near-capacity at night. At the latter spot the lot proved too small after the top was up and the show moved to another location a half-mile away.

Many of the performers have been helping with the big top because of a labor shortage and several members of the Cristiani family are acting as ushers and program butchers.

The final few stands in the Los Angeles area showed some improvement over earlier ones for King. (See King Quits L. A. on opp. page)

O. Davenport Bows Oct. 30; Inks New Biz

Kansas City Is Opener

CHICAGO, Sept. 30.—Orrin Davenport announced here this week that his schedule of indoor shows will start at Kansas City, Mo., October 30 and will include at least four new stands. The route is incomplete, he said, and more dates are to be added.

New in the list are Kansas City; Erie, Pa.; Saginaw, Mich., and Eveleth, Minn. The list of cities together with opening dates follow:

Kansas City, October 30; Wichita, Kan., November 6; Erie, Pa., November 20; Toledo, January 14; Grand Rapids, Mich., January 22; Saginaw, Mich., January 28; Cleveland, February 5; Detroit, February 19; St. Paul, February 26; Sioux Falls, S. D., March 5; Dayton, O., March 22; Eveleth, Minn., April 16; Duluth, Minn., April 23, and Winnipeg, May 12. Most stands, he said, will be for one week, but Cleveland and Detroit will be for two weeks each.

For the Kansas City date, Davenport announced the following line-up of acts:

Eldens, flying return; Tom Packs' elephants; Six Marcos, teeterboard; Olveras, perch; Berris, Four Macks and Buddy and Jean, skating; Sonny Moore's dogs and ponies; Joe Walsh, wild animals; Wallendas, high wire; George Hanneford Family, bareback; Harold Voise Troupe, flying return and aerial bars; Orantos, high perch; Francisco and Delores, balancing; Harry Haag, dogs and ponies; Miss Ruby (Haag), dogs; Tien Tsi Liu, acro; Mussetta, toe and heel catch; LeBrac and Bernice, wheel juggling; Armand Guerre, seals; Kinko, midget auto; Earl Shipley, producing clown, and Carl Marx, Whitey Harris, Joe Lewis, George LaSalle, Dick Lewis, Jack LeClaire, Oscar Lowande and Everett Hart, clowns.

Izzy Cervone will be bandmaster. Charles Jones will be in charge of properties, assisted by Charles Marine. Shows will be produced and staged by Davenport.

Driver Gets Prison Sentence for Death Of Philipp Wallenda

LEXINGTON, Neb., Sept. 30.—Lloyd Edwards, 32, driver of the car which struck and killed Philipp (Kreis) Wallenda here in July, was sentenced to from three to six years in prison after he pleaded guilty in 13th Judicial District Court.

He had been charged with manslaughter, drunken driving and leaving the scene of an accident. An agent of the Federal Bureau of Investigation testified that paint found on Wallenda's shirt matched that on the car. Edwards previously had served part of a sentence for an earlier assault conviction.

Mrs. Madelaine Kreis, widow of Wallenda, and Jack Leontini, representative of the Wallenda family, were in the court. Mrs. Kreis also prepared to file a civil damage suit against Edwards.

Dailey Org Preps For Shrine Dates; Owners Vacation

GONZALES, Tex., Sept. 30.—Dailey Bros.' Circus arrived at quarters here early Sunday (24) after a home run from Hope, Ark., where the org closed its season September 21. Preparations began at once for playing Shrine dates at Houston, starting November 2, and Fort Worth, November 17-26.

Dailey elephants and horses will make the Shrine dates. Three of the show-owned bulls also are booked into the State Fair of Texas, Dallas, October 7-22, for bally.

Co-owners of the show, Ben C. Davenport and Harry Hammill, will vacation before deciding what future moves would be made with the show.

Prior to the org's sudden closing at Hope, contracts had been completed for the show in Mississippi, Arkansas and Texas until October 19. It was to have moved to Hot Springs from Hope. At the final stand, Dailey played to a quarter-house for the matinee and a half-house at night. Water was standing in the rings.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

T&B is The New Billboard beginning NOVEMBER 4:

UNDER THE MARQUEE

Earl Shipley, producing clown, closed his outdoor season with Jimmie Lynch Death Dodgers at the Pomona (Calif.) Fair October 1. His wife has joined him on the Coast and they are renewing many acquaintances. Shipley will be with Orrin Davenport again this winter.

Talk of security doesn't worry a boss canvasman, who has seen many rotten-topped and well-mildewed tops weather storms.

Malcolm M. Fleming, general contracting agent for King Bros. Circus, was in Douglas, Ariz., recently to complete arrangements for the shows appearance there on October 5 on the Sam Applewhite lot on West Ninth Street. . . . The Lockwood Lewis band and minstrel show in Biller Bros.' Side Show, with Billy Dee, song and dance

POLACK IN L. A.

(Continued from opposite page) interval between it and the national Shrine convention here last June. Show made a 700-mile jump from Klamath Falls, Ore., where addition of an extra show resulted in an increase over 1949.

Kennewick, Wash. (15-16) was the org's final outdoor stand of the year. Fourteen were played and no performances were lost.

Parley Baer is handling radio and television affairs here while the show's publicity chief, Justus Edwards, concentrates on newspapers. After Los Angeles, Ward will rest for three weeks before moving into Owensboro, Ky., a new Polack date. Joe and Avis O'Donnell went from Klamath Falls to their Saginaw, Mich., home for a rest before going to Marion, O., another new Polack stop. E. H. (Dixie) Hebert moved from Kennewick to Baltimore to assist Jimmy Rison on the Eastern unit's date. The pair will open next in Charleston, W. Va., the Western unit's finale.

KING QUILTS L. A.

(Continued from opposite page) Redondo Beach (21) gave the show a light matinee and a three-quarter evening house. The same size crowds were on hand for the first day in Long Beach (22), but the second half of the Long Beach stand (23) gave four-fifths houses for afternoon and night. Santa Ana on Sunday (24) was good in the afternoon but weak in the evening.

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comic, was recently visited by William Matthew, Wilmington, Del., and Walter Denby, Philadelphia.

Visitors noted on the Norristown, Pa., lot of Mills Bros. during the org's stand there recently were J. Rudolph Conway, Mr. and Mrs. William O. Moll, Tony Conway, Arthur V. Carr and Russ Campman, Hunt Bros.' special agent. . . . Harry S. Dube, head of Circus Magazine and a member of an amusement device distributing firm which includes John Ringling North and Art Concello, of the Ringling circus, is taking a short vacation on the West Coast.

Mr. and Mrs. F. E. Schmitz, Mr. and Mrs. A. Morton Smith, Vern Brewer, Alex Murrell, Mrs. Betty Ward and children, and Portis Sims, all of Gainesville, caught Barker Bros.' Circus at Denison, Tex., recently and visited with Bill Blomberg, Walter and Ethel Jennier and Tedd Meyer. The Smiths saw Ringling show at Ada, Okla., Sunday (24).

Norman Lawrence and Hugh Hart, circus fan, of Natchez, Miss., entertained personnel of Kelly-Morris Circus there Monday (18). Lawrence promoted the date for the show and Hart helped out in the ticket wagon. Three full houses were scored. Kelly-Morris now has two elephants, its baby bull having returned from Minnesota fair dates for the Republican Party. . . . Otto A. Zange is stopping (See Under the Marquee on page 52)

Dressing Room Gossip Appears on Page 51

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References—Floyd King, King Circus; Arthur Sturmack, Biller Circus; W. F. Dugan, Pan-American Animal Exhibit.

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WANT TO BUY FOR CASH

Small Circus complete or equipment for same. Want 60 or 70 ft. Top now. Want to buy Pony Drill and Dog Act at once. I will be in McRae, Georgia, Saturday, Oct. 7. Write or wire me there.

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Riverview Biz Edges Above 1949 Level as Promotions, Picnics Boost Late Takes

Schmidt Foresees Price Rises, Pushes Tie-In Deals

CHICAGO, Sept. 30.—Riverview Park edged over last year's gross here this season by a margin of 1.5 per cent, George A. Schmidt, general manager, reported this week. He said the funspot ran from a third to a half behind 1949 during the first six weeks of the season but that the difference was made up in the final weeks of the year. Riverview closed September 10. Bad weather caused the early season slump and the recovery was made despite continued cool nights, he stated. Per capita spending dropped again this year, he reported. It was off approximately 10 cents from the 1949 level and 20 cents from the 1948 figure. Riverview used lower prices all season to counteract the dip, and Schmidt stated that the results were exactly as forecast, giving a gross on a par with last year's.

Forecasts Price Boost

However, Schmidt said he was pessimistic about inflation and predicted that next year prices will have to be increased. Altho he noted it was too early to speak accurately, he said he expected to find a 10 per cent increase necessary.

Schmidt said that overhead continued to increase and that food prices were going up. He said Riverview this year paid the highest prices in 47 years for weiners, that popcorn and other items are more expensive and that "the day of the 5-cent drink is gone."

Promotions at Riverview were topped by the annual Mardi Gras event during the closing weeks of the season, Schmidt reported. The program attracted 76 school bands from a 200-mile radius over the period to participate in the *Tournament of Music*, a contest operated by the bandmasters' organization. Riverview staged an elaborate parade as a regular feature of the extensive celebration.

Equals Spring Interest

Schmidt declared that the Mardi Gras events boosted interest in the park to a spring-time level, with spending keeping pace and helping to put the park ahead for the year. Mardi Gras was started by Riverview in 1921 and has been an annual event except for recent war years. Executives of Kennywood Park, Pittsburgh, visited Riverside's Mardi Gras this season and arranged to use the parade at Kennywood again next season. The parade was used there this year.

Riverside's return to the picnic business after an 11-year lay-off brought several crowds of from 7,000 to 10,000, Schmidt said. The season's business was equal to that of 11 years ago, and the outlook for 1951 is exceptionally good, he reported.

Biggest outing was that of the Cook County Democrats September 10, the park's finale, when an estimated 150,000 persons jammed the park. Schmidt said the huge turnout was "too large" and that crowds made it difficult for spenders to get up to counters and ticket windows, cutting actual per capita spending.

The Chicago apartment house janitors' union brought about 10,000 to Riverview, compared to 17,000 at their last previous outing.

Keds, Oxydol Tie-Ins

Two tie-ins with manufacturers were arranged for Riverview by Schmidt's son, George B. Schmidt. One, Keds' Fun Day, linked with the manufacturer of rubber shoes, was lost to the park because of rain. The other, a box-top deal with makers of Oxydol soap, was handicapped by what the manufacturer described as a soap shortage due to hoarding at the time of the tie-in.

Both events, however, are inked

Snyder Reports West Nanticoke Work Started

WEST NANTICOKE, Pa., Sept. 30.—Renovation of the grounds and river beach area on the 14-acre site acquired here recently for the new Riverside Park is under way. Co-Owner H. K. Snyder reported this week.

He said the spot's Kiddieland will include a Merry-Go-Round, Ferris Wheel, boat ride, Miniature Train, auto ride, water paddles, boats and ponies.

Western talent will be featured at the park, which will utilize an outdoor theater for movies during the week and live talent on week-ends, he said.

Don Fantine, park associate of Linwood, Pa., is booking indoor dates for the Talent Tonight shows which will be presented at the park next season. The company also is organizing an all-Negro unit.

Riverside Park is expected to draw patrons from near-by Wilkes-Barre and Berwick as well as Nanticoke, Snyder stated.

Cincy Food Show Nets Zoo 16G; To Enlarge Auto Lot

CINCINNATI, Sept. 30.—A check for \$16,000 received from the Civic Committee by the Cincinnati Zoo, representing profits from the sale of booth space at the 1950 Food and Home Show, will be used to enlarge zoo parking facilities, it was announced this week.

An all-time record for food and home show attendance was reported by J. F. Heuser, zoo and show manager. The 14-day affair attracted 204,392 persons, with 34,728 paid admissions counted on Labor Day alone. It ran from August 22-September 4. To date more than 800,000 people have attended the zoo.

Philly Zoo Buys Cats

PHILADELPHIA, Sept. 30.—Purchase of new cat animals for display next year in the \$1,000,000 Carnivora building now under construction has been started by the Philadelphia Zoological Society. The new building is a gift of the city.

Freeman M. Shelly, director of the zoo, said donations of about \$25,000 would be sought by the society to buy lions, tigers and other cats for the building. Leopards and cheetahs were purchased this week.

for repeats next season. In addition, Riverside is negotiating for similar deals with other firms.

Ferry Elimination May Cut Palisades' New York Crowds

NEW YORK, Sept. 30.—With the discontinuance of the 125th Street Ferry set for December 16, Palisades Amusement Park, located across the Hudson River on the New Jersey shore, is destined to lose one of its principal access routes to this city's millions of potential patrons.

The funspot, operated by Jack and Irving Rosenthal, depends heavily on New York City patronage. Nixing of the 50-year-old ferry service because of mounting costs will leave uptown Gothamites with only the George Washington Bridge, a more expensive crossing.

Park advertising in the past has usually stressed the ferry route since patrons landed directly in front of the funspot perched on a bluff overlooking the river.

Charlotte Spot Wins Kid Trade With Broadcast

CHARLOTTE, N. C., Sept. 30.—Jack Partlow's Airport Amusement Park here has scored well with a weekly radio program for kids which is tied in with contests and reduced ride tickets at the park.

The funspot sponsors a weekly 15-minute stanza on Charlotte's WBT to air its *Tiny Town* program, with Fred Kirby, hillbilly musician and disk jockey, as "mayor."

Program plugs good citizenship for kids thru pledges, slogans and rules. Partlow is "Uncle Jack" on the program. Kirby is on hand at the park on Saturday afternoons to greet the kids.

Two thousand requests for club certificates and badges were received from listeners during the first four weeks, and week-end business at the park has been boosted.

Illuminations Cost English Spot 378G

LONDON, Sept. 30.—Southend, one of the largest shore resorts of Southern England, has spent \$378,000 on illumination—elaborate electrical set pieces, floodlighting of gardens, etc.—for its closing weeks this season. The Southend section of the Amusement Caterers' Association, the outdoor showmen's organization of Great Britain, contributed \$7,000 toward the cost, in addition to the sums members dispensed on special lighting effects on their own attractions for the season's wind-up.

For the general illumination, distinctly apart from the normal lighting system of the resort, over 75,000 lamps and 1,000 floodlights were used, with colored floodlighting of trees, shrubberies and gardens and animated tableaux and elaborate set pieces in colored light bulbs.

Whitney Visits Blackpool

BLACKPOOL, England, Sept. 30.—George K. Whitney, operator of Playland-at-the-Beach, San Francisco, who is making a trip around the world by plane, visited Blackpool Pleasure Beach recently and made an inspection of the resort. During his stay he was the guest of Leonard Thompson, managing director of Blackpool, and Mrs. Thompson.

Gov't Claims Ride Tax Due Despite Igoe

Fritz Confident of Victory

CHICAGO, Sept. 30.—Park ride operators in the Chicago area and some in other parts of the country last week received notices from the Bureau of Internal Revenue that tax on rides still should be collected. Federal Judge Michael Igoe recently ruled the tax out.

Meanwhile, Arthur E. Fritz, victor in the District Court case ruling that the 20 per cent federal tax does not apply to rides, said the government's decision to appeal had been anticipated and that he remained confident of success in the higher courts.

Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), said here that some members of the association were paying the admission tax on rides under protest in the hope that they will be in position for refunds later if the tax is ruled out.

Huedepohl said NAAPPB directors will be sent copies of the briefs in the Fritz case for study and that additional copies will be available during the NAAPPB convention in November.

British Plan Camps To Lure Americans

LONDON, Sept. 30.—Directors of Warner's Holiday Camps, operators of a chain of vacation resorts in England, have been conferring with officials of the British government about building one or more such resorts specifically aimed at attracting patronage of lower income groups from America.

Warner's projects include construction of a holiday camp, for 500 vacationists, on the Isle of Wight, and a group of camps near points of historical interest thruout England, each with a capacity of 100 visitors.

Butlin's Ltd., operators of a big competing chain of similar resorts in England, made a strong bid for American dollars the past season thru offers of cheap, all-inclusive rates at the English vacation camps, and thru the establishment of Butlin's Vacation Village on the Grand Bahama Island, off the coast of Florida. Butlin's camps in England had a successful season but the Bahama project did not fare too well.

Doolan's Kid Park Grosses Drop 25%

CHICAGO, Sept. 30.—Season grosses for M. J. Doolan's Green Oaks Kiddieland in suburban Oak Lawn were 25 per cent below last year's. Doolan said poor luck on the weather, with rain coming on an unusual number of week-ends, was responsible for the drop. He closed his season September 24 after a few weeks of operating on Fridays, Saturdays and Sundays only.

Doolan said maintenance work to prepare the equipment for winter weather was under way. In addition, he has been directing construction of two new residences adjacent to his park.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

TNB is The New Billboard beginning NOVEMBER 4:

Compounce Credits Folk Music, Kid Rides for 15% Increase

BRISTOL, Conn., Sept. 30.—Folk music and kiddie rides combined to give Lake Compounce Park here a 15 per cent boost over last year, J. H. Norton, secretary, reported this week. In crediting the increase, Norton gave folk music the edge. The spot booked the Down Homers, five-man Western music group well-known in New England, last May and it continued thru the season. Norton said crowds for the music programs ranged from 15,000 to 20,000 and that the group consistently set new attendance records for the park on Sundays. At the outset, the hillbilly org replaced Compounce's usual Sunday afternoon band concerts with a show which ran continuously from 2 to 10 p.m. The concerts had been doing only fair at the time they were dropped.

By June 11, the management dropped its schedule of name dance bands for Sunday nights in order to make the ballroom available for the Western group in the event of rain. Norton said the dance orks had not been drawing well at Compounce. Twice rain forced the Down Homers inside, but crowds continued large.

Norton said Compounce's newly installed Kiddieland helped business both directly and indirectly this season. In addition to the ride business, the Kiddieland produced advertising thru wide distribution of souvenir hats.

Fire Hats Hot Items

The toppers were cellophane fire helmets carrying a Compounce insignia and selling for 10 cents to riders of the Little Chief Compounce kiddie fire truck. He reported 20,000 hats were sold during the season, with sales as high as 2,000 for one day. Wide distribution of advertising offset the small margin of profit, Norton pointed out.

Other rides in the park's Kiddieland included Boat, Whip and Pony, all new this season. Norton said the combo of kiddie rides and Western music attracted an unusually large number of family groups to the park on Sundays. Picnic and outing business for the spot was good, he stated, with several new organizations added to the booking lists. One industrial group brought 12,000 persons to the park, he said.

The Down Homers, Norton said, formerly worked in the Midwest and for the past four years have aired a 15-minute daily program over WTIC, Hartford, Conn. They recently launched a morning show via National Broadcasting Company in addition to their local stints.

ESE HITS 374,685

(Continued from page 34)
 clal exhibits were sponsored by national concerns. Farm machinery display was the largest in the exhibition's history and the sale of food and novelty concessions was completed by early summer.

Jim Eskew's JE Ranch Rodeo, a nightly Coliseum feature played to capacity audiences after opening. A program of George A. Hamid acts and the Jack Kochman and Joie Chitwood thrill shows drew big grandstand crowds. Kochman squeezed in this third scheduled show Tuesday afternoon despite showers.

The midway again was supplied by McNally's Rides, of Boston, and shows and concessions were excluded as in the past.

Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball Counter for 18th hole. Reference and photographs gladly furnished.

HOLMES COOK

Room #508, 302 State St., New London, Conn.

WANTED

PENNY ARCADE LOCATION IN GOOD PARK

Must be first class

W. R. LONG

301 So. W. 3rd St., Richmond, Indiana

GIVE TO THE RUNYON CANCER FUND

OKLA. MAY PAR '49

(Continued from page 34)

time Friday a record throng came out. The figures will be included in Saturday's (30) total.

Opening day (23) set a record and Sunday (24) was big. Monday gave 76,303, the best Kids' Day of any Monday. The good start kept the fair ahead of 1949 thru Tuesday's rain and Wednesday's cloudy weather.

Joie Chitwood's thrill show did excellent business, topping '49, on the first three days. O. D. Ladley's midget races were rained out Tuesday, and Frank Winkley's big car races Thursday were hurt. Ladley also had stock car races Wednesday and Friday, with the latter day beating 1949 by 800.

Night grandstand shows by Barnes-Carruthers did bang-up business, with turnaways Sunday (24) and Friday (28) and strong houses Tuesday and Wednesday, to equal last year. Thearle-Duffield fireworks closed the show.

Royal American Shows, on the midway, got off to a big start and beat previous Kids' Days here Monday (25), but subsequent days cut down the org's lead over 1949, and with one day to go it seemed likely the shows would par last year.

POMONA AHEAD

(Continued from page 35)

199 was behind that of 1948's same day when the record of 174,833 visited. However, this year's second Sunday crowd taxed highways and concessionaires to the hilt. Some concessionaires reported that stocks were depleted by the demand.

Betting money at the afternoon races has followed suit. The total handle for 10 days this year is \$4,187,909, as compared with \$3,836,097 for the same '49 period. Saturday's (23) pool of \$706,069 leads for the year and by far bested last year's day of \$572,463. No pari-mutuel racing is staged on Sunday.

Jimmy Lynch's Death Dodgers are being featured before the grandstand Sunday afternoons, along with harness racing and vaudeville acts. On Sunday (17), rain, which fell thru-out Southern California except at the fairgrounds and cut the daily attendance by 12,038, also had its effect on the attractions. However, the second Sunday's (24) show brought them out for a total of 15,870 for the two appearances.

Opening Friday (15), the fair featured a horse show for nine nights in front of the grandstand. Cavalcade of Stars, a Barnes-Carruthers show, opened Sunday (24) for an eight-day run. Acts include Jules Shankman and orchestra (12), Bob White, emcee; Singing Martinis, the Arwoods, Steve Evans, Miriam Seabold, Pape and Renee; Capt. Heyer and his horse, Starless Night; Lane Brothers, Lucienne and Ashour, Arren and Broderick, Sensational Rietta, and Lottie Mayers's disappearing water ballet. Fred Kressman, B-C representative, is supervising.

Midway business done by Crafts Shows, playing the date for the third year, moved up from a 10 per cent loss at the end of the fourth day to slightly over 1949's figure. Crafts is using fewer rides this year, indicating that per capita attractions are doing better. Missing from the carnival lot is the Velare Sky Wheel, which was top earner last year. Crafts also brought in one less Scooter and Caterpillar. These three rides were in the upper brackets last year.

ATLANTA CLOSSES WELL

(Continued from page 34)

A press party is being staged today, with newspaper and radio men invited from all over the State. This is an annual affair which results in considerable publicity and resultant big crowds thru the remainder of the run.

President Mike Benton, in addition to adding two days to the annual this year adopted the title "Fair a Ganza," a catchy slogan which has caught on. Previously the annual was billed as the Southeastern World's Fair.

Preopening promotions included a gigantic mid-town parade Tuesday night (26), which jammed the business district, and the crowning of a "Fair a Ganza" queen. A queen's ball, with free admission, was staged in the city auditorium.

Fair officials are hoping for a 500,000 gate if good weather prevails. Yesterday's kiddie promotion, and another moppet day set for next Friday (6), will help boost the total.

A program of acts, plus the Jordonaires, an NBC-Decca hillbilly group, and fireworks are featured in front of the grandstand.

The Johnny J. Jones Exposition is on the midway. As in the past, a considerable number of independent concessionaires are on hand.

FOR SALE—AT A SACRIFICE!

ALLAN HERSHELL CATERPILLAR

Must sell this beautiful, streamlined 18-car Caterpillar at once. No reasonable offer refused. Ride is approximately three years old and in A-1 condition in every respect. Complete with electric motor, side panels, etc. Can be converted to portable type. Located in New York area. For full details wire or write to

BOX D-437

The Billboard, Cincinnati 22, O.



... AND YOU'LL SEE WHY

AMERICA'S LEADING TRAIN OPERATORS

CHOOSE THE MINIATURE TRAIN CO. STREAMLINERS...

The G-16 Limiteds and Suburbans are true 1/5 Scale models built from General Motors blueprints. The G-12 is built with the same exacting attention to detail.

Write Today for Complete Specifications



MINIATURE TRAIN CO. RENSSELAER, INDIANA



MORE THAN JUST A RIDE

Miniature Steam Trains, fired with coal, add flash, personality and atmosphere to any amusement park or recreation center. It's a family ride. Ask Toledo, Ohio, Zoological Society.

GROSS \$2,500 TO \$18,000 A SEASON

Since the days of the first iron horse all Americans have loved the smoke, whistle and flashing firebox of steam trains. Smart operators are capitalizing on it. Order now.

OTTAWAY AMUSEMENT CO.
 Mrs. Miniature Steam Trains
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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.

GIVE TO THE DAMON RUNYON CANCER FUND

Cavalcade Sets Nashville Record; Final Count Tops '49 Gross by 27½ Per Cent

38 Rides, 30 Shows in Line-Up; Fair Relaxes Concessh Policy

NASHVILLE, Sept. 30.—Al Wagner's Cavalcade of Amusements racked up a new all-time record midway gross at Tennessee State Fair, which closed its six-day run here Saturday (23). Ride and show business was far in excess of the previous high and surpassed the 1949 take by 27½ per cent.

An increase of about 10 per cent in the fair's attendance over last year was a big factor but the powerful line-up of Cavalcade attractions, was given major credit. No fewer than 38 rides and 30 shows—an all-time high for the org—operated under the Cavalcade banner here.

Included in the huge array were 16 shows and 5 rides booked by Ray Marsh Brydon and the Sky Wheel (double Ferris Wheel), owned and operated by Elmer and Curtis Velare.

Cavalcade, in addition to doing record ride and show biz, garnered record concession returns as a result of the relaxing of the restrictions on games concessions which long have prevailed here. The combination of increased ride and show patronage, plus a hike in the concession department, gave Wagner a net take in excess of that yielded by the bumper business at Michigan State Fair, Detroit.

The midway layout here drew raves from fair execs and visiting showmen. At night, the layout was

Wade Tops Own Single-Day High At Kalamazoo

KALAMAZOO, Mich., Sept. 30.—Biggest single day in the history of the W. G. Wade Shows was rung up here Tuesday (26), Kids' Day at the Kalamazoo County Fair, with the gross topping the former all-time high set in 1946 by the Wade No. 2 Unit during the Automotive Golden Jubilee on Washington Boulevard in downtown Detroit.

Combining his two units for the fair, Wade used 17 major and 11 kiddie rides and 8 shows. Top money getter among the rides was Lloyd Burge's Scooter, with the Merry-Go-Round second. Mac McCarthy's Side Show topped the shows.

Fair operated with a paid gate, in contrast to the policy here in recent years, and has met with such success that it will be continued.

Penn Premier Hits at Durham

DURHAM, N. C., Sept. 30.—Penn Premier Shows scored one of the best dates of their current season at Durham County American Legion Fair which ended here last Saturday (23).

Attendance thruout the week was heavy and spending was reported free. Thursday (21) seemed lost to rain, but the weather cleared in time for a big night play, with all units getting their bit. A bubble gum matinee and a bicycle giveaway staged by Harry E. Wilson drew good crowds.

Curley Graham reported good takes thruout the front end. Col. Lew Alters' Side Show and Motordrome reported good takes.

Nightly fireworks and a free act helped lure crowds.

particularly spectacular, under the brilliant, colorful light supplied by the Cavalcade's light towers, the Velare double Ferris Wheel and the flash of the many shows and rides in the show's line-up.

The Cavalcade this week announced the purchase of a 20-acre tract of land in Pritchard, Ala., near Mobile, for the establishment of permanent winter quarters.

Pomona Ups Crafts Take Ahead of '49

Ride Line-Up Reduced

POMONA, Calif., Sept. 30.—Despite the use of fewer rides, Crafts Shows' rides and show revenue for 13 of the 17-day run of the Los Angeles County Fair here is ahead of last year. Shows were approximately 10 per cent behind 1949's figures at the end of the first four days. This year only one Scooter and a Caterpillar are being used, where last year there were two of each. In addition to these, there is no Velare Sky Wheel, which was top money at the last fair.

With the fair's attendance for the time running about 50,000 over last year, the increase in midway take fits into the picture well. Among the top money rides on the carnival lot are Scooter, Pretzel and Tilt-a-Whirl, and in the Kiddieland Sky Fighter, Train and Little Dipper. Shows leading the take are Jeff Griffin's Side Show and Jinx Lane's Vanities.

To match last year's money, Crafts Shows, playing this date for the past three years, regained a 10 per cent loss that was caused by a loss in attendance Sunday (17) when rain fell thruout Southern California except at the fairgrounds proper. Had it not been for the bad weather, it is believed that the shows take would have been ahead from the start of the annual.

Ideal Weather Aids Strates To Set New Top at Shelby

SHELBY, N. C., Sept. 30.—With ideal weather for the five days ending last Saturday (23), James E. Strates Shows topped all their former high records at Cleveland County Fair here. Even the crop conditions in the county were none too good, big crowds thru the week paid off. Children's days, Tuesday (19) and Friday (22), were particularly good for the Fun Zone. Saturday's finale was big and instrumental in earning top figures for all units.

A shower Friday dampened the lot, but not the crowd's enthusiasm. The fair's public address system was used to stress the possibility that the shower would be of short duration and, as a result, few, if any, left the grounds. When the rain ceased, the kiddies again jammed the rides.

Previous week at York, Pa., the org scored one of its best weeks at that annual despite some inclement weather at the beginning of the five-day run. Saturday finale proved a big winner, considerably boosting the

Okla. Police Seek Identity of Woman Killed in Accident

EL RENO, Okla., Sept. 30.—Police here and the State Department of Public Safety, Oklahoma City, are appealing to show folks for aid in identifying the body of a woman, believed to have been connected with carnivals, who was killed here September 25 in an automobile accident. The woman's body is being held in a local funeral home.

Officials say that contents of the woman's purse included an employee pass, issued by Four States Fair, Texarkana, Tex., bearing the stamp "Carnival." United Exposition Shows played Texarkana at that time, they say. Other evidence indicates that the woman may have been connected with Wallace Bros.' Shows. Attempts to get information from these shows have failed, officials say.

They also report that the woman is known to have used different names, but that she was known most often as Jackie Vickers. They give the following details to aid identification: 22 to 25 years of age; weight, 132 pounds; height, five feet, two inches; hazel eyes, brown hair, small round scar on right side of chin, mole under right eyebrow, and vaccination scar on upper right arm.

The subject was driving a car belonging to a woman riding with her at the time of the accident. The car owner said she met the subject in Elk City, Okla., and knew her only as Mrs. Vickers. She said they were en route to Florida, where the subject said her family lives. The subject is known to have arrived at Elk City from Texarkana. Further information may be obtained from Earl Janssen, highway patrol trooper, El Reno Police Department.

Ruback Pacts Texas Fiesta For 5th Year

LUFKIN, Tex., Sept. 30.—Directors of San Antonio's Battle of Flowers, biggest spring date in the Southwest, and Jack Ruback, general manager of the Alamo Exposition Shows, signed contracts September 22 under which the Ruback organization will play the 1951 fiesta, week of April 16, for the fifth successive year, reports J. A. Schneck, general agent. Until Ruback contracted the date in 1947, it (See Ruback Inks Fiesta on page 44)

WOM Trenton Gross Ahead Of 1949 Take

New Zone, Late Start Hurt

TRENTON, N. J., Sept. 30.—With today and tomorrow remaining, traditionally the two biggest days at the New Jersey State Fair, Frank Bergen's World of Mirth Shows on the midway are running slightly ahead of the gross bagged a year ago.

The take would have been greater, show and fair execs believe, except for the relocation of the fun zone and the late start made Monday (25). The new midway, accommodating all of the shows and rides, is located behind a row of concessions and lost to view. The hard-to-find aspect was partially eliminated at mid-week when the show's main entrance, which it was thought would point out the fun zone, was eliminated, thus exposing some of the alluring flash.

More Independent Space

The new midway made it possible for the World of Mirth to erect all of its shows and rides in a single area here for the first time. The area, about 10 acres, was recently acquired by the fair management. Relocation of the zone also made available considerable more space which was sold by the fair to independent concessionaires. As a result, concession space sales hit a new high.

Late set-up was due to a tardy arrival from the Allentown (Pa.) Fair and the coldness Sunday night which made it impossible to find needed extra help. Even tho all units were not available, most of the rides were ready Monday for the biggest Kids' Day in the history of the fair. The show's take that day went ahead of last year.

Units Tracked In

As in the past, the show trucked in a number of units to cater to the huge crowd which turns out on opening Sunday. Assuring the org of a gross at least on a par with last year is the fact that a rearrangement of (See Trenton Big for WOM, page 44)

Foley & Burk's Tulare Biz Okay

TULARE, Calif., Sept. 30.—Business for the Foley & Burk Shows playing the six-day run of the Tulare County Fair, was reported satisfactory. The fair closed Sunday (24) with attendance down 9¼ per cent.

Shows, which winter on the fairgrounds here, has played the fair since its beginning 29 years ago.

Cal Lipes, operator of the snake, pygmy elephant and pygmy horses shows, reported his take slightly ahead of last year. Lipes recently added the pygmy elephant show and, up until this date, had been getting 25 cents admission. The price at the fair was dropped to 12 cents, including tax.

Lipes has reframed his Snake Show and increased takes during the year. Using a 48-foot front, the show can be set up or taken down in a matter of minutes. The snake cages are double-glass and temperature is thermostatically controlled. Lipes credited much of the year's increase to the modern and flashy framing.

Newt Stone, monogrammed hat concessionaire, debuted his Race Horse Derby here. The game was purchased from George Wilder, who will continue to operate Derby Races, flasher game designed and built by Doug Wiser, on the shows.

Foley & Burk, headed by L. G. Chapman, have Bakersfield, Ventura and Hanford, Calif., yet to play on their 1950 route.

RIPLEY, OHIO, FALL FESTIVAL

OCTOBER 19-20-21, 1950

In tobacco warehouse, nights only. All Concessions open—Act closed. Always in the blue.

SEARL GARDNER

Concession Chairman

HUGH T. GOODING, Assistant

FOR SALE

One 16 or 20 unit Derby Racer, mounted on 25 ft. trailer. A beautiful job. I have 3 Derbys and can't look after all of them. Price reasonable for cash—Terms to responsible parties.

Also one 20 ft. aluminum Popcorn Trailer, complete with Jumbo Popper, Root Beer Barrel, Carbonator, Water System and other equipment.

Also Gasoline Driven Kiddie Train,
ADDRESS: BOX 177, PACIFIC, MO.

SHAMROCK SHOWS

WANT WANT WANT
FOR ARKANSAS, MISSISSIPPI & LOUISIANA

Popcorn, Photo, Bingo, Diggers, Ball Game, Hanky Panks of all kinds. Want 4 Flat Stores. Work every week. McCoy, contact me.

EVERETT MITCHELL
CASSVILLE, MISSOURI

FOR SALE OR LEASE

Winterquarters, 50 x 150 brick building, good location, in Nashville, Tenn.

MRS. W. J. WILLIAMS

Care J. A. Gentsch Shows, Natchez, Miss., this week; then Starkville.

FOR SALE

BAZOOKA GUNS

Complete unit. Can be seen Atlanta, Ga., Fair now; Columbus, Ga., next.

DAVE FRIEDENHEIM
c/o JOHNNY J. JONES SHOWS

FOR SALE

8 Concessions with stock. New 10 KW A.C. Light Plant. New 24 seat Mixup, adult. 28 foot Semi Slake Bed. G.M.C. Tractor. All above a good buy. Look it over. Operating in The Cotton.

IVY WEST

GEN. DEL. GLEN ALLAN, MISS.

CAN PLACE

Capable Foreman for Ferris Wheel. Also Foreman for Rocket.

AL WAGNER

Tupelo, Miss., this week.

FOR SALE

Popcorn Trailer, hook on bumper of auto. Bottle gas popper. Wagon opens for serving on three sides; it is 8x11 ft., attractive. Can also handle Hot Dogs, Tamales, Peanuts and Root Beer. Call

John and Bob Winkmeier

2114 Washington Ave. Granite City, Ill.
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FOR SALE

FROZEN CUSTARD AND MONKEY SPEEDWAY
Easyway Custard, Evans Speedway, all complete and ready to go.

BLACKIE JETT

c/o CRESCENT SHOWS
Huntsville, Texas, this week; then Jacksonville, Texas.

H. R. (BABE) GOODRICH

Or anyone knowing his whereabouts, please contact me at once. Very urgent.

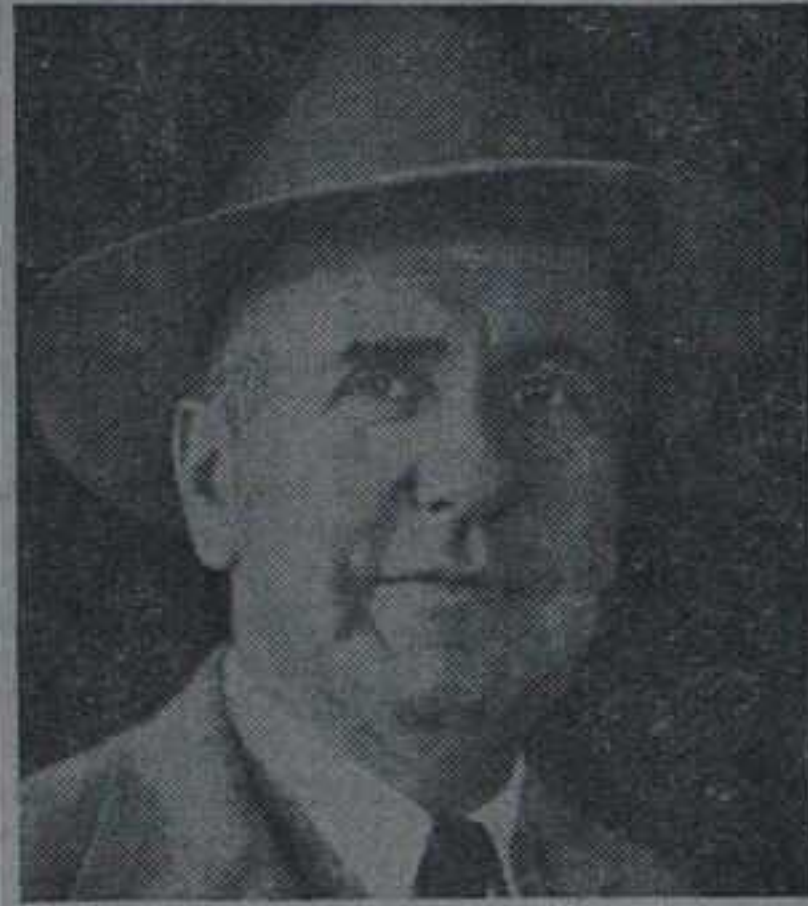
MRS. H. R. GOODRICH

BOX 57 GAUTIER, MISS.

Carl Barlow, 57, Vet Concess Op, Passes in D. C.

WASHINGTON, Sept. 30. — Carl (Red) Barlow, 57, widely known independent concessionaire, died at his home here Friday (22) after a long illness. Funeral services were held Monday (25), followed by burial in the family plot here.

For many years Barlow held contracts for concession space at several of the East's outstanding annuals, in-



CARL BARLOW

cluding York and Allentown, Pa. Despite his illness he insisted on journeying to York, Pa., recently for the running of that annual. A relapse kept him confined to his hotel room there and he returned to his home.

Barlow began his show business career about 35 years ago at Coney Island, N. Y. He later became associated with Bill Malarkey, remaining with him until 1914, when he joined the late Benny Krause with five concessions. He left Krause in 1918 and went to Scranton, Pa., where he organized the Columbia Exposition Shows.

In 1925 Barlow got his biggest break when he was awarded the contract for the Scranton Centennial Celebration for \$3,000 and wound up with a profit of \$50,000. In 1926 he sold his shows to turn independent concessionaire. He was with Frank West as legal adjuster from 1934 thru 1938 and in 1939 joined Mel Dodson as business manager. He left the Dodson org to open an arcade in Washington and remained there until 1942. In 1943 he operated all of the concessions on the Johnny J. Jones Exposition in partnership with Bernard (Bucky) Allen, now concession manager of the World of Mirth Shows. A change in ownership of the Jones show put Barlow back in the independent line-up.

Together with Buddy Paddock and Bob Parker, Barlow once picked up \$10,000 in 12 hours in the lobby of the Sherman Hotel, Chicago, to supplement the veterans' fund of the Showmen's League of America. In 1920 he took over the Elks' Circus in Scranton, Pa., when it was about to fold and succeeded in raising \$20,000. He contributed his services and was awarded a life membership in the organization. For years he has aided in the fund-raising program of the Metropolitan Police Boys' Club here.

He was a member of the National Showmen's Association, Showmen's League of America, Michigan Showmen's Association, Miami Showmen's Association and the Elks. He is survived by his widow, Alma, and two children, Jacqueline, 12, and Carl Jr., 14.

NAIL AGENTS

CONTACT

PAUL (WHITIE) PAULIS

Those who know me write or wire:
c/o ROSS MANNING SHOWS
Jacksonville, N. C., this week

LAST CALL FOR EXHIBIT SPACE

CENTRAL FLORIDA HOME SHOW

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SIX DAYS starting NOV. 27

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JOHNNY OLSEN

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A.B.C. NETWORK RADIO SHOW
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\$30,000.00 in Giveaway Gifts

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BUCHANAN, MICH., STREET CELEBRATION

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Free Acts, Bands, Parades, Sports Events, Big Children's Day, Exhibits, etc.

CAN PLACE — Concessions of all types, including Games, Eating Stands, Sales Privileges. Everything Open. Reasonable Price.



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C. D. Murray, Mgr., #2 Unit

W. G. WADE SHOWS

Holt, Mich., all this week.

GLADES AMUSEMENT CO.

OPENING AT LA BELLE, FLA., OCTOBER 9TH

WANTS FOR ALL WINTER'S WORK IN FLORIDA

Any Show of merit, Animal, Side Show, Illusion, Blondie Mack, get in touch. Have opening for a few Hanky Panks. All those booked, acknowledge. No Flats or P.C.

JERRY SADDLEMIRE, Mgr.

P.S.: Jack Perry High Dive and Jimmie Shaffer Sway Pole, contact Jerry Saddlemire, La Belle, Fla.

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TO HELP PROMOTE AND ADVERTISE FAIR.

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Charlotte, North Carolina, this week.

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ROLL TICKETS

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Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**100,000
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10,000 \$ 9.00
20,000 11.00
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MONKEYLAND SHOW**

This beautiful Monkey Show complete in every detail with 1945 Ford Van, less than 25,000 miles, new rubber, 25 of the finest monkeys in captivity, finest wardrobe for all. Show can be seen in operation on Lee's Amusement, Dadeville, Ala., Oct. 2-7; Quincy, Fla., Oct. 9-14; Atmore, Ala., Oct. 15-21; Robertsville, Ala., Oct. 23-30; Tallahassee, Fla., Nov. 3-11. Price \$8,500.00. No propositions please. To all of the parties who have been interested and wanted to be first in case the show ever was for sale THIS IS IT. First will be considered first, as we have decided to sell. This show without a doubt is the greatest grind show creation to come along in all time. It has what it takes, earning power. It is in demand everywhere. Reference to the above, Gooding Amusement Co., who has booked it for 10 solid years. It even put the imposters back to work. Mr. Murphy will stay with it until owner has it under control.

"America's Finest Show Canvas"
**TENTS—SIDESHOW BANNERS
USED — IN STOCK**

80' Round Top, 3-40' Middles.
50' Round Top, 2-30' Middles.
40'x100' Square Hip Ends, all
10' Wall.
20'x30' Hip Roof, 8' Wall.
Bernie Mendelson—Charles Driver

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**FOR SALE
SET OF TWELVE DIGGERS**

Model "F" Iron Claws, including top, frame, booster and truck ready to operate. Bargain for cash. Can be seen at Columbia, S. C., Colored Fair, Oct. 22 to 27, or contact World's Fair Shows per route.

HAPPY HAWKINS

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

MIDWAY CONFAB

Hazel Bolt Remlinger, daughter of J. P. Bolt, owner of Royal Exposition Shows, recently flew from St. Louis to Eatonton, Ga., to visit the show during its first date there. She is living at Belleville, Ill., with her husband, who is stationed at Scott Field. . . . Jack Rodgers, clown, formerly with Mills Bros.' Circus, has organized a three-piece ork which is playing Washington clubs. A party was held recently at the home there of Irene Bonvilich, attended by Charles Hunter, Pete Burns, Al DiSilvestro, Mr. and Mrs. Murray, the DeLeones dance team and Mr. and Mrs. Duke Ellingsworth.

Hank Blade has left the Wallace Bros.' Shows of Canada to join the Kansas City, Mo., hockey team. . . . Sylvia Thomas, concessionaire on the Johnny J. Jones Exposition, fractured an ankle recently in Fort Wayne, Ind., and was hospitalized at the Grace Hospital, Detroit. . . . Harry Taylor, assistant manager of the Playland Shows, is wintering in Bay City, Mich. . . . Robert Allen's sons, Bobby and Jerry, recently enrolled in Niagara Cadet School, Niagara Falls, N. Y. . . . Tom Hasson, Miami Showmen's Association member, is visiting in New York. . . . Johann Peterson, giant with Glen Porter's Side Show on the World of Mirth Shows, is pictured in the current issue of Life magazine in a role he plays in a current flicker, "Prehistoric Women."

Mrs. Lew Van Orden, a member of the Bill Jones bingo crew, lost a money bag containing \$85 to a sneak thief while she was relaxing during a lull in play at Allentown (Pa.) Fair. . . . Phil Cook, National Showmen's Association representative on World of Mirth Shows, announced in Trenton where the org was playing New Jersey State Fair, that he had succeeded in collecting current dues from the 52 members on that unit.

Sammy Coomas, concessionaire on Siebrand Shows, recently underwent amputation of his right leg above the knee in the Los Angeles General Hospital. He is reported on the road to recovery. . . . Edward Allen, former ride op and concessionaire who left the road in 1909 and subsequently operated hotels in Oregon, was a visitor in Chicago last week.

Mr. and Mrs. Lloyd D. Serfass, owners of Penn Premier Shows, were greeted upon their arrival in Lexington, N. C., by nine members of Eddie LaMay's Gibsonton, Fla., hut family. Grace and Eddie LaMay are vacationing. Also on hand were Doc and Betty Hartwick, of James E. Strates Shows; Carl Holtzapfel, John H. Marks Shows; Maude and Tommy Allen and Peggy and Harry Wilson of the Premier org. The Serfasses entertained the visitors at a buffet lunch.

Billie Billiken, who took delivery on a new trailer recently, leaves Chicago soon to work the Fat Stock Show and Exposition, Houston. . . . Bill Kennedy's Side Show and Jean Mercer's Revue joined Gold Medal Shows at Fayetteville, Tenn., Jimmie Travis is the latest addition to the Side Show.

Fred Bates Jr., formerly with Loos & Dorman and Dodson & Hames shows and now manager of a Mobile, Ala., store show, recently gave a surprise birthday party for his mother, Lucille Maserang.

Concessionaires at Eastern State Exposition, Springfield, Mass., included Gabe Ailinger, William F. Aker, Carmino and Tony Ardolino, Bushe-Laube, Romeo J. Cartier, Robert E. Colbert, John Dahner, William J. Dion, C. L. Dressler, H. V. Kahle, Clifford W. Kenneway, John and Tony Maloni, Peter Ortolani, George J. Pierce, Tom Riggins, Michael Ristaino, William Schultz, Mike Siano and Angelo Zaffuto with

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Get That WINTER Bankroll Together

Concession Space NOW SELLING
ALL GOOD LOCATIONS
ARIZONA STATE FAIR
Phoenix—Nov. 3 to 12th, incl.

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SALE . . . SALE . . . SALE

I am offering for sale my entire show, listing as follows: New Frozen Custard Machine complete with all accessories, never used; 1947 #5 Wheel, 1946 Comet, 1946 Smith & Smith 18' Chairplane, 1938 Octopus, 1947 Mangle Rotor Whip, 1947 Pinto, Boat and Fire Engine Ride, Mangle's Kiddie 3 Abreast Merry-Go-Round; Kiddie Airplane Ride, new, never used, needs tube; 2,000' 01 Welding Cable, 20' well-framed Office Trailer; 2 25-KW Light Plants, mounted in 20' van trailer; same framed for workshop including bench, tool lockers, etc.; Sperry Searchlight with generator for same w/100' cable, 2 cases, carbons; 2 5KW Generators, 2 Public Address Systems, 1 25-KW Generator mounted on trailer, motor needs work. 1948 Palace 27' Tandem House Trailer; 1 20x20 Top; 14x8 Duck Pond, complete; 2 14x14 California Tops w/frames, bottles and cats; 112x10 Top, new (blue); 2 12x12's; 2 30' Trailers, transportation for Wheel and Octopus; 1 1947 Chev. 2 ton tractor (air), 1 1943 Reo 2-ton (new motor), 1 1946 1 1/2-ton Chev. rack, transportation for Comet; several 14x8 Frames and Tops; 1 8x8 Popcorn, new top; Birch Machine, 3 tables, extra parts on all rides and the misc. equipment which I don't have room to list. This Show has been on the road 4 seasons. Most of my equipment was painted this season and was purchased new. I will sell my entire show, lock, stock and barrel, for \$25,000. If you are interested, you can see the show on Grand & Pacific Streets in Jersey City, N. J., in operation all this week, or call Leonia 4-8967.

ALBERT KUNTZ

CHEAP—FOR SALE—CHEAP

40 Ft. 3-Abreast Merry-Go-Round, Allan Herschell, perfect shape; 10 Car Allan Herschell Auto Ride, Smith & Smith Chairplane; 3 Complete Shows, new canvas; 1,600 Ft. of Best Cable, 12 Factory Built Boxes, Finest Light Plants on the road, 2 60-Kw. on special built 26 ft. aluminum trailer with new International truck. Beautiful Sound Truck. 9 Trucks in all, best of shape. Come see this stuff up and you will buy. Will sell any part of it. Must sell, am broke.

F. M. SUTTON SR.
Osceola, Ark., Oct. 2-7; Marvell, Ark. (Fair), Oct. 9-14

RAFFLE WHEELS

120 number, 1" Ballimore style, 32" diameter. Perfect balance. Spins true on a bronze bearing. Wood hanger with leather indicator. Varnish finish that will last for years \$30.00

Don't wait for the last day. Use stuffed toys costing from \$3.00 to \$5.00. Gets a big play anywhere there is a large crowd. Turkeys for the Holidays.

Our line of wheels most complete. All types of percentage games for indoors or carnivals. Benefit by our 40 years of experience. We can help you.

We also carry all types of Bingo Blowers, Flashboards, Bingo Cards, Bingo Markers, Bingo Cages. Our line of Bingo equipment is most complete.

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RAY OAKES & SONS
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**BIG SIX
WHEEL
For Your
FAIR
SEASON**



Special Big Six Dice Wheel, 48" in diameter, made of 1 1/2" Marine Plywood. Beautifully finished. Strong combination. Good money maker. Made with a metal stand, and a large crate is included in the price.

Price
\$95.00
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**WANTED
FOR FIVE FAIRS**

Others to follow. Bingo, Mug Outfit, Cookhouse or Grab, Hanky Panks of all kind. Good Ride Help on eight office-owned Rides. Agents for office-owned Concessions.

LEO LANE SHOWS
Jackson, Georgia, this week; Pembroke to follow.

**JOE SCIORTINO
WANTS
GIRLS FOR POSING SHOW**

Must be attractive. Opening Dallas, Nov. 7; followed by all winter in Florida.
Wire: c/o Western Union, Dallas, Texas

**Personal
STEVEN HOMAN**

Essential you contact me at once.
C. V. STAFFORD
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228 W. 42nd Street, New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

DYER'S GREATER SHOWS
"Clean as a Whistle"

Oxford, Miss., this week; Forest City, Ark., Maiden Fair follows; then Marianna, Ark.; Tunica, Miss., after that the Big One. Want best Pony Ride, Shows with earning capabilities. Concessions—Ex sold on Cookhouse, Bingo. All others open Midway. Contact wire, no time to write. For sale—Spiffire. Will buy 3 abreast Merry-Go-Round and Tilt-a-Whirl. Pay cash.

cookhouses and grab stands; Sam Crowell, custard and cotton candy; Murray Goldberg, guess-your-weight; Kaplan & Bloom, novelties; George R. Kusmik, popcorn and cotton candy; Henry LaGasse, popcorn; Roy A. Means, cotton candy; Philip Meigs, custard; Clifford Mullins, shooting gallery; Sight Seer Amusement Company, tram cars; N. E. Smith, pony rides; Basil Trempelas, popcorn and apples; A. Randall, with Big Ben, "world's largest pig," and Dave Irwin, Eskimo Village.

Visitors to Buff Hottle Shows on the midway at Livingston, La., Fair included Tim and Margie George, Eulah Prevost, Mrs. Guidry; Bill Motorstock, owner of Harry Burke Shows; Bill Carpenter and Chester Wiggins, Bea Dunn, The Billboard sales agent, reports. . . . Jess and Catherine Trout, former carnival troupers, are operating a gas station, snack bar and trailer park on Route 17 at Coosawatchie, S. C., 45 miles north of Savannah, Ga.

W. E. Franks and Jim McCall, both former carnival owners and now farmers near Rebecca, Ga., report bumper cotton crops this year. . . . Russell Powers was in Macon, Ga., recently making arrangements to play neighborhood lots with a ride unit late fall.

Following the season's close of the Pioneer Shows, Manager and Mrs. Mickey Percell visited fair at Gratz and Montandon, Pa. At the latter annual the two met Eddie LaSalle and his son, Ed Jr., who had their clock exhibit there along with Johnny Eck and his Penny Arcade. At Gratz, the two visited Morris Hannum, Mr. and Mrs. Maxwell Kane, Mr. and Mrs. Joe Lamarche, Otto Koltz, George Keefer, Frank Donato, Charles Ogden, Mr. and Mrs. Swan, George Williams and Jimmy Helman. . . . Al Bydarik has his rides and concessions, and Paul Merrick, his concessions, on the Southern fair circuit.

Stuart Kipp, managing Youngblood's Funhouse, has booked with the Cumberland Valley Shows. While jumping from Michigan to Kentucky State Fair, Louisville, Kipp visited Joe and Betty Hilton on the Side Show of Cetlin & Wilson Shows at Indianapolis. . . . Since joining the Alamo Shows recently, business has been excellent for the John T. Hutchens Modern Museum, reports Mae Joe Arnold.

When Sunset Amusement Company played Nevada County Fair, Prescott, Ark., recently the date was marred by the drowning in a light pole hole of George Yamada, two-year-old son of Mr. and Mrs. George Yamada, reports Lizzie Fenn. Mrs. Fenn recently visited Dailey Bros. Circus in Hope, Ark.

C. Joe Bennett, general agent for the Joyland Midway Attractions, has recovered from a heart attack. . . . Robert L. Mack, general agent for

the Royal Crown Shows, was a Wednesday (27) visitor in Chicago, planing from there to Nashville and then back to the show.

Dr. Mor Lewinski, a member of the National Showmen's Association and former medical director of the World of Mirth Shows, is currently specializing in speech correction thru hypnosis in New York. . . . Martha Weiss's sister, Jane Kirk, and her sister-in-law, Mrs. Nellie Kirk, were helping out with the Big-Hearted Bennie bingo operations at the York, Reading and Allentown fairs, all Pennsy doings. The Weiss's son, Jackie, a second-year law student at Miami University, recently stood his physical for military service.

Charles Lewis, of Prell's Broadway Shows, was slightly injured when the Ferris Wheel trailer truck, which he was driving, crashed into a rock cliff September 17 near Charlottesville, Va. The truck was demolished and ride parts were thrown thru the front part of the body.

World of Mirth Shows was the subject of six illustrated articles on the feature page of The New York World-Telegram and Sun recently. Author Allan Keller, who spent a week on the shows gathering information this summer, gave prominent mention to Owner Frank Bergen; Bucky Allen, concessions manager; L. Harvey Cann, general agent and Drome operator; Glen Porter, Side Show op; Al Moody, trainmaster; Gerald Snellens, general representative, and others.

Swazette, annex attraction, was in Niagara Falls, N. Y., visiting her parents and relatives. . . . Jack Synrex cards from Tulsa, Okla., that he and Bob Lohmar are partners in the operation of the Aqua-Tease Show on Royal American Shows. Synrex says that Art Comstock is not the manager as previously reported. He says Comstock is no longer with RAS.

Edward Razor, ticket seller, and Shirley Buss, both of the "Tropicana" show on the Hennies Bros. Shows, were married September 19 at Hernando, Miss. Alvin Cube and Jane Jones, "Tropicana" members, were best man and bridesmaid, respectively.

Andy Markham, matched recently with Bernie Mendelson, in a golf tussle with Ned E. Torti and Bob (Diggers) Parker at Lake Lawn, Delevan, Wis., emerged with a trophy and a set of new irons. . . . Kenneth Wagner, 12-year-old adopted son of Mr. and Mrs. Al Wagner, has been enrolled in the Florida Military School at St. Petersburg.

Mrs. Winnie (Al) Edwards, who recently met with an accident, will return to Lynchburg (Va.) Hospital for an operation, pens H. H. Roman. She expects to be there for many weeks and would like to hear from friends. . . . J. T. Hutchens, owner of the Side Show on the Alamo Shows, is on the sick list. The recent birthday of Mrs. Hutchens was observed with a surprise party, reports Mae Joe Arnold.

The Robinson family, frozen custard concessionaires, reports a big week at Kentucky State Fair, Louisville, despite a bus strike which tied up transportation to the fair, two days of rain and the competition of four other custard stands. Mrs. Robinson and daughter, Alice, copped a picture in The Courier-Journal during the engagement, showing them serving Governor, and Mrs. Clements. Also in the picture was J. Dan Baldwin, new fair manager. Louisville's Mayor Kelly and party also visited the Robinsons' concession. . . . John O'Brien, son of Mr. and Mrs. Ed O'Brien, formerly with Wallace Bros. Shows, is in his junior year at Notre Dame University, South Bend, Ind., where he is associate editor of "Dome" year book, and is majoring in journalism.

PIEDMONT INTERSTATE FAIR

October 9th to 14th Inclusive, Spartanburg, S. C.

GEORGIA STATE FAIR

October 16th to 21st Inclusive, Macon, Ga.

SOUTHWEST GEORGIA FAIR

October 23d to 29th Inclusive, Albany, Ga.

WILL BOOK:—Legitimate Merchandise Concessions and Eating and Drinking Stands. We hold exclusive concession contracts.
WANT:—Experienced Working Men on all shows and rides. All train hands address Johnny Brooks. Others address Charlie Sheesley.

All Address This Week Richmond, Va., Fair

CETLIN & WILSON SHOWS

MIGHTY PAGE SHOWS

LAST CALL

ATLANTIC DISTRICT FAIR, AHOSKIE, N. C.

OCTOBER 10-14

Want eating and drinking stands, Hanky Panks of all kinds. Especially want Water Games, Six-Cat, Buckets, Swinger, Rotaries. A few choice wheels open.

Want Ride Men, with license, who drive semis. Come on, don't wire or write.

All replies to **BILL PAGE**

Mighty Page Shows, Shelby, N. C., this week

Central Amusement Company
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Wants for Firemen's Annual Peanut Festival, Scotland Neck, N. C., Oct. 9-14, one of the best celebrations in N. C.; followed by the Northhampton County Fair, Jackson, N. C., Oct. 16-21; then the Great Loris Fair, Loris, S. C., Oct. 23-28, this is positively a day and night fair second in South Carolina only to the State Fair; then more Fairs until December 1.

Want Shows with own outfit; we have top for Colored Girl Show. Can place Kiddie Rides, also Ride Help on all Rides. All Hanky Panks open. Want P.C. Dealers.

All contact **SHERMAN HUSTED**

Hertford, N. C., this week; then as per route.

P.S.: Chief Congo, Bernard Scott, Ralph Dutch, come on.

SPEND THE WINTER AT BEAUTIFUL IDLE HOUR PARK PHENIX CITY, ALABAMA

The Perfect Winter Quarters!! We Guarantee Cheaper Rates!!
Ideal Weather Conditions!!

FULL OPERATION YEAR ROUND. 10 minutes by bus or car from Columbus, Ga., and Ft. Benning, world's largest military training center. Will play straight P.C. all Major and Kiddie Rides, Concessions and Shows not conflicting. Get your winter income here. Positively no flats or percentage.

Contact **J. L. Marlowe, Gen. Mgr., P. O. Box 348 Phone 8-7434**

SOUTHERN VALLEY SHOWS

WANT FOR THE CENTRAL LOUISIANA STATE FAIR, ALEXANDRIA, LA.

FRANKLIN PARISH WAR MEMORIAL DISTRICT FAIR, WINNSBORO, LA.

Can use a few more Hanky Panks. Also Metordrome. Want Show of merit with own outfits. All replies to **EDDIE MORAN, MGR., De Ridder, La.,** this week; Alexandria, La., next week.

PECK AMUSEMENTS

WANT

For Marks, Winona, Belzoni and others to follow, all Mississippi Delta spots, out till December. Concessions—Photo, Glass Pitch, Cork, Jewelry, Custard, High Striker, Fish Ponds and any others working for stock. Shows—With own equipment. No Gypsies or Girl Shows.

C. S. PECK, Waynesboro, Miss., this week; Marks, Miss., next week.

NOW DELIVERING!

New Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS

12	27	32	47	54
10	18	42	23	56
14	16	40	48	52
8	22	46	30	71
6	21	44	38	74

Complete Bingo Supplies, also Amplifiers
SEND FOR FREE CATALOG
MORRIS MANDELL, INC.
24 East 13th St. (Dept. B) New York 3, N. Y.
Phone: ALgonquin 3-5912

Heavy Duty Mounted BINGO CARDS in various colors

Prell's World's Fair Shows

Want for Camden, S. C., Fair, October 9-14

Laurinburg, N. C., to follow

Eating and Drinking Stands, 10c Grind Stores, Derby Racer, Merchandise Wheels, Photos and Palmistry.

Want Unborn Show, Wild Life and Penny Arcade.

Want Ride Help in all departments; semi drivers preferred.

MAX SHARP WANTS WHEEL AGENTS AND GENERAL CONCESSION HELP.

All answer Joe Prell or John Vivona, Henderson, N. C.



Want for HART COUNTY FAIR, Hartwell, Ga., Oct. 11-16, followed by GWINNETT COUNTY FAIR, Lawrenceville, Ga., 18-25. Fairs through Armistice Day

Want legitimate Stock Concessions of all kinds. Good opening for Coke Bottles, Balloon Darts, Long Range Gallery or any Hanky Panks.

SHOWS: Mechanical City, Fat, Funhouse, Glass House or Minstrel Show with own equipment. Doc Thomas, contact.

Will book Rockoplane, Live Pony, Little Dipper, Sky Fighter, Dark Ride. Plenty of cotton and peanut money here.

All reply J. L. KEEF, Dodge County Fair, Eastman, Ga.



Yell County Free Fair, Danville, Arkansas, October 9 to 14, the last big Fair in Arkansas; followed by White River Dam Celebration, Midway, Arkansas (Mountain Home), big pay roll, thousands on project, October 16-21.

Will book Hanky Panks, Ball Games, Pan Game, Mouse Game, Fish Bowl, High Striker. On account of limited space, can only book small grind shows. No rides needed.

SUNSET AMUSEMENT CO., Morrilton, Arkansas, this week.



LITITZ FARM SHOW, LITITZ, PENNA., OCTOBER 10-14

WANT STOCK CONCESSIONS OF ALL KINDS EXCEPT WHEELS.

All Replies

MORRIS HANNUM

New Holland, Pa., this week; then Lititz, Pa.

GEORGE CLYDE SMITH SHOWS

WANT

FOR VANCE COUNTY COLORED FAIR, HENDERSON, N. C., WEEK OCTOBER 9TH

Ball Games, Pitch Till You Win, High Striker, Grab, Candy Floss, Cigarette Shooting Gallery, Pop Corn and Candy Apples, Penny Pitch, Six Cats, Buckets, Skillo. A few choice Wheels open. Want Colored Girl Show, Monkey Show, Gig Show and Motordrome. Want Second Man for Ferris Wheel and General Ride Help. also Hanky Pank Agents. All replies to

GEORGE CLYDE SMITH SHOWS, Warrenton, N. C., Fair, this week; Henderson, N. C., Colored Fair, next week.

WANT HIGH AERIAL OR HIGH POLE FREE ACT

For Lancaster, South Carolina, Next Week, October 9 to 14.

Address All Mail and Wires

VIRGINIA GREATER SHOWS

WADESBORO, NORTH CAROLINA, this week.

Wallace Canadian Biz Pars '49 Despite Weather, Tighter Buck

LEAMINGTON, Ont., Sept. 30.—Despite abnormal doses of rain and cold weather and a marked tightening of the Canadian entertainment dollar, the Wallace Bros.' Shows of Canada will wind up the year practically even with '49, J. P. (Jimmy) Sullivan, manager, said here at the Leamington Fair, where the org is in its next to the final stand of the season.

Eastern fairs yielded grosses ahead of a year ago, while the Western annuals, in most cases, were down from last year, Sullivan said.

Following its April 20 opener, org did fair business at seven Ontario and Quebec still dates and then moved into its first big stand at Regina, Sask., where the Kiddieland piled up sizable grosses. Winnipeg, altho hurt by floods, ended a winner.

"B" Circuit Off

Over-all business on the Western "B" fair circuit, where the org played 14 fairs in seven weeks in the second year of a five-year contract, was down 10 per cent from a year ago. Rides were up 10 per cent but concessions fell off 25 per cent and eat stands were down 20 per cent.

Org's line-up was the largest ever to play most of the "B" fairs and included kid rides, 8 major rides and 8 shows, and Keith Stewart, circuit secretary, reported all the annuals were well satisfied.

Prince Albert, Sask., was the best date on the circuit, with Lethbridge, Alberta and Yorkton running in that order. Dream Girls topped the shows, with the Motordrome a close second. Alberta Slim, RCA Victor singing cowboy, did good biz in the West. Tilt-a-Whirl was the top ride, with the Ferris Wheel next.

Eastern Fairs Up

Following the "B" circuit, shows jumped 2,200 miles to play three Quebec and Four Ontario fairs for J. W. (Patty) and Frank Conklin, and added three rides and two shows for the dates. Ride and show biz at the seven annuals jumped 25 per cent ahead of '49, with concessions down 20 per cent. Rocket was the leading ride, with the Laff-in-the-Dark in the second spot. Girl Show, Alberta Slim, Motordrome and Johnny Branson's Circus Side Show all racked up big grosses.

The Quebec Provincial Exposition at Quebec City, was the high spot of the season, and the midway there chalked up a new all-time record gross. Kiddieland alone doubled last year's take.

Renfrew Down

Three Rivers and Sherbrooke, Que., were next in line from the gross standpoint, with Renfrew, Ont., off due to weather and Lindsay on a par with '49.

Grosses here at the Leamington Fair, which ends today, are matching those of last year. Fireworks were used opening night, Monday (25), and drew large crowds. Children's Day, Tuesday, was down, due to a recent polio epidemic.

Sullivan is planning little change in route for '51. The entire show line-

RUBACK INKS FIESTA

(Continued from page 40)

has been the policy to use the same carnival only two years in succession.

Like most shows, Alamo's spring dates were spotty this year due to bad weather. Since it has begun playing fairs, however, business has been good, some of the annuals producing better grosses than they did in 1949. The show has four more fairs and a few still dates to play before going to San Antonio quarters November 25.

up will be changed with the exception of the Motordrome. Plans are to add a midget, minstrel, circus Side Show and Jack Ray's Crime Show. The addition of one major and one kiddie ride is also planned and org will replace six of its box cars with flats.

Following the Simcoe, Ont., fair next week, org will go into winter quarters there.

Playland Into Barn; Shows' Sale, Lease Rumor Draws Denial

MONROE, Mich., Sept. 30.—Playland Shows are back in quarters at the fairgrounds here following a season which proved good despite a slow start.

Rumors that the org would be sold or leased were denied this week by Owner Jack Gallagher, who is confined to bed in the Eddystone Hotel, Detroit, with a serious infection resulting from arthritis.

Gallagher did not tour with the shows during the latter part of the season, and has been hospitalized several times.

The confined to the hotel, he continues to conduct his business, and this week reported two bookings for '51. His plans for '51, he said, call for the purchase of a new kiddie ride and a new major ride, which would up the show to a 10-ride unit.

Eddie Parker, who served as manager during Gallagher's absence from the shows, currently is on a booking trip thru Ohio and Michigan. Bill Hollingsworth, ride superintendent, has taken up residence here and will take on a ride make-ready crew early in '51.

TRENTON BIG FOR WOM

(Continued from page 40)

schedule will make it possible for all units to work thru tomorrow. Official opening of the Greensboro (N. C.) Fair has been changed from Monday to Tuesday to make this possible.

The moppets had no trouble finding the midway and by week's end, especially after the removal of the main entrance, adults were also familiar with the location. Even so, it is likely a new layout to expose the brilliancy of the fun units will be plotted next year.

Bernard (Bucky) Allen, World of Mirth concessions manager, had his usual line-up of stores at the head of the game row but apart from the shows and rides. Independent units, forming two separate midways, ranged from directly in front of the grandstand, all the way back to the livestock barns.

World of Mirth miniature rides were grouped together to form a separate Kiddieland in the center of the independent midway.

FOR SALE

ALLAN HERSHELL 1947 KIDDY AUTO RIDE

\$1,500.00

Good condition, aluminum cars. Can be seen in action at New Holland, Pa., now; Lititz, Pa., next week.

MORRIS HANNUM

Michael & Dorothy Mackey

Please contact

R. C. BRYAN

608 Tampa St.

Tampa, Florida

BILLY SCHAEFFER

Contact

BOB FISHER

c/o ROYAL CROWN SHOWS

Caruthersville, Mo.; this week

FROM THE LOTS

Virginia Greater

LOUISBURGH, N. C., Sept. 30.—Shows are on Franklin County Fair midway here. Org made its first North Carolina fair at Spring Hope, last week, after a speedy jump from West Point, Va. Opening night, Monday (18), was fair and other nights were okay. On Thursday (21) General Manager Rocco Masucci and Fair Manager Hobart Brantley were hosts to more than 100 children from the Free Will Baptist Orphanage. Heavy rain Friday (22) washed out White School Day and killed night biz.

Visitors at Spring Hope included J. Whitney, proxy Wilson (N. C.), Fair; Dr. and Mrs. Fleming, of the Louisburg (N. C.), Fair; Mr. and Mrs. T. R. Walker, Littleton Fair Association; J. Privette, Zebulan (N. C.), Fair, and members of Ralph Decker's Diamond State Shows, which were playing Nashville, N. C. Also visiting were Bill Sanders, American Tent & Awning Company, and Jimmy Rogers and family, of Rocky Mount, N. C., formerly with Miller Bros.' Shows.

Rides got fair play at Spring Hope, with the Boat and Kiddie Whip proving popular with the moppets. Schwartz's bingo was a winner and other concessionaires coming in for a fair break were H. W. (Hap) Arnold; Lucy and Jim Harrington, five hanky panks and diggers; Kate Augustino, F. La Faunt, J. Williams; Buddy and Betty Munroe, two ball games; Vita and Ellen, Tony Buzela, popcorn and candy apples; H. Bagby, long range gallery; Mr. and Mrs. Harry Harrison, palmistry booth; J. Howard, ball game; J. Donahue, A. Longo, J. Whiteside, J. Acilly, jewelry and gold fish; C. J. Savola, frozen custard; Dad and Johnnie, scales and guess your age.

Page Bros.

ASHLAND CITY, Tenn., Sept. 30.—Org has not missed a Monday night and season has been good. Jimmie Noland has joined with concessions and J. A. (Blackie) Wertman joined with diggers. Jack Settle took delivery on a new Chevy truck. The circus, featuring Capt. Harrell's fighting lions, tops the shows. V. L. Collier has closed. Org has a few more weeks before going into quarters at Springfield, Tenn.

TIVOLI EXPOSITION SHOWS

WANT

Ten-in-One Side Show with or without equipment to join at once. Vicksburg, Miss., Fair this week; Charleston, Miss., Fair next; six more weeks of bona fide fairs contact.

ATTENTION-ATTENTION
BILL MERCER

Have only Count Store on Show, come on. Also want Agents for Six Cats and Buckets. Wire if you are coming. Walter. Also Gene, come on. Out until Christmas.

CHARLIE MOORE and J. G. JACKSON
Manfield, Ark., this week; then Fair, Farmersville, La.

SUITABLE REWARD FOR
Information as to whereabouts of
JOHN COOK

Operator of 4-gun short range gallery with deer scene painted on inside door. WIRE COLLECT.

Supreme Welding Co.
3220 14th St. Detroit, Mich.

WANTED

Six Cat Agent. Playing All Fairs.

J. W. JERNIGAN

w/o Wolfe Amusement Esley, S. C.

Pioneer

WAVERLY, N. Y., Sept. 30.—Shows closed their season September 16 and equipment was shipped into local quarters. Shows played New York and Pennsylvania this season, but new territory is contemplated for next year. Al Bydairk's rides and concessions have been inked for 1951.

Among those closing with the shows were Johnny Eck, Penny Arcade; Jimmy Helman, Funhouse and Two-Headed Baby Show; Ed LaSalle's National Clock; Phil Marsel, Side Show; Joe Harrington, Wild Life; Thomas Braden, Big House, and Bill Horton, Midget Circus.

Ride line-up included Merry-Go-Round, twin Ferris Wheels; Rolloplane, Octopus, Tilt-a-Whirl, Fly-o-Plane, Whip, Chairplane and three kiddie rides.

Concessionaires included Mrs. Percell, bingo; H. Kelinger, grab stand; R. Renninger, cookhouse; Charles Ogden, French fries and grab bag; Frank Donato, two scales; Mr. and Mrs. Lambert, dart balloon and match box; Larry Model, custard; Joe Williams, bear hoop-la; Johnny Cole, rat game; George Keefer, grocery, ham and fruit wheels, pan game and slum skillo; Mr. and Mrs. Joe LaMarche, glass pitch and guess your age; Mr. and Mrs. Swan, apples, popcorn and candy floss; Stoney's popcorn and candy apples, and Mr. and Mrs. Eddie O'Brien.

Mr. and Mrs. Percell plan a brief vacation in Miami and Tucson, Ariz., after which he will attend the eastern fair meetings and the outdoor meetings in Chicago.—MRS. J. OLIVER.

Midway of Mirth

CARAWAY, Ark., Sept. 30.—Late cotton crop is making the early Southern dates lean. However, Labor Day week at Cape Girardeau, Mo., proved a game one, with Mr. and Mrs. Carl Pope reporting the holiday their best day of the season. Shows were split into two units, with the second unit playing Willisville, Ill., which also proved a winner.

Mr. and Mrs. Foster have joined with their hoop-la. Norman Klinger has entered school at Effingham, Ill. Mr. and Mrs. Ed Malbin are scoring with their fishpond. F. R. Shultz, who has had the popcorn and snow cones for many years, returned to his St. Louis home because of ill health. Ernest Hines has taken over popcorn, and Ray Loman, snow cones. Mrs. Billie Goodrich writes that she is still incapacitated by a broken shoulder.

Recent visitors have included Mr. and Mrs. Moss, of the Moss Digger Company, and Mr. Burkhart, of the Burkhart Shows.

Personnel was saddened by the death of Ivan Candler, who had concessions with the org for several years. He was killed in an automobile accident while visiting in Gallup, N. M.

Shows will be out until November, then return to Trenton, Ill., quarters, where a new building has been erected by the owner, Esther L. Speroni.—ROSIE DAVIS.

Penn Premier

DURHAM, N. C., Sept. 30.—Org scored a big week at the American Legion Fair here. Blinkey Bernstein, Gabe Novak and others reported good concession biz. Frank Long is holding down the office. Johnny Watkins, lot man, had it well laid out here. Al Boxall's bingo got a good week. With 37 loads of shavings on the lot it looked like a circus. Maude and Tommy Allen report they are doing okay. McIntyre's cookhouse has been doing nice business. Joe Decker left to join the Marks Shows.

Visitors included Moke Williams, secretary of Monroe (N. C.) Fair; Spot Cooper, and daughter, uncle and other relatives of Frank Harrison.—HARRY E. WILSON.

enroute....
or
on
location....



Enjoy



HOME COMFORT!

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A MODERN APARTMENT

Smart interiors
for thrilling
new living comfort.



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Island or twin beds,
a floor plan
to suit your need.



EFFICIENCY KITCHENS

Spic 'n' span utility
—modern to the
last detail.



SHOWER AND TOILET

New independence,
makes New Moon
a real home.

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".

NOW! THE NEW MOON
E-Z PAYMENT PLAN
FOR SHOW PEOPLE

WRITE today for details on E-Z
payment plan for show people and
free literature on the New Moon Fleet.

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54 BRIDGE STREET, ALMA, MICHIGAN

L. L. HETH Shows
cleanest show on earth

WANT FOR THE FOLLOWING FAIRS

CARROLLTON, COVINGTON, MONROE, CORDELE, DAWSON, BAINBRIDGE—ALL GEORGIA

Want Ride Help who drive, Little Dipper Man. Good opening for Dark Ride. Shows with own outfits that don't conflict. Concessions—Arcade, Ball Games, Grab Stand or Cookhouse, Short Range, Balloon Dart, Snowballs, Cigarette Gallery. For Sale—#5 Ell Ferris Wheel, \$4,000.00; Kiddie Airplane Ride, \$500.00; two Ball Games; Cigarette Gallery, new top, complete, ready to operate.

All replies: Carrollton, Ga., now; Covington next week.

ORANGE STATE SHOWS

WANT

FOR AUGUSTA, GA., WEEK OF OCT. 9. ONE THOUSAND SOLDIERS IN THE CAMP AT PRESENT. FIRST SHOW IN THIS FALL—WITH SEVERAL GOOD DATES IN FLORIDA TO FOLLOW

Want one or two more Major Rides, Rolloplane, Octopus, Tilt-A-Whirl, Kiddie Train. Shows with own outfits, Side Show, Minstrel, Funhouse, Snake Fat or Midget Show, Motordrome, Art Spencer, get in touch with me. Concessions—Can place all kinds of legitimate Concessions. Good opening for Photos, Mitt Camp, Shooting Gallery, Six Cats, Buckets, Scales, French Fries, Custard or what have you. Come on now and you are good for the whole winter. Write or wire: LEO BISTANY, ORANGE STATE SHOWS, week of Oct. 2, Clearwater, S. C., or Richmond Hotel, Augusta, Ga.

BILL HAMES SHOWS, INC.

MINSTREL PERFORMERS

RIDE HELP

SHOWS

Can place Help on following rides—Merry-Go-Round, Ferris Wheels, Looper, Octopus, Caterpillar, Tilt-a-Whirl, Dipper, Roll-o-Plane, Pretzel, Dodgem, Spittire, 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.

Lubbock, Oct. 2-7; Haskell, Oct. 9-14; Palestine, Oct. 16-21; Bryan, Oct. 23-25; Kingsville, Nov. 6-12. All Texas Fairs.

J. & B. SHOWS

Want for Kenbridge, Va., Tobacco Festival, 5 big warehouses working day and night, with other good weeks to follow. Can place Concessions of all kinds that work for stock. Want Rides and Shows not conflicting with what we have. All replies to:

HAYES & FLYNN, J. & B. SHOWS

DRAKES BRANCH, VA.

P.S.: All telegrams to Keysville, Va.

LAWRENCE GREATER SHOWS

THE SHOW BEAUTIFUL

Want for Petersburg, Va., Oct. 9 to 14, where they have 50,000 soldiers and pay day. Followed by Winston-Salem (Col.), 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 Bank Agents. Other Agents for Office Outfits. Everything
- SHOWS** Motordrome, Fat Show, Mechanical City, Wild Life, any Grind Show.
- RIDES** Dark Ride and Little Dipper. Harry Beach, get in touch with us.
- HELP** Want Truck Mechanics who understand International Trucks and will stay sober. Want Billposter. Cy Perkins, answer. Can use Ride Help who can drive Semis. Talkers and Grinders. Want Man who understands Fun House.

All replies—Phone, Wire or Write.

SAM LEVY, Mgr., Vance Hotel, Statesville, N. C.

JACK'S GREATER SHOWS

WANT WANT WANT

For CONWAY, S. C., TOBACCO FESTIVAL AND CELEBRATION, Oct. 9-14; first one in five years, on the streets, with the GREAT ORANGEBURG COLORED FAIR, Oct. 16-21. Ask your friends about this one, THIRD ANNUAL COLLETON COUNTY FAIR, Oct. 23-28, Walterboro, S. C.

Want at Once—Cookhouse or Sit-Down Grab. Blacky Woods, get in touch. French Fries, Floss, Popcorn, Candy Apples, Custard, Diggers, Age and Scale, Novelties, Fish Pond, Glass Pitches, Penny Pitch. All Slum Concessions open. Space limited. A few choice Concessions open. Danny Dennini wants Coupon and Skillo Agents. Want at once for these Fairs: Motor Drome, Side Show, Monkey Show or any Grind Show. Want Allan Herschell Merry-Go-Round Foreman, Chairplane Foreman, Second Men and Semi Drivers; come on. All winter's work in Florida. Five of the best spots in Georgia to be announced later. All mail and wires to

FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr.

Mullins, S. C., this week; then as per route.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

11 RIDES — 8 TOWERS — 8 SHOWS

WANT FOR LANCASTER, SO. CAROLINA, WHITE FAIR, OCT. 9TH TO 14TH

Want Ball Games, Fish Ponds, Long and Short Range Gallery, Bowling Alley, Pitch Till You Win, Photo, Custard, Popcorn and Candy Apple, Grab and American Camp. P. C. open.

Will book Fun House, Glass House or any grind show. Monroe's Ball Games no longer with this show.

Wadesboro, North Carolina, this week.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT MINSTREL SHOW WANT

To join at once, complete Minstrel Show with at least a Six Piece Band. We are playing Wonderful Jig Show territory.

WANT SIDE SHOW WANT

We offer the cream of Southern Fairs until Nov. 11th. Want high class Side Show in keeping with our standard.

WANT CONCESSIONS WANT

Hanky Panks of all kinds, also Long Range Gallery and Photos. All address: JOHNNY T. TINSLEY SHOWS

Thomason, Ga., this week; Barnesville, Ga., next week; followed by Roanoke, Alexander City, Luverne and Troy, Alabama.

CONCESSIONS WANTED

SUNBURY, OHIO, FALL FESTIVAL, Oct. 11 to 14.

TUSCARAWAS, OHIO, HOMECOMING, Oct. 16 to 21.

SIDNEY, OHIO, MERCHANTS' FALL FESTIVAL, Oct. 24 to 28.

NEWARK, OHIO, MERCHANTS' HALLOWEEN CELEBRATION, Oct. 30 and 31.

All above celebrations on Streets

POWELSON AMUSEMENTS

Box 125

Phone 1088M

Coshocton, Ohio

J. A. SPARKS SHOWS

FAIRS

FAIRS

FAIRS

Dooly County Fair, Vienna, Ga., this week; Clayton County Fair, Jonesboro, Ga., Oct. 9-14; Paulding County Fair, Dallas, Ga., Oct. 16-21, followed by Carrville, Ala.; Ashland, Ala., and Centre, Ala., all Fairs.

Will sell X on Custard, Floss and Short Range Gallery. Want Glass Pitch. None on show at present. Also Balloon Darts, Bumper, High Striker, 6-Cat and Buckets. Place few more Flat Stores for these Fairs. Especially need Grind Stores, such as Blower and Rolldowns and Razzle. Good proposition for Penny Arcade. Want Geek Show, Wild Life, Monkey Show. Have tent for Sideshow for party who has something worth while to put in it. Lewy Duchane and Lee McDaniel want Girls for Girl Show. Experience not necessary. Seven more Fairs to go and clubs all winter. Top salary. Can place Octopus, Roll-o-Whirl and Fly-o-Plane. J. T. Sparks needs P. C. Dealers and Hanky Pank Agents. Address: VIENNA, GA., THIS WEEK; JONESBORO, GA., NEXT WEEK.

Collins Fights To Prove Ex-Employee's Innocence

OMAHA, Sept. 30.—The determined one-man fight of William T. Collins, owner of the carnival bearing his name, to prove that a former employee is not a double murderer seems to be nearing pay dirt in Nebraska.

Never in the thousands of miles he has traveled over the country running down clues, questioning those who might provide a lead, has the short, husky Collins faltered in his efforts to prove Charles Edward McClelland is serving a wrong rap in the Nebraska State Penitentiary.

For three years, Collins has spent any time he could from the operation of his shows trying to prove 22-year-old McClelland was on his shows in Mason City, Ia., 200 miles from Omaha, the crime scene, at the time of the double slaying of Mr. and Mrs. Robert L. May II, August 27, 1947. Eighteen members of the Collins shows have made depositions stating that McClelland was on the shows in Mason City at the time of the crime.

Depositions Withheld

These depositions were not introduced as evidence at the time McClelland was questioned on the double murder charge, according to Collins. That was more than a year after the crime when the youthful McClelland was serving time in a Colorado prison for having passed bad, small checks.

McClelland then confessed the double slaying, making three separate confessions, none of them alike, and these he has since repudiated. At his trial, however, he did not repudiate the confessions and he was permitted to plead guilty to second degree murder, whereupon he was sentenced to two life terms in prison.

Convinced of McClelland's innocence, Collins holds that the confessions were obtained at a time when the public was clamoring for a solution of the crime. Moreover, he has obtained additional witnesses to prove McClelland's innocence.

New Evidence

During the last week, after an intensive five-day investigation that involved the use of a chartered plane, Collins and his attorney, Chester B. Burton, of Duluth, Minn., said they believe they have enough new evidence to reopen the case.

The search took them to the governor's mansion in Lincoln, Neb., where they were courteously received by Gov. Val Peterson.

Previously the governor had said that Collins's story had raised "sufficient doubt" to persuade him to investigate the case. Collins said that

the governor had issued orders that the Nebraska Safety Patrol co-operate with him and his attorney in every way.

Guilt Doubted

Collins is not alone in his belief that McClelland is not guilty. Some newsmen and residents of Omaha have never been satisfied that the guilt of McClelland has satisfactorily been established.

Here's his answer:

"I'm not the kind of a guy who can hold still while some one who works for me takes a bum rap when I happen to know he is innocent. I'm willing to spend my time and my money to prove that McClelland is doing time for crimes he did not commit. If he was wrong, I wouldn't go 10 steps to help him, but I have traveled thousands of miles because I know he's right. And, I'm ready to travel some more—I won't quit."

Drew Damage 1 1/2 G In Ky. Flash Flood

WEST LIBERTY, Ky., Sept. 30.—Loss of equipment and supplies valued at \$1,500 was sustained by the James H. Drew Shows here Wednesday (20) when a flash flood struck the Kiwanis playground where the Drew organization was appearing at Morgan County Fair.

Show Owner James H. Drew Jr. reported that rain began falling at 10 p.m. Tuesday and that there was a record 5.9-inch deluge in a five-hour period. By 1:30 a.m. the lot was covered with three feet of water. Some concessionaires lost their entire stock, and show employees lost personal equipment. Had it not been for Leslie (Tiny) Abston, who gave the alarm, some of the personnel might have drowned, said Drew.

All damaged equipment was repaired or replaced and the show resumed operation Thursday night (21).

PITCHMEN WANTED

For 6 weeks from early November thru Xmas. Demonstrations in major department stores in New York; Washington, D. C.; Philadelphia and Detroit. Salary plus bonus P.C.

BOX 580

BILLBOARD, 1564 BROADWAY, N.Y.C.

HERMAN PARRISH

WANTS

Colored Musicians and Chorus Girls. You pay for yours, I'll pay for mine. Wire, don't write: COTTON CLUB REVUE, c/o Royal Crown Show, Corinth, Miss.

FOR SALE

COMPLETE CARNIVAL

Consisting of 5 Rides, including a Little Beauty Merry-Go-Round, #5 Ell Wheel; 100 KVA Transformer mounted in a van; over 2000 feet practically new Rubber Cable; Sound Truck, complete; 16x32 Bingo, complete with low boy semi van, and 8 Concessions, with good transportation for everything. Can be seen in operation. THIS EQUIPMENT IS NO JUNK. Can furnish several spots for next season if wanted. \$27,500 cash or will finance to responsible party.

BOX D-438, c/o The Billboard, Cincinnati 22, Ohio.

FOR SALE

B. & H. AMUSEMENT CO.

CAN PLACE FOR BALANCE OF SEASON

Major Rides not conflicting with Wheel, Plane, Merry-Go-Round. Can place sober Ride Help, P.C. Agents and Hanky Panks. No racket. "X" on Mitt Camp sold. Get in on some of the best Fairs and Celebrations in the Tobacco and Cotton Belt. All mail and wires to:

W. E. HOBBS, St. Pauls, N. C.

MIGHTY HOOSIER STATE SHOWS

WANT

WANT

WANT

Aurora, Ind., Farmers' Fair, Oct. 5, 6, 7. Hanky Panks. Followed Oct. 10-15, Edinburg, Ind. Thousands of soldiers. Ten Rides for sale, come look them over, priced right, cash. All replies:

BILL GEREN, now Aurora, Ind., care Western Union

AMERICAN EAGLE SHOWS

Want for HOUSTON, MISS., FAIR, October 9-14

Set of Kiddie Rides. Will book one Major Ride, Flat Ride. Want Long Range, Short Range, Coke Bottles, Blower, Six Cat, Buckets, Photos, Jewelry, Wheel, Novelties, High Striker, Glass Pitch, Country Store. EUPORA, MISS., FAIR, Oct. 16-21. Address: **DANNY ARNETT, Mgr.**

Henderson, Tenn., Fair, this week; then per route.

E & E SHOWS

GREGORY, ARK., OCT. 2-7. COTTON THRU THE CANE.

WANT

CONCESSIONS OF ALL KINDS. W. J. Hours, Lewis, Buck Buhler or anyone that knows us, come on. OUT ALL WINTER—WINTER RATE. Address:

ED HOOK or ED RYAN

CAN PLACE

3 Candy Floss Operators, also Carmalcorn and Candy Apple Dippers for Eunice, Beaumont and all fairs to follow. Reply to:

HARRY RUDLOFF

Care Cavalcade of Amusements, this week Tupelo, Miss.

GEORGIA GREATER SHOWS

Can use Hanky Panks of all kinds now and for balance of the season. Open midway at the big Turner County Fair, Ashburn, Ga., week Oct. 16. This show definitely out all winter. All replies this week:

O. O. "BUD" POINT, Perry, Ga.

P.S.: Can use small Sit-Down Grab or Cookhouse.

WANTED FOR CASH

3-ABREAST OVERHEAD JUMPING HORSE CAROUSEL

G. W. HOVELL

304 JAMAICA AVE. BROOKLYN, N. Y.

DICKERSON SHOWS

Want for two more Fairs in North Carolina; then south all winter. Ball Games, Mug Outfit, Bowling Alley, Coke Bottles, Balloon Dart or any Hanky Pank. Place Concession Agents for Hanky Panks and P.C. Dealers. Place Shows with or without outfit. Rides that don't conflict. Will give route to interested parties. All address:

FAIRGROUNDS

Elm City, N. C., this week

Arcade Mechanic Wanted

Capable of keeping machines operating.

Wire at once or come on.

H. BARKOOT

Care Cavalcade of Amusements
Tupelo, Miss.

PAUL'S AMUSEMENT WANTS

Fish Pond, Bumper, Cork Gallery, Popcorn, Peanuts, Sno Cone, anything not conflicting, also Shows. Dardanelle, Ark., this week; Atkins, Ark., next.

C. R. MOZLEY, Manager, Paul's Amusement, Dardanelle, Ark.

FOR SALE

Complete Show less top, 55 ft. front, stage and all trimmings, new 775 Golde Air-Flo Projector with set of genuine Sun Bather Slides. Lecture on master record. 2 wheel Trailer to haul on, all for \$300. Can be seen working Meridian Fair.

SUN BATHERS SHOW

Gem City Shows, Meridian, Miss. Will sell Projector, Slides, Master Record for \$200.

MAMMOTH FESTIVAL MT. STERLING, ILLINOIS

Thursday, Oct. 12, at Fairgrounds. Sponsored by Chamber of Commerce.

Free Gate—Free Attractions. Want Concessions of all kinds. Reasonable rates. All replies by paid wire: CELEBRATION COMMITTEE Box 229, Mt. Sterling, Ill.

Flashbacks

25 Years Ago

Clyde Beatty, animal trainer with the Hagenbeck-Wallace Circus, was attacked by the lion Nero, who badly lacerated Beatty's right arm. . . . Whitey Lehrter, general superintendent, closed with the Gentry-Patterson Circus. . . . Harry E. Tudor, manager of L. A. Thompson's park, Rockaway Beach, N. Y., sailed for a three-week sojourn in Bermuda. . . . J. H. Makin, manager of Broad Ripple Park, Indianapolis, announced that a receivership was instituted against the park, proceedings being brought by Oscar Bauer, secretary-treasurer of the company, so that a reorganization might take place. . . . Mrs. J. G. Fenn succeeded her late husband, J. G. Fenn, as concessions manager at State Fair of Alabama, Montgomery.

The Barths, equilibrists, were playing fairs in and near Detroit. . . . After more than 20 years of trouping, Ben Krause quit the road to go into the real estate business in Tampa. . . . William J. Hilliar was handling publicity for the Zeidman & Pollie Shows. . . . Al Wirth rejoined Moon Bros.' Circus as press representative and steward. . . . Billy Burkard, contortionist, closed a season of 20 weeks with Ted Weber's Wilson-Arling Shows. . . . Concession agents working for William Prina at Grand View Park, Signac, N. J., surprises Prina with a banquet. Among those attending were J. J. McCarthy, park manager; George Faherty Hudson, treasurer; Dr. Lindsey, Mr. and Mrs. J. McLaughlin, Mr. and Mrs. George Becker and Morris Wolfey. . . . Ed S. Wilson, secretary of Stark County Fair, Canton, O., reported the annual set records, both in attendance and receipts. . . . Carver's Diving Horses, ridden by Anna Chevalier, and Daredevil Doherty were the free attractions at West Michigan State Fair, Grand Rapids. . . . Jim Cane was back on the advance staff of Billie Clark's Broadway Shows.

10 Years Ago

Mr. and Mrs. Ed Matson, shooting gallery operators, joined the Blue Ribbon Shows, and Karl J. Walker signed to take over the Expose Show. . . . Gent Walsh rejoined the Cetlin & Wilson Shows in Hendersonville, N. C., with his bingo game. . . . Ed Raymond, Lewis Bros.' Circus clown, reported he had been signed by the May department store, Cleveland, to entertain children during the Christmas season. . . . Bobby Hasson, Side Show ticket seller with Ringling-Barnum, rejoined the show at Fort Worth, Tex., after being laid up with an infected foot. . . . Nat D. Rodgers, director of advance ticket sales at Mississippi Fair and Dairy Shows, Meridian, and Mrs. Rodgers were injured in an auto accident at McGehee, Ark. . . . For the third year the Mal B. Lippincott Company, magic turn, played Boteourt County Fair, Fincastle, Pa., and appeared at Bedford County Fair, Bedford, Va. Other acts at Bedford were Myers, auto stunter; Great Leon, Hack Sisters, and Tudor Sisters and Avery.

Lamont's Cockatoos and Macaws completed six weeks of fairs in Montana to good results. . . . Ben Deb closed with Lewis Bros.' Circus at Fairfield, Ill., going to his home in Chicago. George Singleton, superintendent, returned to his home in Baldwin Park, Calif. . . . Ben H. Voorheis, former Hagenbeck-Wallace Circus press representative and former head of the publicity department on the Johnny J. Jones Exposition, was in serious condition in St. Thomas Hospital, Akron. . . . Walter B. Hohenadel and Melvin Olson, circus fans of Rochelle, Ill., spent a week in New York visiting the World's Fair and seeing shows. . . . Expanding business made necessary larger quarters for O'Henry Tent & Awning Company in Chicago. . . . Ralph H. Bliss closed on the advance of Lewis Bros.' Circus and joined the Monarch Shows at Mayodan, N. C.

Deaths: James E. Bowman, animal trainer; John H. Carr, resort operator; W. W. Cochran, Bill Coy, C. W. Cracraft, carnival men; Roddy Cushman, circus performer; Courtney Ryley Cooper, author and circus fan; John E. Kah, circus musician; J. H. Manderfield, fairman.

WANTED SHOWS, RIDES AND ATTRACTIONS

Also Hanky Pank and Stock Concessions that do not conflict, to augment our midway—Beaumont, Texas.

SOUTH TEXAS STATE FAIR, OCT. 18-29

And other dates to follow

CAVALCADE OF AMUSEMENTS

Tupelo, Miss., this week.

Graceland Greater Shows

WANT WANT

Concessions of all types for Moulton, Ala., Oct. 2-7, followed by Alexander City, Ala., 9-14; Tallassee, Ala., Fair, 16-21; Langdale, Ala., 23-28; then Columbus, Ga., soldiers' pay day, Oct. 30-Nov. 4; then Macon, Ga., until the weather gets cold. Joe Baxter, please contact at once. Want Agents for Roll-down, also Outside Men. All address:

JOHN REED, Moulton, Ala., this week.

EXCLUSIVE BINGO & PENNY HEARTS OPEN

Jones grossed 36 GRAND last winter HERE.

Replies:

COL. T. L. DEDRICK

Gen. Mgr., Amusement Park, Phone 36653, Fayetteville, N. C. Will open Oct. 8th.

PENN PREMIER SHOWS

worlds • cleanest • midway

THE GREAT CHASE CITY, VA., FAIR

OCTOBER 9-14

With 3 more Fairs to follow

CONCESSIONS

Can place all types of Eating, Drinking Stands, Novelties, Demonstrators, Hanky Panks, and all other Concessions. No exclusives for this date. Space limited, so wire deposits.

SHOWS

Can place any Shows for this date not conflicting. Especially want Arcade or any worth-while attractions.

RIDES

This is a terrific ride date. Can place Caterpillar, Spitfire, Fly-o-Plane or any Ride not conflicting with the 16 we now carry.

HELP

Can place Chairplane Foreman, also Second Men who drive. Remember we have a long season.

Address all mail and wires to:

LLOYD D. SERFASS

Sanford, N. C., Fair, this week; then Chase City, Va.

INTERSTATE SHOWS

WANT

For Jasper County Fair, Monticello, Ga., Oct. 9-14; Americus Civic Fair, Americus, Ga., Oct. 16-21; Early County Fair and Peanut Festival, Blakely, Ga., Oct. 23-28; West Point, Ga., Oct. 30-Nov. 4; Dale County Fair, Ozark, Ala., Nov. 6-11; followed by 9 Fairs in Florida. SHOWS with own equipment, such as Side Show, Monkey, Snake, Fun House, Motordrome, Wild Life, Fat, Crime or any Shows not conflicting with what we have. HELP: Want Foremen for Merry-Go-Round, Roll-o-Plane, Chairplane. Second Men on all Rides. CONCESSIONS: All Concessions open. Open midway for everything. Have good opening for Penny Arcade. Will book Frozen Custard, French Fries, Foot-Long Hot Dogs or any Eating and Drinking Stands. WANT A-1 MECHANIC WITH OWN TOOLS TO JOIN ON WIRE. CAN PLACE HIGH SENSATIONAL FREE ACT FOR BALANCE OF SEASON. ALL REPLIES TO

H. B. ROSEN, Mgr., Emanuel County Fair, Swainsboro, Ga.

WANT

CONCESSION SPACE OPEN

INDEPENDENT MIDWAY

Covington County Fair, Andalusia, Ala., Week Oct. 23.

Can place Popcorn, Floss, Candy Apples, Novelties, Age and Scale, String Game, Duck or Fish Pond, High Striker, Bumper, Grab, Pitchmen and Demonstrators. Will book one flashy Rat or Pan Game. Space limited. Contact immediately. Wire or call
MRS. MARION BOYETTE, Secy., Covington County Fair, Andalusia, Ala.

AMERICAN FUNLAND SHOWS

Want legitimate Concessions of all kinds—Hanky Panks. Can place several Shows not conflicting. Top salaries to capable Ride Men who drive.

All address **A. (Booby) OBADAL, Mgr.**

Anthony, Tex., this week

DIXIE EXPOSITION SHOWS

HAVE EIGHT MORE WEEKS

Can place High Striker, Short Range Gallery, Ball Games, Penny Pitch, any Hanky Panks. SHOWS: Ten-in-One, Monkey, Animal or any Shows with own outfits. RIDES: Can place one Flat Ride. Need Ride Help that drive.

Address this week: **Yadkinsville, N. C.**

P.S.: For Sale—Rides-O. Good shape.

Chester Lamontague Tom Hart William (Blackie) O'Day

Contact me immediately. Most urgent.

SOL NEWMAN

Madison, Ga.

CAPT. SHINN SONGER

(Fire Dive)

MAL LIPPINCOTT

(Magician)

Contact **PAUL BOYETTE** immediately. **MAGIC EMPIRE SHOWS, Columbia, Tenn.**

GIVE TO THE RUNYON CANCER FUND

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"
GET WELL WITH PRELL

GREENWOOD, S. C., COTTON & TOBACCO MARKETS DAY & NIGHT FAIR OCT. 9-14	7 MORE FAIRS TO FOLLOW	GREENVILLE, S. C. COTTON MARKET TEXTILE MILLS WORKING DAY & NIGHT OCT. 16-21
--	---------------------------------------	---

WANT Novelties, Derby Racers, Hollycranes, Grind Stores of all kinds, Eat and Drink Stands. Shows—Wrestling, Fat Show, Midget, Mechanical City, Hillbilly Shows or any show of merit. Posing Show—Scandals, good looking girls, office-owned show. Beach, let's hear from you about Dark Ride. Motordrome Riders wanted. Men and Women Riders, contact John Barro at once.

All answer: SAM E. PRELL

Greenville, N. C., this week; Greenwood, S. C., week October 7-12.

ROYAL

Exposition Shows

LAST CALL LAST CALL

MIDDLE GEORGIE FAIR

MILLEDGEVILLE, GA., NEXT WEEK, OCTOBER 9 TO 14

Have space for Girl Show, Fun House, Novelties, Potato Chips and several Hanky Panks. **NO GLASS PITCHES WANTED.** Reserve your space now, as lot will be laid out complete Sunday, October 8. Mr. Berge will expect you.

J. P. BOLT, Gen. Mgr.
Douglas, Ga., this week.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANTED WANTED WANTED WANTED

FOR STANLEY COUNTY FAIR, Albemarle, N. C., Week of October 9th.
HALIFAX COUNTY FAIR, South Boston, Va., Week of October 16th.

WANTED: Electrician who understands GMC Diesel plants and is capable of handling major show.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. No exclusive for balance of season.

SHOWS: Wild Life, Motor Drome, Crime Show or any other well-framed show not conflicting.

RIDES: Can always use sober and reliable Ride Help, Semi-Drivers preferred.

All replies to JOHN H. MARKS
This Week, Fayetteville, N. C. — Next Week, Albemarle, N. C.

WANTED FOR OPELOUSAS YAMBILEE

OCTOBER 17 TO 22

Thirty thousand people last year. Cookhouses and Grab Stands, also good 10-in-1 or good Grind Shows.

HARRY BURKE SHOWS

Amite, La., this week, and New Roads, La., week Oct. 9th.

AMERICAN EAGLE SHOWS

WANT WANT

For Henderson, Tenn., Chester County Fair, Oct. 5-8-7; Alamo, Tenn., Oct. 9-14; Eupora, Miss., Fair, Oct. 16-21; Crenshaw, Miss., Street Festival, Oct. 23-28; Yazoo City Oil Festival, Oct. 31-Nov. 4; Hollandale, Nov. 6-10; Fayette, Miss., Nov. 13-18; Woodville, Miss., Nov. 20-25; Gloster, Miss., Nov. 27-Dec. 2; Biloxi, Miss., Dec. 4-9; Puntiss, Miss., Dec. 11-16; Monticello, Miss., Dec. 18-23. Season ends. Gale Fulton, come on, bring everything. Can use Concessions of all kinds except Popcorn and Diggers. Want Long and Short Range Gallery. Will book Bingo for balance of season. Will book one Major Ride and two Kiddie Rides.

All replies to: DANNY ARNETT, MGR., Per Route

RAY WILLIAMS SHOWS, INC.

Want for Waynesville, Ohio (near Xenia), Big Jubilee Cele., this week, Oct. 4-5-6-7, followed by the Annual Alexandria, Indiana, Big Home Coming, on the streets, Oct. 12-16, with exhibits, bands, floats, parades, free act and crowning of queen.

CONCESSIONS: Hanky Panks of all kinds, Kiddie Ride, Shows except Girl Show, Ride Help that can drive semis and Electrician. Address:

RAY WILLIAMS, Waynesville, Ohio, this week; Alexandria, Indiana, next week.
P.S.: Other big Street Fairs and Celebrations to follow.

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, Sept. 30.—First meeting of the season will be held October 11, when the board of governors appoints a nominating committee.

Sympathy was extended to Ted Wolfram, of *The Billboard*, on the death of his mother, and to Edward Goldman and John Shumsky on the deaths of their fathers. On the sick list are John Nichols, at Bellevue Hospital, New York; Carl (Red) Barlow, at home in Washington, and Alphonso Crane, Manhasset (N. Y.) Center Hospital. William (Bibs) Malang has recovered from a recent illness.

Recent visitors included Gerald Snellens, Phil Cook, Louis (Dada) King, Ben Forgosh, Edward Nacht, Victor Le Bow, Murray Spitzer, Andrew Stryker, Saul Seligson, Abe Rapps, Mack Kassow, Samuel Walker, Louis Elias, Jack Agree, John Weisman, Edward Elkins, Harry Levine, Al Keating, Frank Meyers and Sam Levy.

Letters were received from Walter Brault, Michael Goldberg, William Cowan, Joseph Hughes, John Shumsky, Aaron Hymes, Sam Ginsberg, Joseph Lux, Steve Kutney, Charles (Doc) Morris, Edward G. Fabian, Frank Rappaport, Raymond Parker and E. J. Warner.

Eligibility committee, headed by Jack McCormick, approved the following applications for membership: Abraham Fabricant and Everett C. Marquis, sponsored by Phil Cook; Al Camin and Louis Williams, sponsored by Morris Brown, and Frank Rebasch, sponsored by Max Tubis.

Phil Cook, NSA steward on the World of Mirth Shows, has collected dues from all members on that org. President Jack Perry spent a few days in New York to make plans for the first regular meeting, Wednesday, October 11. Thereafter, meetings will be held on the first and fourth Wednesdays of each month. Frank (Shrimpie) Rappaport brought in a batch of names for the booster pages of the 1950 year book. Reservations for the 13th annual banquet are already coming in.

Ladies' Auxiliary

Officers and members of the auxiliary extend sympathy to Alma Allen on the passing of her husband recently in Los Angeles. We wish speedy recoveries for Fay Freeman, who is now at her home after undergoing two major operations in New York Hospital, and to organizer Jean Dellabate, who has been ill at Buffalo. Organizer Vi Lawrence was reported as among those injured in a train wreck near Denver, but we understand that her injuries were not severe and she was not hospitalized.

Secretary Jeannette Finkel became a grandmother a few weeks ago. Barbara Maxwell Cohen, daughter of Bea and Dr. Jay Cohen, was married a week ago. President Ethel Shapiro, after working for the Heart Fund at Palisades (N. J.) Park thru the summer, is resting for a few days at Long Beach, N. Y., before pitching into organization work.

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Sept. 30. — President Irene Reidy was in the chair at the regular meeting.

Elected as a nominating committee for a new slate of officers were Peggy Richards, Isaac Chapple, Rev. Marcel LaVoy, Etta Coulthard, Mabel Lovelidge, Walter F. Driver and Henry C. Rieck.

Meeting closed with entertainment by Helen Rodgers, Paul James and His Harmonic Jokers, F. Wright, Ralph Neihaus and Libby Findlay.

Michigan Showmen's Association 3153 Cass Ave., Detroit

DETROIT, Sept. 30. — First fall meeting is scheduled for October 9 at 8 p.m.

A number of members attended funeral services for Roy (Bubbles) Voakes, who died September 14. Burial was in the Showmen's Plot, Forest Lawn Cemetery. Pallbearers included Harry Stahl, Jake Kotzen, Paul Greeley, Earl Eguhart, George Harris and Patrick Grunshank.

Jack Gallagher has been released from the hospital. Sam Fishman is reported to be recovering.

Edward Horwitz left for the East. Sam Maltin also left here for the Southern fair circuit. Recent visitors included Oscar Margolis, Sam Solof, Louis Maltin, Henry Shelby, Walter Sala, Victor Johnson, Mike Golde, Hyman Stone, Marvin Keyes and Irving Rubin. Membership applications were received from Alfred B. Conti and Albert Pomerants.

Paul Greeley, secretary, spent two days at Saginaw, Mich., but did not visit the fairgrounds because of rain. While there he met John Caragan, Peter Phosti, Charles Rafal, Edward Burge, Dan Evans, John Muler and Edward Carton.

Show Folks of America, Inc. 145 Turk Street, San Francisco

SAN FRANCISCO, Sept. 31.—President Mike Krekos was in the chair at the regular meeting. Josephine Blome and Marie Hawkins were called to the rostrum to fill in for absent Second Vice-President Bill Coles, Treasurer Dwight Kane and Corresponding Secretary Albert Roche.

Correspondence read from Mrs. Mannette Anderson, San Bruno, Calif.; Frances and Fred Weidmann, Puyallup, Wash.; H. W. Copeland, North Sacramento, and Carl O. Davis, Holbrook, Ariz. Thank-you card for flowers received from Pete and Yvonne DeCenzie. Sammy Corenson thanked the club for the flowers sent to the funeral of his brother, Abe.

David E. Cohn, Frank I. Clink, Earl Clark and Louis Weisberg were accepted as members.

New members, guests and members back after long absences included Mr. and Mrs. Bobby Cohn, John Stilianos, Harry Lewis, Nick Kachur, Benny Fox, Bill Herdle, Danny Ferguson, Mr. and Mrs. Al Hawkins, Mr. and Mrs. Jack O'Shea, Thelma Hahn, Hazel McAinsh, Pearl Clark and Red Haffords.

Marie Burke, first vice-president, thanked all for the gifts, cards and flowers sent her on the birth of her son and she was presented with a bouquet of red roses.

Harry Seber, back from a visit to the Larry Ferris Shows, brought back some new membership applications, dues, a \$20 donation from Mr. and Mrs. Jimmy Lynch and a \$5 donation from Larry Nathan for the cemetery fund.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 30.—A number of members stopped over en route south to join the Doyle Shows. President L. K. Carter, Treasurer George Carpenter and Joseph Slayton all headed southward after closing with Hale Shows of Tomorrow. George Kimbrell will play two weeks with the Karros Shows and will then take his Funhouse and Museum south to join the Doyle Shows.

First meeting of the fall and winter season is scheduled for Friday, October 10. F. W. (Boxie) Warfield, chairman of the banquet and ball committee, was in the city after visiting several shows. New membership cards are available.—AL C. WILSON.

Caravans, Inc.

P. O. Box 1902 Chicago

CHICAGO, Sept. 30.—President Mae Oakes was in the chair at the first fall meeting. Officers present were Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer.

A minute of silent prayer was observed in memory of Orpha Shepherd. Correspondence was read from Jeanette Wall, Edith Streibich, Emily Baily, Sophia Gleason, Trixie Clark, Long Slim Bishop and the Lone Star Showwomen's Club, Dallas.

Mae Taylor was reported on the sick list. Ann Brahm is recuperating at 3521 Seminary Avenue, Chicago, following her release from a hospital. Mae Oakes and Josephine Glickman thanked members for cards and flowers received during their recent illnesses.

Wanda Derpa gave a short talk on her trip to Germany, Italy, France and Switzerland. Pat Seery was skedded to leave for Europe September 29. Billie Lou Bunyard has moved to North Little Rock, Ark.

Mary Stutzke and Martha Marts attended their first meeting. Mary Martin took the evening award. Wanda Derpa, Billie Billiken, Eva Leroy and Josephine Glickman were named as hostesses for the season's first social, October 10.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Sept. 30.—First meeting of the season will be Thursday (5).

Secretary Joe Streibich returned from a visit to Wallace Bros.' Shows of Canada at Leamington, Ont., where he was informed that the org donated \$1,000 to flood relief in Winnipeg.

The membership drive has taken another spurt, with applications of Peter Kelbalo, Richard G. Butler, Thomas A. Williamson and Stanley G. Davenport, sent in by Ep Glosser; Al Kaufman, John F. Enright and Joseph Gaskell.

Rev. Lucian J. Arrell letters that he will lead a Rome pilgrimage in early October. Callers at the club included Andre Dumont, Max Brantman, E. Courtemanche, Charles Drobynyk, H. A. Lehrter, Paul Delaney and James Roach.

Secretary visited Jack Gallagher recently in Detroit, where he is confined with injuries suffered in a fall. Good results on the Buick award ticket sale.

Ladies' Auxiliary

First meeting of the season is skedded for October 5 in the Jade Room of the Hotel Sherman.

Margaret Filograsso is back in Chicago after a Flushing, N. Y., vacation, and Carmelita Horan has returned from a Springfield, Ill., trip. Cora Yeldham is helping to nurse her husband, George, at their summer home. Pat Seery is planning a European plane trip to visit her husband's relatives.

Receipts from summer activity books should be sent to Carmelita Horan. New membership cards are available.

Correspondence has been received from Esther Sholtzberger, Babe Keating, Nan Rankine, Lillian Glick, Virginia Halstead and Carmelita Horan.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Sept. 30.—Advertising material and instructions regarding the 1950 desk set awards are being mailed to members.

Winnie Richards has returned to the Lynchburg General Hospital, Lynchburg, Va., and would like to hear from friends. Sam Graves has closed his Coney Island concessions for the year and plans to winter here.

Michael Roman letters that he will have sold all his Century Club tickets by the time he gets to Miami. Joseph A. Rowan writes that he joined Endy Bros.' Shows following the season's close of the Imperial Exposition Shows at Spencer, Ia. Al Porter was a recent visitor and is working out of here.

Letters received from Robert Gloth, Ben Segal, Joseph Vernick, Briggs Branning, Danny Brown, Frank W. Brenner, Stephen Blake and Nathan R. Speer.

COOSA VALLEY FAIR, 5 COUNTIES

ROME, GA., OCT. 16-21

ATTENDANCE LAST YEAR, 70,000

Can place Cookhouse, Grab, Photos, Candy Floss, Candy Apples, Waffles, French Fries, Snow, Custard, Popcorn, Ball Games, Fish and Duck Ponds, Coke Bottles, Hoop-La, Age and Scale, Basket Ball, Glass Pitch, High-Striker, Balloon Darts and Short Range Lead Gallery.

Want Dark Ride and Little Dipper. Any well-framed Shows not conflicting. All replies to

SHAN WILCOX, SHAN BROS.' SHOWS

Winder, Ga., this week; Sandersville, Ga., next week

MAGIC EMPIRE Shows

WANT FOR 5 MORE FAIRS

including

Covington County Fair, Andalusia, Ala., week Oct. 23, and Hayworth County Fair, Brownsville, Tenn., week Oct. 9, Hanky Panks and Concessions of all kinds. Midway now open. Want Motordrome, Snake, Fat, Animal or Midget Circus.

Glenn Gibson wants 4 Colored Girl Dancers. Salary every night.

This week, Maury County Fair, Columbia, Tenn. Wire or call A. SPHEERIS, Owner; PAUL BOYETTE, Bus. Mgr., Columbia, Tenn., this week; Brownsville, Tenn., next week; then as per route.

LONE STAR SHOWS

J. R. McSpadden
Manager

W. Barry
Secretary

Myrtle McSpadden
Treasurer

WANT WANT WANT

For Cartersville, Ga., Colored Fair, Oct. 9-14, followed by the big one in Tullahoma, Tenn., Oct. 16-21; then the big one in Buena Vista, Ga., Oct. 23-28, with 4 more to follow in Georgia; then 8 weeks in Florida.

WANT WANT WANT

Hanky Panks of all kinds. Those joining now will have preference for a long list of Fairs. RIDES: Any Ride not conflicting with the 10 we now have. SHOWS: We have a 120-ft. Top complete for a Show that is capable of winning money. Side Show preferred. Can use Monkey Show, Animal Show, Unborn or Posing Show. RIDE HELP: Can use First and Second Men on all Rides. All answer:

J. R. McSPADDEN, this week, Cedartown, Ga., Fair; then as per route. P.S.: Dutch Wilson wants Blower and Wheel Agents. Dickie McSpadden wants Pin Store Agents. Can use capable Counter Man for Bingo.

GEM CITY SHOW, INC.

WANTS

WANTS

For Mobile Fair and Festival (downton Pritchard), 10 days, commencing Oct. 13 thru 22; to be followed by Hattiesburg, Miss., and Gulfport, Miss. Concessions of all types, including Cook House that will cater to showfolks.

Address all communications to ART FRAZIER, Concession Manager, Meridian, Miss., this week; then per route.

HELLER'S ACME SHOWS

Next week 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 Count Stores. Have all Rides we want, but will book Kiddle 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:

Reidsville, N. C., this week. HARRY HELLER, Mgr. Then as per route.

GRACELAND GREATER SHOWS

FEATURING FREE ACT

Want for Alexander City, Ala., Fair, Oct. 9-14; Tallahassee, Ala., Fair, Oct. 16-24; with three more Fairs to follow.

CONCESSIONS: Bingo, Popcorn, Age and Scale, Novelties, Jewelry, Bowling Alley, Bumper, Ball Games, String Game, all P.C. open with one or more Hanky Panks. John Reed wants Agents. SHOWS: Can use Motordrome, Ten-in-One. RIDES: Can place Octopus and Tilt. RIDE HELP: FOREMAN FOR MERRY-GO-ROUND, Second Men on all Rides. Top salaries. Staying out all winter. All replies:

HARRY ALKON, Owner-Manager; FRANK (WHITIE) VASULKA, Gen. Rep. Moulton, Ala., Fair, this week.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

MERRY MIDWAY SHOW

WANTS

For Annual American Legion Street Celebration, Kenton, Tenn., Oct. 3-7; Trimble, Tenn., Oct. 10-14; out till middle of November. Want Concessions that work for stock—Milk Bottle, Coke, Jewelry, Balloon Dart, Guess Age and Weight, Lead Gallery, Glass Pitch, Hoop-La or any that don't conflict. Contact A. BARKER, Kenton, Tenn.

American Beauty Shows

Wants for balance of season. All Concessions open, also some P.C. Privilege \$20.50. All replies to

J. H. SHARP

Hoxie, Ark.; followed by Embaden, Ark., Fair; then Steele, Mo.

JAMES SHORT

Please contact

R. C. BRYAN

608 Tampa St. Tampa 2, Florida

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

WANT WANT WANT FOR TWO STATE COLORED FAIR, AUGUSTA, GA., WEEK OF OCTOBER 9; FOLLOWED BY THE OCMULGEE FAIR, McRAE, GA., WEEK OF OCTOBER 16. CONTINUOUS FAIRS UNTIL ARMISTICE DAY

CONCESSIONS—Legitimate Concessions and Hanky Panks of all kinds, Age & Scales, Fish and Duck Ponds, Coke Bottles, Ball Games, Pitch-Till-U-Win, Darts, Slum Spindle and Novelties. Grab, Cookhouse that caters to Show People, Hi-Striker, Short Range Gallery and Photos. Address: C. C. GROSCURTH, Greensboro, Ga., this week

ROANOKE RAPIDS, N. C., HALIFAX AND NORTHAMPTON COUNTY FAIR

OCTOBER 9 THRU OCTOBER 14

Joe Chitwood Thrill Show—Horse Racing—Fireworks—Drum Corps Competition. Concessions: All open except Bingo, Popcorn. Shows: Can place Grind Shows. Write or wire:

ROSS MANNING

FAIRGROUNDS, JACKSONVILLE, N. C.

Vallejo, Calif., Draws 40,000 Gate

VALLEJO, Calif., Sept. 30.—First annual Solano County Fair, which ended its four-day run here Sunday (24), pulled 40,000 people.

Gov. Earl Warren opened the fair by cutting blue and gold ribbons stretched across the entrance.

Opening night's feature was a horse show with Children's Day on Friday (22). Gordon Davis, Templeton, was top money winner in the two night rodeo performances. He captured first in calf and team roping, second in bulldogging and third in the second night's team roping. Billy Hogue was second.

Ferris Greater Shows were on the midway.

Hackensack, N.J., Biz Fair for Mills Bros.

HACKENSACK, N. J., Sept. 30.—Mills Bros.' Circus played to two three-quarter houses here Tuesday (26) in cool weather. At Madison, N. J., the org drew a three-quarter matinee but a half-house at night when rain interfered. Schools were dismissed at Madison for the afternoon performance.

At Franklin township, New Jersey, near New Brunswick, (20) the matinee was delayed two hours by a discussion between the show officials and the sponsoring Lions Club and consequently attracted only a quarter house. The night show was for a half house.

Billy Barton recently visited Rogers Bros.' Circus at Kingston, Tenn., where the org gave three shows. At one show Barton did his act for his mother, who had not seen it in seven years. Barton and Dennis Stevens, both of Polack Eastern, also visited the Beatty show at Greenville, N. C.

TWIN CITY SHOWS CAN USE

Stock Concessions of all kinds, also Bingo. No racket. Agent for Stock Concessions. Crawfordville, Ark., Oct. 2-7; Tuckerman, Ark., 9-14.

NEED RIDE MEN

Semi Drivers. Wives on Tickets.
HARRY CRAIG'S HEART OF TEXAS SHOWS
Duncan, Okla., Oct. 2 to 7

BETTY WINTERS

Please contact
R. C. BRYAN
608 Tampa St. Tampa, Florida

FOR SALE

1 40 ft. Allan Herschell Merry-Go-Round, 3 abreast, 36 horse with organ, A-1 shape; 5 Kiddie Rides, all in A-1 shape; 1 Auto Ride, 1 Train Ride, 1 Horse Ride, 1 Chairplane Ride, 1 Airplane Ride. Come and see them all up in operation.
JAMES SANTY
R.D. #3, BOX 4 ALIQUIPPA, PA.
Don't write, phone 1944-J Aliq.

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Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

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Dept. 10-7-R

UNDER THE MARQUEE

John C. Fulghum, CFA, visited Laurence Cross, Mark Anthony and Joe Applegate on the Clyde Beatty Circus in Richmond, Va., recently. He also caught Biller Bros. at Charlottesville, Va., and reports Ringling-Barnum has much paper up for Richmond, October 26.

Appearance of King Bros.' Circus in Burbank, Calif., recently brought out many circus people in the area. Among those visiting the show in San Fernando and Burbank were Pauline and Claude Webb, Mabel and Eddie Brown, Stella and Billy Hamilton, S. L. Cronin, Leonard and Virginia Karsh, Martha and Jack Joyce, Harry Fink, Peggy Forstall, E. K. Fernandez, Dr. E. H. King, Dan Dix, Abie Goldstein, Ernestine and Parley Baer, Shirley and Norman Carroll, Paul Eagles, Albert Ostermayer, Guiteras Family, Mrs. Al Moss, Norman E. Anderson, Sam Ward, Justus Edwards, Eddie Trees, Mabel Stark, Ruth and Johnny Strong Jr., Dorothy Herbert, Mrs. Ernest Clark, Mrs. Tom Plank, Emmett Kelly, Earl and Hattie Shipley, Mike Cahill, Doc Ziegler, Marge and Harry Chipman and Bert Chipman.

Don Marcks, El Cerrito, Calif., caught King Bros.' Circus at Benecia and Richmond, Calif., where the org played to good biz. . . . Robert House (Shufflin' Sam) will spend the winter with Noah Robinson in Cuthbert, Ga. . . . Norman Hanley, who was band leader with Hunt Bros.' Circus this season, has taken a position to reorganize the band at the State prison. In the Hunt band were Joe Thorne and B. Sica, trumpets; Ernie Thompson, clarinet; Harold Litzen, trombone; Stella Wirth, organ; Jim Quimby, drums, and Hanley baritone.

Ben Hur would make a picturesque spec for any circus if somebody could figure out a way to flash gams in the wardrobe of that day.

Beverly Kelley, veteran circus press agent, for many years with the Ringling-Barnum circus and more recently with Dailey Bros.' and Cole Bros., is on the advance of the legit production, "Lost in the Stars," now on tour of the major cities. Kelley has been with various other legit attractions in the past. He spent most of the summer at his home in Delaware, O., where he is one of the top executives of the fair there. Kelley was one of the founders of the Little Brown Jug, one of the top harness race features in the nation, conducted annually in connection with the Delaware annual.

Bonnie Fowler, general agent of Dailey Bros.' Circus, was in Chicago last week to wind up show's railroad business. He will return to his home at Montgomery, Ala., for the winter but expects to be in Chicago for the outdoor meetings in Novem-

ber. . . . Harry Brown has returned to the Clyde Beatty show, where he has the tax box. Brown was with the show earlier in the season but had been off the road in recent weeks.

Mal Fleming, contracting agent for King Bros.' Circus, visited El Paso, Tex., recently to arrange for the show's October 9 appearance on the Cotton and Second streets lot there, reports W. Rex Kerr, deputy license commissioner. Fleming spent considerable time with J. Fred Ellis, city license commissioner, and Jack Ward, assistant commissioner. From El Paso the show moves to Silver City, N. M. . . . The Jolly Hughie Fitz & Witz Company will entertain at a Damon Runyon Cancer Fund carnival to be held October 7 at the Conyer Farms, Greenwich, Conn. The unit will offer trick dogs, comedy magic, juggling and clown bits. . . . When Polack Bros.' Eastern Unit played Roanoke Rapids, N. C., under auspices of the Roanoke Valley Shrine Club, Mayor W. Howard Pruden issued a proclamation declaring September 22 and 23 to be Shrine Circus Days. William H. Green handled publicity for the show.

Eighty-five members of the Gainesville Community Circus were slated to attend the Ringling-Barnum performance at Dallas Saturday (30). Gainesville's new baby elephant has been named Gerry in memory of the late Gerry Murrell, for many years an equestrienne with the show. Mr. and Mrs. Arthur Henry have returned to their Gainesville quarters with their dogs and ponies. They will play Houston and Fort Worth Shrine dates. Louis Goebel, Thousand Oaks, Calif., and the Jimmy Connors were recent visitors in Gainesville.

Published recently was "Circus Parade," a book of poetry about circuses and animals, written by Geri Andrea, Chicago. The 72-page volume was published by World Arts & Sciences Publishing Company and is available in limited and trade editions. . . . Ray (Happy) Shaw, former trouper, recently visited Billy Dick on Capell Bros.' Circus. Both formerly were with the Walter L. Main and Howe shows.

Thomson Rites Held In St. Petersburg

ST. PETERSBURG, Fla., Sept. 30.—Funeral services for Sterling W. (Tommy) Thomson, who died at his home here this week, were held Tuesday (26), with burial in the local Royal Palm Cemetery.

Thomson, who was 54 years old, owned and operated the Florida Wild Animal Ranch here for the past 14 years. He was widely known in outdoor show circles, having toured with circuses and carnivals for many years prior to starting his local enterprise.

He had shows at the Century of Progress, Chicago, in 1933 and 1934 and formerly owned and operated a Motordrome at Riverview Park there.

Rain at Rochester Fails To Hurt Gate

ROCHESTER, N. H., Sept. 30.—The Rochester Fair here, which started out its seven-day run at a record-breaking pace attendance-wise, tapered off later in the week due to rain and wound up Saturday (23) with what the fair management termed a "successful week."

Grandstand attractions included Irish Horan's auto thrill show, harness races and a variety show at night.

Coleman Shows were reported to have raked up satisfactory grosses on the midway.

CARNIVAL ROUTES

(Continued from page 32)

(Fair) Alexander City 9-14.
Grand American: Jonesboro, Ark.; Palma, Mo., 9-14.
Greater Georgia: Perry, Ga.
Groves Greater: (Fair) Marksville, La.
Gulf Coast: Osceola, Ark.; (Fair) Marvell 9-14.
Hagenack's Rides: Chelsea, Okla.
Haines, Bill: (Fair) Lubbock, Tex.; (Fair) Haskell 9-14.
Hannum, Morris: New Holland, Pa.; Little 9-14.
Happy Attrs.: (Fair) Coshocton, O.; Sunbury 11-15.
Harry's Greater: Smithfield, N. C.; Altavilla, Va., 9-14.
Hartsack Bros.: Clarkton, Mo.; Holcomb 9-14.
Haven Park Am.: Rotan, Tex.
Heart of Texas: Duncan, Okla.
Heller's Acme: Reidsville, N. C.; Madison 9-14.
Hennles Bros.: (Fair) Birmingham, Ala.
Beth, L. J.: (Fair) Carrollton, Ga.; (Fair) Covington 9-14.
Bill's Greater: Pecos, Tex.
Hottel, Buff: (Fair) Donaldsonville, La.; (Fair) Franklinton 11-14.
Howard Bros.: (Fair) Ottawa, O.
Imperial Exposition: Stockton, Calif.
Interstate: (Fair) Swainsboro, Ga.
Jack's Greater: Mullins, S. C.; Conway 9-14.
J. & B.: Drake Branch, Va.; Kenbridge 9-14.
Jones, Johnny J., Expo.: (Fair) Atlanta, Ga.; (Fair) Columbus 9-14.
Kaus, W. C.: Roxboro, N. C.
Keystone Attrs.: Appomattox, Va., 2-14.
Kille, Floyd O.: (Fair) Winnfield, La.
Kilgore: (Fair) Teague, Tex.; (Fair) Livingston 9-14.
Kinland Am. Co.: Lenox, Ga.
Lane, Leo: (Fair) Jackson, Ga.
Lawrence Greater: (Fair) Union, S. C.; (Fair) Petersburg, Va., 9-14.
Lee Am. Co.: Dadeville, Ala.; Quincy, Fla., 9-14.
Lone Star: (Fair) Córdartown, Ga.; (Fair) Carterville 10-14.
Magic Empire: (Fair) Columbia, Tenn.; (Fair) Brownsville 9-14.
Manning, Ross: (Fair) Jacksonville, N. C.; (Fair) Roanoke Rapids 9-14.
Marion Greater: (Fair) Moncks Corner, S. C.; (Fair) York 9-14.
Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Albemarle 9-14.
Merriam: Dell, Ark.
Merry Midway: Kenton, Tenn.; Trimble 10-14.
Midway Expo.: Monticello, Ark.
Midway of Birth: Joiner, Ark.
Mighty Hoosier State: Aurora, Ind.; Edinburg 10-15.
Mighty Page: (Fair) Shelby, N. C.; (Fair) Ashokle 10-14.
Migrothy, Curly: Isola, Miss.
Miller, Ralph H., Am.: Simmesport, La.
Model: McKinney, Tex.
Moore's Modern: (Fair) Earle, Ark.; (Fair) Searcy 9-14.
Myers: (Rockdale Park) Atlanta, Ga.
Nessler's Greater: (Fair) Henderson, Tenn.
Nolan, Larry: Douglas, Ariz.
Orange State: Clearwater, S. C.
Page Bros.: (Fair) Atmore, Ala.; season ends.
Palmetto Expo.: (Fair) Springfield, Ga.
Paul's Am.: Dardanelle, Ark.; Atkins 9-14.
Peck Am. Co.: Waynesboro, Miss.; Marks 9-14.
Peerless Celebration Am.: Dillwyn, Va.
Penn Premier: (Fair) Sanford, N. C.; (Fair) Chase City, Va., 9-14.
Playtime, No. 1: (Fair) Frysburg, Mo.
Powelson Expo.: Atlica, O., 3-8.
Prel's Broadway: (Fair) Greenville, N. C.; (Fair) Greenwood, S. C., 9-14.
Prel's World Fair: (Fair) Henderson, N. C.; (Fair) Camden, S. C., 9-14.
Rains Am.: (Fair) Nashville, Ark.; (Fair) Bastrop, La., 9-13.
Rose City: (Fair) Teague, Tex.
Royal American: (Stock Show) Little Rock, Ark.; (Fair) Jackson, Miss., 9-14.
Royal Crown: (Fair) Caruthersville, Mo.
Royal Expo.: (Fair) Douglas, Ga.; (Fair) Milledgeville 9-14.
Royal Midwest: (Fair) Vanceburg, Ky., 5-7.
San Valley: (Fair) Cassville, Mo.
Schafer's Just for Fun: (Fair) Longview, Tex.
Shan Bros.: (Fair) Winder, Ga.; (Fair) Sandersville 9-14.
Shamrock: Cassville, Mo.
Siebrand Bros.: (Fair) Roswell, N. M.
Smith, George Clyde: (Fair) Warrenton, N. C.; (Fair) Henderson 9-14.
Snapp Bros.: Pine Bluff, Ark.
Southern States: Donaldsonville, Ga.; Arlington 9-14.
Southern Valley: (Fair) DeRidder, La.; (Fair) Alexandria 9-14.
Sparks, J. A.: (Fair) Vienna, Ga.; (Fair) Jonesboro 9-14.
Stephen's: Bloomfield, Ia., 5-6; season closes.
Stephens, C. A.: (Fair) Oak, Fla.
Star Am. Co.: Turrell, Ark.
Strates, James E.: (Fair) Charlotte, N. C.; (Fair) Rock Hill, S. C., 9-14.
Sunset Am. Co.: Morrilton, Ark.; (Fair) Danville 9-14.
Tassell, Barney: Brookneal, Va.; Keysville 9-14.
Texas: Freer, Tex.
Thomas Joyland: Elkins, W. Va.
Tidwell, T. J.: Big Spring, Tex.
Tinsley, Johnny T.: (Fair) Thomaston, Ga.; (Fair) Barnesville 9-14.
Tivoli Expo.: (Fair) Vicksburg, Miss.; (Fair) Charleston 9-14.
Turner Bros.: Gideon, Mo.
20th Century: Haynesville, La.
United Expo.: Greenville, Tex.
United States: (Fair) Lenoir, N. C.; (Fair) Morganton 9-14.
Veterans United: (Fair) Pawnee City, Neb., 3-8.
Victory Expo.: (Fair) Iowa Park, Tex.
Virginia Greater: (Fair) Wadesboro, N. C.; (Fair) Lancaster, S. C., 9-14.
Vivona Bros.: Henderson, N. C.
Volunteer: Greenfield, Tenn.
Wade, W. G., No. 2: Holt, Mich.; Buchanan 10-14.
Wallace Bros.: Yazoo City, Miss.
Wallace Bros.: (Fair) Simcoe, Ont., Can.
Wallace & Murray: Wrightsville, Ga.
Williams, Ray: Waynesville, O.; Alexandria, Ind., 9-14.
Wolfe Am.: (Fair) Easley, S. C.; (Fair) McCormick 9-14.
Wonderland: (Fair) Chester, S. C.
Yager's United: Libourna, Mo.; Cardwell 8-14.

DRESSING ROOM GOSSIP

Ringling-Barnum

Oklahoma and Kansas gave us good weather and big houses with our best crowd and two sellouts in Tulsa, Okla. Merle Evans had a busy week in his home State of Kansas with visitors every day. At Independence, over 400 of his friends from his home town, Columbus, came over for the show and presented him with a basket of flowers. Merle and the band played a special concert before the show that day to celebrate his Kansas stand. Herta Baker is back after being in the hospital since Pittsburgh. Her foot is still in a cast. Harry Nelson has rejoined.

Fanny McClosky and Mark Johnson have returned after attending the funeral of their mother in Vermont. At Paris, Tex., Mr. and Mrs. Hardy Moore and George Childs entertained at a lawn party for Ernie Burch and Albert White. Among those attending were Sergea Sergida, Kathy Kramer, Faye Romig, Billy Snyder, Bob Dover, Elsie Alzana, Mr. and Mrs. Dick Miller. Ernie and Albert supplied much of the floorshow with many laughs. Rose Alexander and Faye Romig celebrated their birthdays with parties.

Visitors: Bob Stevens of the former Bailey Bros. Circus; Howard Suesz, of Clyde Bros. Circus; M. G. Gorrow CFA, Joe Lynch, Goldtop Paddy, Felix Morales, Gee Gee Engesser Powell, Mr. McElwee, Phil Jordan, Mr. and Mrs. Barber, Mrs. Fay Chaney, Mr. and Mrs. Berryhill and sister, Mr. and Mrs. Eddie Billetti and daughter, Hank and Ella Linton, the Orantos, Mr. and Mrs. Johnny Farthing, Maysy and Brack and daughter and Joe Ward.

Back yard scenes: I forgot one of the big items on Labor Day, our delicious dinner in the cookhouse. Harold Alzana and his watch repairing business keeps him busy. Merle Evans loaded down with homemade cookies during the Kansas stand and passing them around. Side Show people enjoying Fuzzy's cooking at the trains. MARY JANE MILLER.

Clyde Beatty

Shades of winter quarters are upon us as the closing notice for November 19 has been posted in the dressing room. Business has been holding a good level. Raymond (Congo) Mills, Johnny Cline and Ray Roush celebrated birthdays. Floy Lee, our 24-hour man has been doing a good job of getting hotel reservations for the gang or our Sundays off. Aileen Voise was called home by the serious illness of her mother. During her absence, Billy Temple doubled in the flying act. Aileen is expected back any day.

Sunset Carson and his Rhythm Riders have been making the radio daily with Bobby Kay and the writer. Bernice Griggs is now working in the web display. Lavonda Evans has been on the sick list the past week. Mark Anthony is now working his rocking tables in the show along with the clown comedy acrobats. Sunday off with the Biller show, just a few miles away, called for many a busman's holiday. Showfolk were going both directions all day. Noted on our lot were Wynn and Marion Partello, Floyd Crawford, Tommy Bentley, Horace Laird and Charles Cox. Don Hammond is spending a few days of the show as guest of Clyde Beatty.

Paul Conway has dropped over to see us several times the past two weeks. Al Moss and Raymond Maxwell have returned to the show after a visit to Los Angeles. The Caudillo Sisters and Sancho Morales entertained at polo hospital in Charl 'te, N. C. Charles (Squeezebox) Raimier is a new member of clown alley.

Recent visitors were Henry Kyes, Bill Green, Joe Haworth, Al Hoffman, Rex Ingham, Walter Rogers, Gil and Lillian Wilson, Curtis Rumley, Clarence Burr, Keller and Dianne Pressley.—LAURENCE CROSS.

Mills Bros.

Showfolk had a chance to visit Philadelphia, many of them seeing the Phillies baseball game when we Sundayed at Upper Darby and a good number went from Elizabeth to New York the next week-end. Kiddies from 12 orphanages were guests at Upper Darby, where we showed on the former Ringling lot and had the first of two very big days, Camden duplicating. Mr. and Mrs. Harry Moore, of Lancaster, visited at Upper Darby, along with Ed Reed, who came on for several days; George W. Jones, Harry Dolan, M. S. Scott, Duane Miller, and Mr. and Mrs. Harry Hunt.

Other visitors from Hunt family and show included Charley, Mr. and Mrs. Charles, Jr., and Eddie Hunt; Roy Bush; Guy Leslie, trumpeter who sat in with the band and Harold Lietzen, trombone, who joined Bob Mills's band. Jake Mills visited Hunt quarters at Florence, N. J. A number of Mills performers were guests at the Hofbrau following the Camden night show. Bert Wallace celebrated a birthday at Camden. Joe and Annette Dobas had a reunion with one of their daughters, and their grandchildren at Camden.

Clarinetist Ernie Thompson was on hand at New Brunswick and Irvington, N. J., playing with the band at the latter spot. Mickey King, the Ivanoffs, Jim Wong Troupe, Marvin Case, Roy Houze, Judge Schuyler Van Cleef and Tony Conway were New Brunswick visitors, and Ira Millette and family caught the Madison shows. Jimmy Ray had Tony Galento as a visitor at Irvington. CFA ers Gil Conlinn, Stan Woodward, Stuart Hill and Mr. and Mrs. Robert Brown motored from Connecticut to catch show at Bloomfield, where authors Bert Greene and Allen Roberts also visited, getting circus book material. George Strongman, of press and staff, had his family on at Bloomfield, where Pat Flanagan and Kathryn Willard also visited. Backyard personnel bade farewell to Dick McConnell, Astoria, L. I., fan, who clowned and played bass in the band on a three-week visit.

Polack Western

Klamath Falls, Ore., indoors. It is a very small building but turnaway business was done. It was necessary to give three shows our last day, September 23. Two birthdays were celebrated last week — Dolly Perez, daughter of Zeffa and Ray Perez and Skeeter Ward, baby son of Eddie and Dotty Ward. A party was held in the dressing room for them. Ingrid and Bernard Zenners' little pekinese dog lost an eye but has fully recovered.

Our folks spent their three days layoff before the Klamath Falls opening visiting the sights that the State of Oregon had to offer, including the Cascades and the Crater Lake volcano. Daniel Boone Kohl is going on a hunting trip to the far North as soon as the show closes. Parley Baer will handle the radio shows for Polack while the show is in Los Angeles. Justus Edwards will handle the newspapers and press. Billy Griffin, Harry Dann, Bobby Kellogg, the Sherman brothers and yours truly gave a street parade in Klamath Falls with the Shrine Band and Patrol.

Honey Shyretto, member of the Cycling Shyrettos, announced her engagement to Dixie Hebert, promoter with the Polack Bros. Western Unit and on the staff of Jimmy Rison. Billy Watson, of the concession department, had a birthday. Flu has hit our show and on the sick list are Viola Watson, Ross Paul, Emil Palenberg, Ingrid Zenner, Billy Griffin and Harry Dann. Despite the heavy colds they carried on and never missed a show. Hubert Castle was also on the list.—FREDDIE FREEMAN.

Siebrand Bros.

Longest jump of the season from Blackfoot, Idaho, to Albuquerque, New Mexico, was made by all personnel without mishap of any sort. Most of us took the six days' layoff as sort of pseudo vacation. The Hodgins were the first into the town followed closely by Pancho and Danita Roche who were anxious to get in to receive delivery on their new 33-foot Spartan Royal Mansion. Koko and Moko (Jack and Gracie Fairburn) are also elated over the purchase of a new half-ton Dodge Truck.

We were sorry to learn of the death of Capt. Harry Clark's father. Gracie Fairburn and Danita Roche day and dated with birthdays here while Tom and Betty Hodgini celebrated their fourth wedding anniversary. Rosa Patine's parents, Mr. and Mrs. G. Strayer were again visitors. They previously caught us in Blackfoot, went to the Coast and came by the Southern route to stop over for the New Mexico State Fair.

Visitors have included Mr. and Mrs. G. Strayer, Jack Gwen, magician and former exec of AGVA now with the Ice Follies, and Marvin W. Kreiger Jr., regional director of the Circus Historical Society.—JOE HODGES HODGINI.

Polack Eastern

Tobacco is moving now and the mill towns are working overtime. J. J. Saunders visited. There has been much visiting between Biller, Beatty and Polack people. The Sidneys paid a hurried visit to their new home at Sarasota to start the decorating. Alex Konyot visited in Atlanta. Al Tucker, the unit's general agent, was back on the show recently.

Every one worked hard at Newbern. Kris Krengle was uptown with the elephants every day and is showing great prowess with the one-sheets in the nice hit spots. Mrs. Sam Polack is at home and Sammy Jr. is in school.

Billy Barton's new rigging arrived and he is doing a real twirling-cape opening for his fast breakaway feature. Dennis Stevens wows them with his walkaround and a bit with Gene Randow. Mrs. Art Barret is ill at her home. Happy Belisle is back at Thomasville, N. C., after a trip to Hot Springs. What has happened to the Free Roll Club?—HENRY KYES.

Stevens Bros.

C. R. Montgomery, of Ringling-Barnum, was a recent visitor. Roof had to be cut out of bull truck to take care of elephants Palm and Sparks Babe, bought from the Ringling show in Kansas City recently. Whitey Jones, John (Shorty) Lynn and Dick Brandon are on the advance. Bob Bunch, agent, continues to get good lots. Mrs. George Bell is back on show, assisting on candy stands. Mrs. Jack Bell is operating the novelty stand.

John Scott is superintendent of concessions, replacing Roland Hardin. A wart hog has been added to the menagerie. Vernon Platt is scheduled to join as assistant business manager. Westphalia, Mo., was the surprise of the season with two packed houses in rain and mud. Shorty Shearer has bought a new pic-up truck. Carmen Sanchez has been out of web with a sprained wrist.

Rogers Bros.

Vivian and Pete Raye joined at Cleveland, Tenn. Pete took over as boss props and R. L. Benton joined on ring stock. Hilo Merk, CFA of Chattanooga, clowned in the show at Cleveland. Three birthdays were celebrated at Cleveland, September 24—Alice Gutierrez, Swede Johnson and the writer. All received presents. Dorothy Lewis Hill's mother died recently. She went home for the funeral but is back on the show. Peggy Sylvester assisted Bill Hill take care of the babies while Dorothy was away. Visitors included Mark Smith, Charles McCracken and J. C. Lamon, circus.—MAURICE MAR-MOLEJO.

Set Oct. Debut For Tex. Rodeo, Livestock Show

PASADENA, Tex., Sept. 30.—Plans are being completed for the first annual Livestock Show and Rodeo to be held October 23-29 under auspices of the Pasadena Livestock Show and Rodeo Association, a division of the Chamber of Commerce, reports J. C. Thomas Sr., association president.

Produced for the benefit of the Future Farmers chapter of the Pasadena Independent School District, the event is receiving support of civic and business leaders. Already more than 40,000 tickets having been sold.

Five rodeo performances, produced by Harris and Ratcliff, will be offered on the new 26-acre fairgrounds, plus trick roping acts, trick horses, clowns, the Bill Lambert Constable Posse and the Harris County Sheriff's Posse to complete a two-hour show. Entries in a queen contest will be judged nightly, the winner to receive a 1951 Nash. Other prizes will go to runners-up. Livestock, poultry, swine and commercial exhibits will also be featured.

On the midway will be 14 rides, 8 shows and a full line of stock concessions. Booked as free acts are the Flying LaVals and the Levi Straus Rodeo Puppet Show. Opening night attraction on the midway will be a public wedding. Participants will receive gifts, including a paid trip to Havana.

Grade schools will close Monday afternoon for Children's Day, with free admission and ice cream and pop for them. Thursday will be high school day and there will be a rodeo parade thru town with John Ben Shepherd, secretary of state, leading a procession of dignitaries that is expected to include the mayor of Pasadena, Calif. A livestock auction will be held Saturday.

Final Pay-Off Near In R-B Fire Claims

HARTFORD, Conn., Sept. 30.—The final move clearing the way for the "lump sum" settlement of claims growing out of the Ringling circus fire here July, 1944, got under way last week.

In the mail to lawyers representing the 676 claimants were "satisfaction of judgment and releases" forms which must be signed.

When this task has been completed, a check for \$690,612.43 will be forthcoming from the circus.

That amount represents the unpaid balance out of the original \$3,946,355.70 total in claims. The difference was paid to claimants previously in a series of dividends.

Attorney Edward S. Rogin, circus receiver, and attorney Julius B. Schatz, his counsel, said it appeared that all of the claimants were agreeable to waiving an interest provision in the arbitration agreement, under which the claims were handled. Such waiver is necessary to the final payment.

Attorney Robert P. Butler, chairman of the Hartford bar committee on circus claims, recently offered the services of his committee to claimants' lawyers, whose clients sought a detailed explanation of the settlement plan. None of the lawyers, however, found it necessary to call on the committee.

Philippi, W. Va., Annual Draws 25,000 Despite Rain

PHILIPPI, W. Va., Sept. 30.—Despite rain and inclement weather thruout its four-day run, the Barbour County Street Fair closed here Saturday (23) with an estimated attendance of 25,000.

Attractions included Jarvis Magition and radio talent, firemen's parade, queen coronation and parade, 15 high school bands and a free sway-pole act. Howard Bros., Rides provided the midway attractions.

Honefeld, Honey Forge Third Link in Coast Chain at Lodi

LODI, Calif., Sept. 30.—Bill Honefeld and Len Honey, operators of Stockton Rollatorium and Fresno Rollatorium, have been granted a lease by city officials on a new fairgrounds building which the operators have already taken over and plan to convert into a roller rink.

Honefeld and Honey competed against a large field of California rink operators for the lease, according to Paul J. Gilbert, manager of the Stockton Rollatorium, who will also direct activities at the Lodi establishment.

To Organize Clubs

Equipment going into the steel and concrete block building will be the latest, said Gilbert, and the most

modern methods of operation will be utilized. One of the first moves will be organization of junior and senior skating clubs here and to enroll them as members of the United States Amateur Roller Skating Association (USARSA). This will permit inter-club activity, inasmuch as clubs at the Stockton and Fresno rinks are USARSA members.

The Stockton Skating Club held its September dance contest Sunday (24), with 18 dance teams meeting in three divisions. In the junior division (skaters under 15) honors were won by Gary Bradley and Barbara Allman, Jimmy Allman and Myrtle Dell Espy, and Walter Sanborn and Sharon Norton. Winners in the senior Group B (skaters who have never taken tests or entered competitions) were Hugh Campbell and Marla Barrett, Douglas Golding and Jackie Cain, and Bob Trotter and Ann Wright. Winners in the senior Group A class were Jimmy Stephens and Dolores Cummings, D. Rigg and Mickie Jankowsky, and Larry Spada and Marlene Bradley.

One of the largest crowds ever to attend an afternoon session at the Rollatorium turned out for the USARSA-sanctioned events, said Gilbert. Proceeds went to the club's championship fund. Next dance-of-the-month contest is slated for October 22.

Detroit's Arena Builds Interest Via Pot of Gold

DETROIT, Sept. 30.—Continuous skating interest is being built at Arena Gardens here, under the management of Fred A. Martin and Earl King, by a pot of gold contest which is a feature each Saturday night.

In the middle of the evening each patron or spectator in the rink is given a special ticket, with space provided for name and address, and a place in which the ticket holder enters his guess of the pot's contents.

The pot is a large plastic container, kept in full view of the audience, into which coins of all denominations are placed. The contest is a long-term one, like the jackpots of radio, with the final count for which the estimates are made, to be taken two days before Christmas.

Interim prize is a \$5 merchandise credit at the Arena store for skating supplies, given each week to the person whose ticket is drawn for that purpose. The same skater is also given the privilege of adding to the pot of gold by taking a handful of change from a sack provided by the management and putting it in the pot to build the season total.

Rawson Writing Draws Interest

ASBURY PARK, N. J., Sept. 30.—Rawson Associates (RA), the non-profit organization set up here by Perry B. Rawson to handle distribution of the many booklets on roller skating he has authored, reports an unusually heavy flow of mail to its offices as a result of the latest Rawson article, 1950 Report to the Industry on Findings at Skating Lab (Bulletin No. 77), which appeared in The Billboard of August 19, 26 and September 2.

The large influx of mail would seem to hold promise that there are quite a number of thinkers among present-day operators, and that these thinkers are planning a new approach to the business, RA concludes. Operators report plans to change their equipment, teaching technique, shoes, skates and professionals, as recommended in RA literature, in an attempt to encourage skating by the mass public and to see whether that mass public will pay roller skating's bill.

It also was reported that Gilash Shoe Company plans to adopt the baby doll toe style of skating shoe, as recommended by Rawson, for men and women. They will be built according to Rawson specifications. The men's shoe is now undergoing tests at the Rawson Laboratory.

Butler Dies in St. John

ST. JOHN, N. B., Sept. 30.—Ralph Butler, for many years manager of Arena Rink here, died recently after an illness of four days. He had promoted both roller and ice skating and had made the Arena the base for several skating clubs. He was a veteran of World War I.

Used for a variety of purposes in the past, St. John (N. B.) Forum Rink was used for the first time recently as site for a 10-day evangelistic campaign promoted by the Ministerial Association of St. John.

UNDER THE MARQUEE

(Continued from page 37)
over at Bedford, Pa., before going to the World's Series. . . Mr. and Mrs. Fred Timon, Oswego, N. Y., spent two days with the Clyde Beatty Circus and four days with Mills Bros.' Circus recently. . . Jack Birmingham, former circus agent and recently with John H. Marks Shows, is at his home in New Orleans after a period in the hospital.

Det. RSROA Office Shifted in Arena

DETROIT, Sept. 30.—National headquarters of the Roller Skating Rink Operators Association (RSROA) are being moved to the first floor of the Arena Gardens here, under the direction of Secretary-Treasurer Fred A. Martin. Offices have been upstairs for several years. The new site is expected to provide better facilities and easy access to the office from the street.

The site was formerly occupied by a store, and will be more convenient for receiving and shipping of large quantities of literature handled thru the office.

Flint Skatery Skeds Special Events in Oct.

FLINT, Mich., Sept. 30.—Flint Park Rollercade here, under management of Mr. and Mrs. Earl King, is going into the fall season with a live program of activities featuring a variety of special events. Following the fall opening party at which Ray and Nancy Lee Parker presented exhibition numbers, two events have been scheduled for October.

First is the annual weiner roast Wednesday (18), an all-you-can-eat supply of the dogs being furnished by the management at no extra cost. This has become one of the popular highlights of the year with the younger crowd.

A Halloween party has been scheduled for Tuesday (31). This is to be a masquerade event, with prizes for the best costumes in various classifications. Program includes a number of games suiting the occasion.

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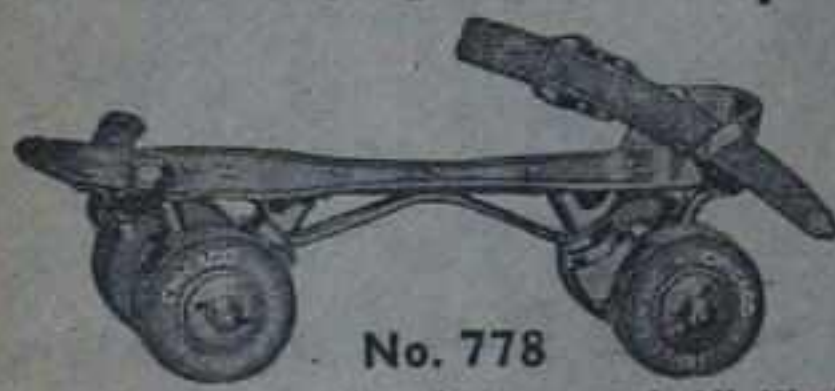
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Dept. 10-7-R5

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The Billboard Cincinnati 22, O.

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Permanent Roller Rink, large building; skating floor, 50x120; maple floor, completely equipped; 10-booth cafe, attached fountain; 4 rooms, bath, living quarters above cafe; 18-hole miniature golf archery on boulevard, Army camp now open. Reason for selling, 2 sons going in army. Write or call MANAGER, SKATLAND ROLLER RINK, 2614 Midland Blvd., Fort Smith, Ark.

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Prices F.O.B. Indpls., include postage with order. 25% dep. with C.O.D.'s.

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Do It Now To Reach Your Prospect First!

ALBA ART STUDIOS Dept. B-50
1840 S. Michigan Ave., Chicago 16, Illinois

AGENTS & DISTRIBUTORS

(Continued from page 53)

GIRL PHOTOS! 132 MINIATURE POSES, ALL different, on 4x5 glossy photo prints, \$1 postpaid, with wholesale price. Conno Service, 370 Beach St., West Haven 16, Conn., Dept. BB7. oc28

GIRL PICTURES—BEAUTIFUL POSES; 5 SAMPLES, 25¢; 25 assorted, \$1. Fred W. Hine, 1314 Douglas St., Omaha, Neb.

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(Continued on page 56)

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NEW NUMBER—

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Chrome, looks like \$10 item—
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Will not light when in pocket.

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(holds 20 cigarettes). Fully
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"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed"



CAMERA LITER . . . \$8.40 DOZ.

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HOTTEST NUMBERS IN MECHANICAL TOYS THIS YEAR! IMMEDIATE DELIVERY!

- LARGE CLEVER WALKING BEAR \$6.75 Doz. \$72.00 Gr.
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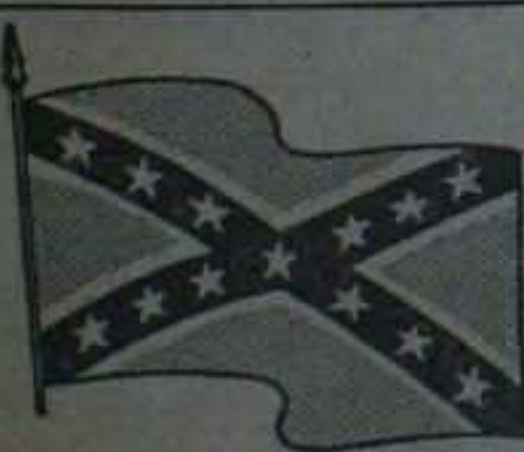
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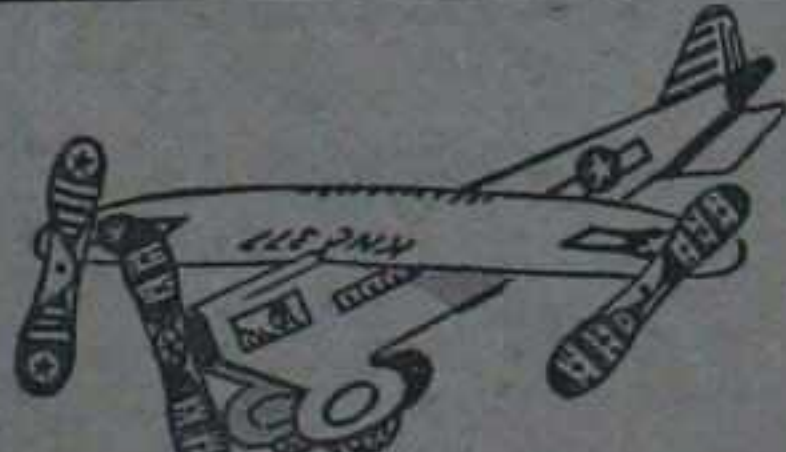
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12x3 1/2 x 12 1/4 \$21.00 gr.
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KNC 377, \$21.00 gr.

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LATEST ELECTRICAL LIVE-ACTION
LAUGH-RIOT SENSATION
(DELIVERY IN TWO WEEKS)

Prices, complete with lamp and 6 ft. electric cord:
\$6.00 Es. in Doz. Lots F.O.B. N.Y.
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- AMUSING
- ENTIRELY DIFFERENT

The little boy really does it from beginning to end with a brilliant lighting effect—complete with frog croakings—by way of explaining "Why You Should Never Drink Water."

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\$3.00

(6 or more)

Complete with metal stretch band. 30-day time limit on this offer.

- Removable push pins
- Written 1 year guarantee
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- Sweep second hand
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- Handsome chrome case
- Unbreakable crystal
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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machines. Bargains will be found on page 70 in this issue.

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SINCE 1869—COSTUME BARGAINS, CHORUS. Dollar up; Principals, three up; no catalog; state wants. Guttenberg, 8 W. 18th St., New York 11, N. Y. oc7

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BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. S.O.S. Cinema Supply Corp., Dept. L., 602 W. 52d St., New York 19. oc28

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Simulated PEARLS

1 STRAND	DOZ.	\$2.00
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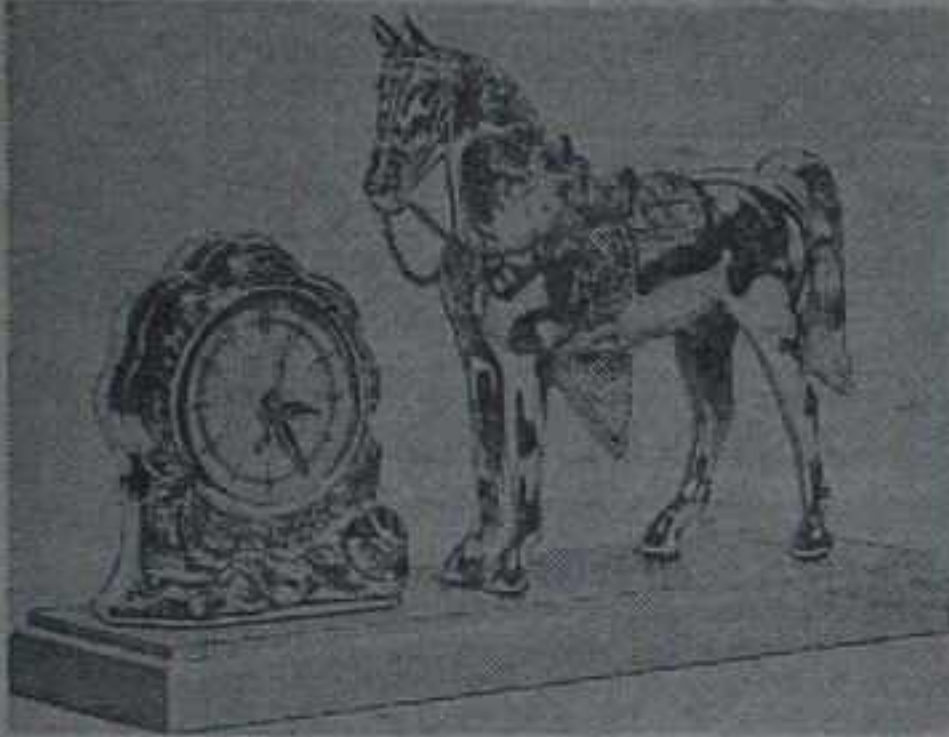
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Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 1/2 frosted glass shade with clear crystal crimped top. Height 15 1/2". Also available with Ruby Shade and Ruby Prisms. Specify color desired. Packed 2 to Carton (no less sold)

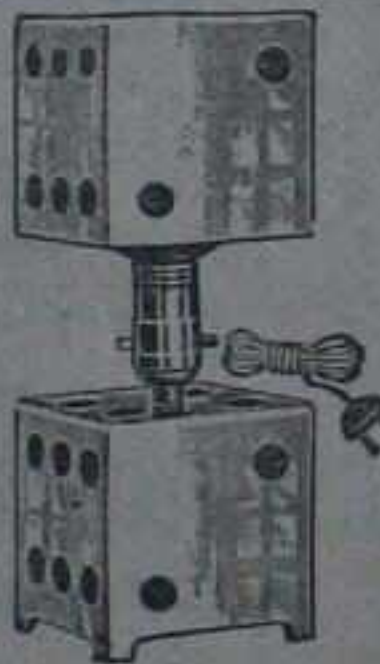
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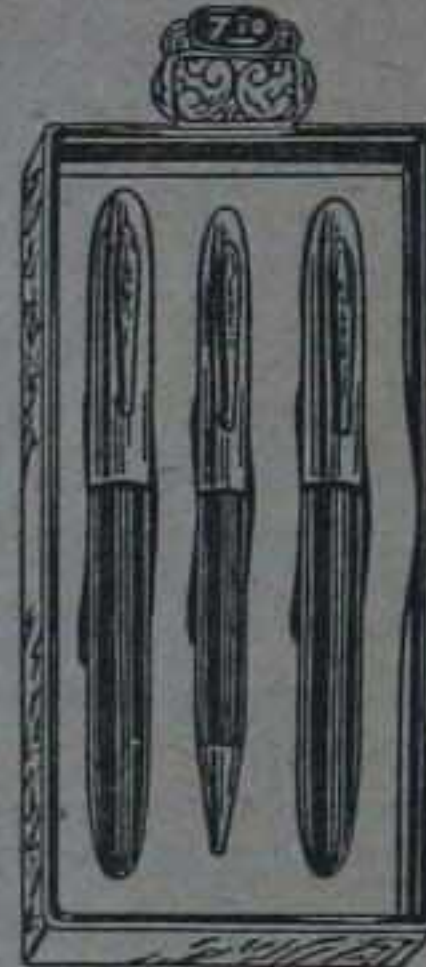
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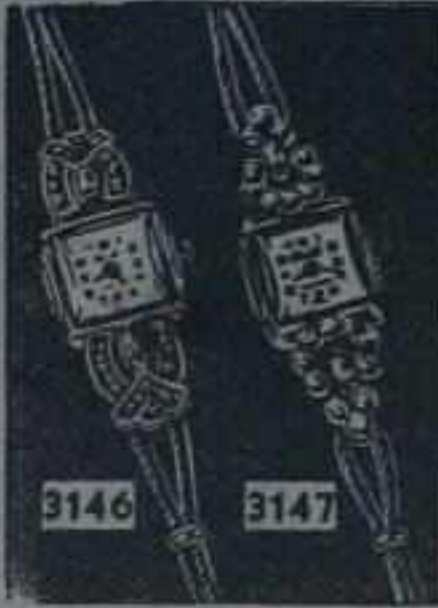
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Forms Close Thursday for the Following Week's Issue

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 Memphis, Ark. oc7

COSTUMER—FAST, DEPENDABLE; CUT without patterns; all round experience; state capabilities, wages first letter. The Costumer, 238 State St., Schenectady 5, N. Y. oc7

GIRL MUSICIANS—ALL INSTRUMENTS; EXPERIENCED; steady location; immediate opening; write for full particulars. Box #C-232, c/o Billboard Cincinnati, O. oc14

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GUITAR MAN—ESTABLISHED TERRITORY band with reliable agency; some location, salary, steady employment. Ray Palmer, Box 391, Aberdeen, S. Dak.

RUBBER STAMPS, 3 OR 4 LINES, \$1 POSTPAID; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. oc38

"SHOWY" EMBOSSO LETTERHEADS—SPARKLING, dynamic. Distinctive designs: midways, magicians, orchestras, circus, etc.; samples, 10¢. Solidays Colorprint, Knox, Indiana. oc28

WINDOW CARDS, PROGRAMS, HERALDS. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. oc14

100 8 1/2 x 11 LETTERHEADS, 100 LARGE ENVELOPES; Hammermill Bond, 5 lines copy, \$2; samples free. Ace Press, Clearwater, Fla. oc14

100 BUSINESS CARDS—FINE QUALITY raised printing on white stock, \$3.75; blue or black ink; fast delivery. Speedmail Press, 299 Broadway, New York 7, N. Y. oc14

200 6 1/2 WHITE ENVELOPES AND 300 WHITE Bond Letterheads, 8 1/2 x 11, \$3 postpaid in U. S. Webster's Printshop, Farmland, Ind. oc7

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4923-D5, Lincoln, Chicago.

PHONE SALESMEN—"BEST RADIO DEAL yet"; commission; no drinkers. Write Box 971, Des Moines, Ia. oc7

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TATTOO OUTFIT IN TRUNK—BIG FLASH. For sale. For particulars write Red Gibbons, Route 1, Box 36, Beaumont, Calif. oc7

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GASOLINE TRAIN, KID FERRIS, FLYING Scooter, Rotowhip, Baseball Pitching Machine, Rink Equipment, Looper; have Tilt, Whip, Kid Coaster, Arcade Equipment to trade. F. Shafer, Washington, Ind.

LORD'S PRAYER PENNY MACHINE, P.D.Q. Camera Outfit, Kiddle Auto Ride. W. Schwartz, 1867 N. Goodman St., Rochester, N. Y.

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 She BUMPS, SHAKES, GRINDS!
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BAR PERFORMER AT LIBERTY—I AM IN good condition. Louis Gczvirk, care Mr. Rodak, 513 N. State (Shoe Shop), Chicago. oc7

MISCELLANEOUS

PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at leisure, 202 Lyell Ave., Rochester, N. Y.

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MUSICIANS

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BASS MAN—UNION; SMALL COMBO OR unit. Kenny Moon, 1001 19th Ave., Meridian, Miss. Phone 2-1363.

CLARINET MAN—UNION; MODERN POPS, sweet swing; double some piano; want location; small combo. Thos. Grout, Gen. Del., Denver, Colo.

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CORNETIST—30 YEARS' EXPERIENCE IN ALL lines; disappointment caused this ad; morals good. Musician, 2220 N. 13th, Omaha, Neb. oc7

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ORGANIST—ONE OF AMERICA'S TOP-NOTCH organists; available after October 1; twenty years in radio, theaters, hotels, lounges. Organist, 312 W. 48th St., Apt. "A," New York City. oc14

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PIANIST—AVAILABLE FOR SINGER, VIOLINist or cellist. Pauline M. Schram, 5240 Sheridan Rd., LO 1-1300, Chicago.

PIANIST—FEMALE, ATTRACTIVE, MODERN piano and Solovox; no vocals; beautiful wardrobe, union. Box #C-234, Billboard, Cincinnati, O.

ROLLER RINK ORGANIST WITH EXPERIENCE desires permanent connection; available after Oct. 15, 1950, Box No. C-209, c/o Billboard, Cincinnati, O. oc7

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, Cincinnati, O. oc21

YOUNG COLORED ORGANIST WANTS TO spot in first class lounge bar, dining room or theater around Metropolitan New York area; now on 16th month at Upstate Club and NBC-Mutual Radio Station; have organ; 23 years' experience; union, Local 802, New York City; giant library; lives in New York City; now on location. Reginald Smith, P.O. Box 283, Waverly, N. Y. Phone 987, Waverly, N. Y.

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All Stones Hand Set.

HEAVY MOUNTING. GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES. PLEASE STATE YOUR BUSINESS.

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NOVELTIES AT DEEP CUT PRICES

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7000 ITEMS AT WHOLESALE PRICES

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Stainless Steel DRINKING CUP and LID

Ideal as Icebox Container

Full 15 ounce size! Perfect for drinking cold liquids, beer, etc. Has detachable lid. An all-purpose glass. Guaranteed tasteless. To close out entire stock \$3.95 half dozen, \$5.95 dozen. Add 30¢ or 50¢ postage, respectively.

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LADIES' FULL FASHIONED 51 GAUGE DUPONT
NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

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Requires little touching up. Bulova's, Gruen's, Benrus', etc. Ladies' and Men's. \$7.50 each. Some have bands. Original Cases. Other brands, \$5 each.

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MR. NOVELTY DEALER

Here Are Some Proven \$\$ Winners for You

- SILLY SAM. The big laugh provoking 11 1/2"x11 1/2 plastic surprise cushion—a new fast \$1 retailer. \$6.00 doz., \$5.50 doz. 1/2 gross, \$5.00 doz. gross lot.
- FATIMA, the Harem Dancing Girl. She wiggles, she twists, looks and feels like flesh. \$4.00 doz., \$38.50 gross.
- DOGGONIT, Hollywood's biggest laugh hit. \$2.00 doz., \$22.50 gross.
- EENY, the suction cup monkey. \$2.00 doz., \$22.00 gross.
- DANTE, the suction cup red devil. \$2.00 doz., \$22.00 gross.
- MR. BONES, the skeleton. \$2.00 doz., \$22.00 gross.
- FLY IN ICE CUBE. \$1.25 doz., \$14.00 gross.
- BILFOLD INSERTS, Hollywood loveliest cuties, \$6.00 per hundred.
- COMIC XMAS FOLDERS with envelopes, best yet. \$4.00 per hundred.
- Best quality Hollywood soft plastic NOSE BEAKS still going strong. \$3.00 doz., \$30.00 gross. With detachable mustache, \$1.00 doz. extra.
- ENGLISH TEE BEARDS, \$6.00 doz.

Here is a must if you have military trade. Army, Navy, Marine STERLING SILVER RINGS, ass't sizes, \$15.00 doz.

A must for gift and souvenir shops, Mexican Bullfight Design 10x10 cactus type lace handkerchiefs, 6 ass't colors, pink, red, turquoise blue, green, yellow and white, \$1.50 doz. Gross \$14.20. Scarfs same material 22x60 with fringe ends. Colors, white, black, pink and turquoise blue. \$14.50 doz.

Sorry, no catalogs. Air mail your order now. Immediate shipment.
Terms—25% with order, balance C.O.D.

Open to well rated or established credit. Prepaid when full amount accompanies order.

OLVERA TRADING POST

107 E. Sunset Blvd. Los Angeles, 12, Calif. Phone: MUtual 7014

IMMEDIATE DELIVERY ON THIS HOT ITEM!



THIS IS THE GOOD ONE!

PISTOL LIGHTER

EXACTLY AS ILLUSTRATED!
The Lighter We Picture Is The Lighter You Get!
2 1/2" HIGH—
3" LONG
SAMPLE \$1.50

NEW LOW PRICE!
\$10.80 DOZ.

PEARL HANDLE Pistol Lighter \$21.00 DOZ. Sample, \$2.00

JR. SIZE PISTOL LIGHTER \$7.20 Doz. Sample, \$1.00

25% Deposit with order Balance C.O.D. | WRITE FOR FREE 1950 CATALOG!

GEM Sales Co.

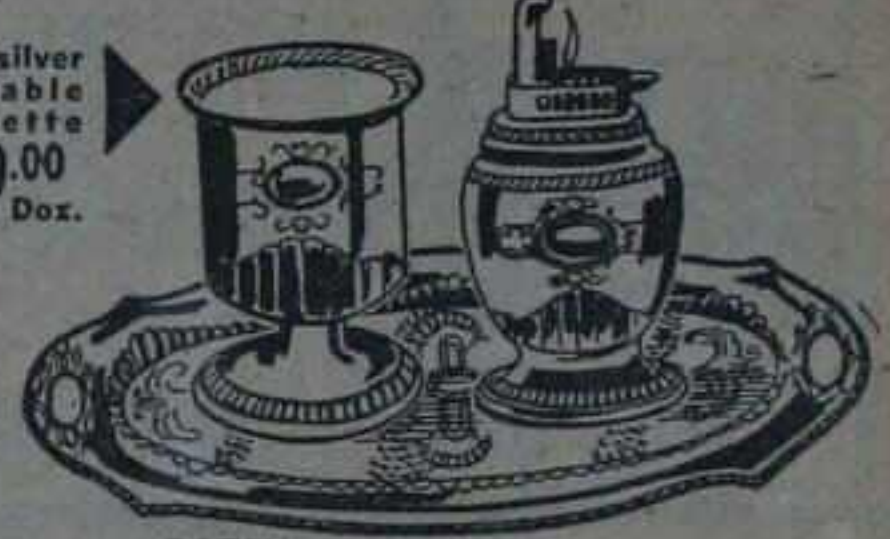
533 Woodward Av. Detroit 26, Mich.

LATEST IMPORTATIONS

Lowest Prices Immediate Delivery



#500/41 3-pc. silver antimony Table Lighter, Cigarette Urn & Tray Set \$9.00 Doz.



#200/58 Camera Lighters \$7.20 Doz.

NO.	DESCRIPTION	DOZEN
1052	PISTOL LIGHTERS	\$ 6.00
6202	AUTOMATIC PISTOL LIGHTERS	10.80
200/36	ANTIMONY SILVER JEWEL CASE	9.00
1539	ANTIMONY SILVER HORSE & RIDER ASH TRAY	9.00
1536	LARGE ANTIMONY SALT & PEPPER SETS, in Handsome Silk-Lined Display Box	10.20
481	LARGE SIZE ATOMIZER, Individ. Boxed	2.00
3022	IMPORTED BINOCULARS	4.50
827	LARGE METAL OPERA GLASSES	9.00
200	IMPORTED METAL TELESCOPES	2.40
840	3 PC. STAINLESS CARVING SETS, Attractively Boxed	10.20
500/31	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	9.00
200/32	ANTIMONY SILVER & ENAMEL CIGARETTE BOXES	4.50

#1396 Lamp Style Table Lighters. \$9.00 Doz.



#100/40 Giant Porcelain Table Lighters. \$9.00 Doz.



#5825 Western Boot Table Lighter \$7.20 Doz.

25% deposit must accompany all orders, balance C. O. D. No merchandise will be shipped in less than dozen lots. Write for Pre-Korea Price List.

IMPERIAL MDSE. CO.
893 BROADWAY, NEW YORK 3

LADIES' AND MEN'S MODELS



SWISS WATCHES

Sparkling new cases; genuine Swiss movements precision rebuilt and guaranteed like new!

7-JEWEL \$8.45
15-Jewel \$ 9.45
17-Jewel 10.45
Rhinstone dial, add 95c.

Elgins, Walthams, Benrus

With Beautiful Rhinstone Dials . . .



Lovely new cases with glamorous Rhinstone and simulated Ruby dials. Genuine movements rebuilt like new.

15-Jewel, \$12.45 \$9.75
17-Jewel, \$14.40
7-JEWEL

Order Round or Long Case

Order in lots of 3 or more. 25% deposit on C.O.D. Orders.

WRITE FOR FREE CATALOG!



198 S. Main St. P.O. Box 473 MEMPHIS, TENN.

ORIGINAL ELGINS, WALTHAMS, GRUENS, BENRUS, BULOVAS!



Refinished Like New!

Each Watch in Excellent Condition.

7-Jewels in Elgin and Waltham Only \$9.95
15-JEWELS, available in all the above mentioned watches, \$12.95.

PUNCHBOARD, PREMIUM AND VARIETY OPERATORS



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 tag)
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.

VEDA PEARLS
82 Bowery New York 13, N. Y. Walker 5-2838

OPERATORS DEAL EXTRAORDINARY!

Hit the Jack Pot with our sensational NEW SLOT MACHINE BANK. Has the appearance of an expensive slot machine in miniature and has the same action-symbols, revolve-hits jack pot. IT'S TERRIFIC! Not a toy, but a fine precision built machine with a highly plated finish. Half a foot high, weighs two pounds. Place these banks in clubs, taverns, anywhere you find punch boards, trade stimulators, etc. They will all try to take one home. Deal consists of three banks, glass photo, free push card, three methods of operation, everything included to make deal click. Takes in \$24.15, costs you \$13.50; profit each deal, \$10.65. By express only. We guarantee satisfaction. If you are not satisfied after ten days, return complete deal in good condition for full refund. ORDER TODAY AND TEST TRY. Cash with order—we prepay charges in U. S. A.



DEE SALES
Box 3133 San Francisco, Calif.

ATTENTION! COIN MACHINE OPERATORS! HARD-TO-GET MERCHANDISE

AT ROCK-BOTTOM PRICES . . . FOR PREMIUMS, PROMOTIONS, PRIZES



ELGIN • BENRUS • GRUEN BULOVA • WALTHAM

For men and women. New model cases and dials. Reconditioned like new. Complete with leather straps.

\$9.95

15-J, \$11.95 | 17-J, \$14.95 | 21-J, \$18.95
Gold Plated Expansion Band, 95¢ add.

RHINESTONE AND FANCY DIALS
AT NO EXTRA CHARGE



BRAND NEW LADY SCOTT RHINESTONE CASE WATCH

7-Jewel, new imported movement in a choice of smart rhinestone cases. 1-year guarantee.

\$9.95

17-Jewel \$14.95

25c Will bring you our 56-page wholesale Catalog—you may take credit of 25¢ on your first order, in that way you get the catalog FREE.

RING CLOSEOUT
Values to \$36.00 Assorted doz.
\$9.95



5-PC. MATCHED JEWELRY SET

Choice of imported multi-colored, aqua, ruby or rose colored stones, hand-set in 24 karat gold plate.

In lots of doz. or more. Set **\$4.50**
(Sample Set, \$5.50)

Terrific Promotional Fast Seller



SOMETHING NEW—DIFFERENT

Beautiful watch, gold filled band, tie holder and cuff links; beautifully boxed. Watches rebuilt in ELGIN, WALTHAM, BULOVA, BENRUS, GRUEN. Real profit makers. Complete set . . . **\$14.95**

Wholesale only—6 Watches minimum (\$1 additional for samples). 25% with order, balance C. O. D. 8-day money-back guarantee if not satisfied.

JOSEPH BROS.

5 S. Wabash Ave.
Dept. B-10-7
Chicago 3, Ill.

BIG GENERAL CATALOG (322 PAGES) READY STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plaster, first, second and third shell Bingo Prizes. Slum, new Jap imports and a thousand other items. All at the lowest prices.

MA 10—Pocket Combs. Gr.	\$1.00	MA 201—Assorted, imported China Vases, Figures, Novelties, etc. Were priced as high as \$4.80 gross. At least 8 different items to every gross Per Gross	\$4.20
MA 11—Plastic Cigarette Holders. Gr.	1.75	MA 202—Larger sizes Very finely finished and glazed. Were priced as high as \$10.00 gross. At least 8 different items to every gross Per Gross	8.50
MA 12—Jap. Charm Knives. Gr.	2.00		
MA 13—Finger Traps. Gr.	1.00		
MA 214—Fur Trapeze Monkeys, 8 1/2 Inch. Doz.	1.85		
MA 15—Imp. Hawaiian Leis. Gr.	1.75		
MA 16—Jap Flying Birds. Gr.	6.00		
MA 17—Jap. Paper Parasols. Gr.	8.50		
MA 101—Baseballs. Doz.	2.25		

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.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

"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! Suggested Retail, 69¢.

Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractive designs. Write on your letterhead for complete catalogue and prices. Suggested retail price

\$1.39



BILL'S SPECIALTY MFG. CO.

433 N. 2nd ST. MILWAUKEE, WIS.

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.

M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.

GIVE TO THE DAMON RUNYON CANCER FUND

MERCHANDISE TOPICS

New York:

T. J. Holmes is supplying a wide variety of atomizers. The distinctive bottle styles range in price from 39 to 89 cents. . . . To retail for \$2, Nash has exhibited its new lambskin three-dimensional billfold. On the outside of the wallet, a raised silhouette Western picture is encased in transparent vinylite to produce a three-dimension effect. Nailhead brilliants and two-toned braid-trimmed edges complete the Western motif.

Little girls have not been neglected by Banner Plastics. The company is producing individual metal rooms complete with plastic furniture. Similar to doll houses, each room (7 1/2 by 8 1/2 by 3 1/2 inches) sells for 59 cents. The units can be sold separately, or will fit together to form a five-room house. . . . Commonwealth Plastics has a 29-cent item, Little Maid Make-Up. The handbag kit is of transparent plastic with a braided cord handle. There's a mirror in the kit cover, and an insert holds a powder puff and lipstick.

With coloring materials that withstand rain and washing, Carl Becker hand paints jackets, rodeo equipment, etc. Any picture desired can be duplicated or created. . . . It is reported the manufacturers of spray and jar-type deodorants are alarmed over the marketing of new deodorant tablets to be taken internally. The new tablets, such as Ennds, employ chlorophyll. It is claimed the tablets will stop in minutes the odors of alcohol, tobacco, onions, etc., and that in an hour one is deodorized from head to toe for an entire day. . . . Colonial Knife is producing Roy Rogers and Trigger on the handle of a two-blade pocket knife with a belt chain. The second blade of this 50-cent item serves as a screwdriver and bottle opener.

Chicago:

Bell Sales Company has announced that its new line of Christmas merchandise has arrived and that the firm is ready to handle the rush. . . . M. Y. Cohen, Ambrose Specialties, has opened a new store at 1360 South Halsted Street. The firm handles a line of mechanical toys, premium merchandise and reproductions of original brass antiques. . . . Cook Bros. is working day and night filling orders. Naf Cook says that the firm is taking on several new items which will be announced soon. . . . Barney Joseph, of Joseph Bros., reports that business has picked up sharply in the last few weeks. . . . Roy Rogers moving picture table lamps have been announced by Pearson Industries. Seventeen inches tall with a weighted, washable plastic base and an embossed parchment shade depicting action rodeo scenes in colors, the lamp, upon illumination, is said to present a continuous series of animated pictures.

Los Angeles:

Schwartz & Monette, Jack Schwartz and M. (Whitey) Monette, have the contract for merchandise in Los Angeles during the coming American Legion convention. They also had the Shrine convention several months ago. The veteran novelty men left for the fair at Puyallup, Wash., at the close of California State Fair, Sacramento. . . . Caldwell Manufacturing Company is introducing a new soft rubber plastic item known as Fifi the Fan Dancer. According to James Caldwell, owner of the firm, the item was sculptured from a Hollywood model by Wil-

liam Phillips. . . . K. & C. Company, headed by Bobby K. Chiong, has imported a new item called the Puzzle Rings. From the combination of rings, a number of puzzles can be worked. Chiong is making a specialty of importations and is looking forward to receiving other sure-fire items. . . . Carl Dunkel, of Badger Sales Company, declares that the first shipment of binoculars has been received that range from a 6 by 15 to 7 by 50. Also arriving in the initial shipment are the pocket-size microscopes and spectacle type sport glasses. . . . Johnny Harris, of Harris Manufacturing Company, has brought out a new photo kit designed especially for printing Christmas greeting cards. . . . Martin Israel, of Normandie Sales, has the pocket-size Royaliter and the new Rocket lighter table model.

Detroit:

Atlas Novelty Company, headed by Herman Milsk, is moving to a new downtown location at 536 Woodward Avenue after 30 years in the old Avenue Theater Building. To celebrate the opening and removal, the firm is offering specials in pistol lighters, as well as in miniature lighters that may be used on a table or worn on a watch chain. . . . G. E. Palmer Company is putting out plastic rayon towels for national distribution, and reports sales so fast that they have been unable to keep production even with demand. . . . Plastic rayon towels in a five-color assortment package are being offered by Tom Palmer. In pastel shades, they are wrapped in cellophane. Grease, iodine or ink stains rinse out in plain cold water, it is said, eliminating the need of laundering.

William Zakoor, founder of the Border Novelty Company, is moving to a new site at 539 Woodward Avenue, effective November 1. The move will give the firm 18,000 square feet of floor space for additional display and warehouse purposes. . . . Basil C. Taylor, head of the Taylor-Made Producers Company, is putting a practice golf equipment unit on the market. Designed to improve a player's score, it is finding a ready market as a gift item, especially among the feminine trade. . . . Liners, Inc., toy and novelty manufacturer, has moved to a new site at 10310 West Seven Mile Road. Firm is headed by Theodore R. Ketter Jr.

SELLING LIKE MAD!



"NUDIE PROJECTOR"

BIGGEST THING SINCE PIN UPS!

A sensational projector that fits in the palm of your hand and projects a huge more than 2 ft. square image on any wall. Comes complete with bulb plus

39 TERRIFIC NUDE ART STILLS

yes, we said 39 Uses ordinary flashlight batteries—nothing to plug in, can be used anywhere. Fits in pocket. Pop up those lagging sales with this terrific seller.

Rush your order in today and cash in on this big money maker.

B. SUTTER Box 21 — Metro Station Brooklyn 4, N. Y.

SAMPLE PROJECTOR and reel of film only

\$2.00

\$21.00 Doz. 25% down, balance C. O. D.

HONEYMOON SPECIAL!

The greatest joke ever invented. The best pocket novelty since Man in the Barrel. \$1.50 per dozen, packed 2 dozen. Check or money order in full. NO C. O. D. JORDER INQUIRIES INVITED.

JACK CASS SALES CO.

10 1/2 ST. PETER ST.

SALEM, MASS.

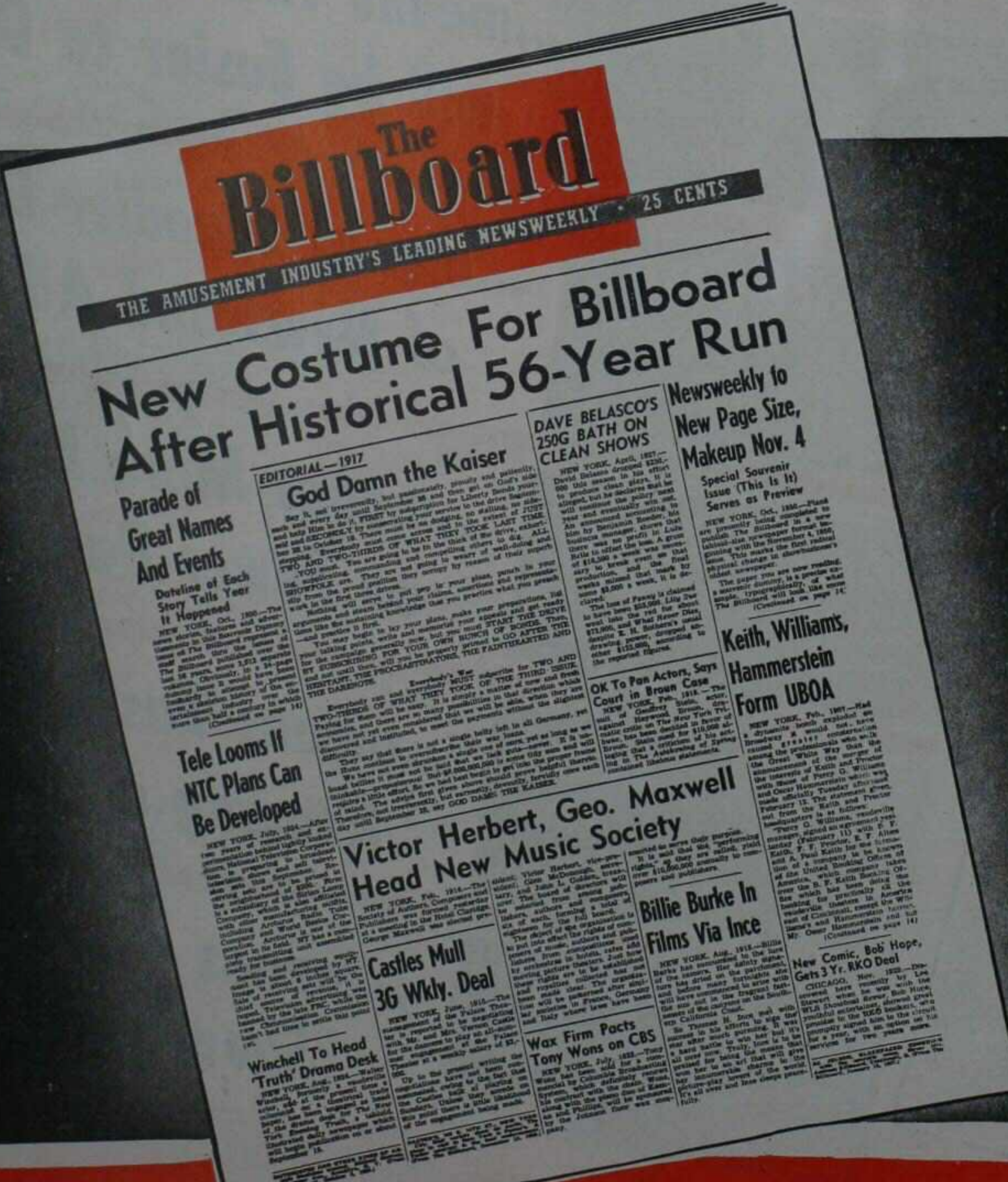
The Billboard... ...a tradenewspaper in fact

for 56 years, becomes

...a tradenewspaper in format, too

beginning with the

November 4, 1950, issue



The Billboard

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY • 25 CENTS

New Costume For Billboard After Historical 56-Year Run

Parade of Great Names And Events

Deline of Each Story Tells Year It Happened
NEW YORK, Oct. 1950—The new format of The Billboard magazine is a tribute to the industry's rich history. The magazine, which has been published since 1894, is now a 32-page weekly. It features a new layout and a new title, 'The Billboard'. The magazine is published by the National Amusement Industry Association.

EDITORIAL—1917 God Damn the Kaiser

See it, feel it, live it, but passionately, proudly and patriotically. That is the spirit in which we welcome the new year of 1950. It is a year of great promise and opportunity. We are confident that the industry will continue to grow and prosper. We are confident that the industry will continue to be a leading force in the entertainment world.

DAVE BELASCO'S 250G BATH ON CLEAN SHOWS

NEW YORK, April, 1957—Dave Belasco dropped \$250,000 this season in his effort to produce clean plays. It is a record for the industry. Belasco's success is a testament to his vision and leadership. He has shown that it is possible to produce high-quality, clean entertainment.

OK To Pan Actors, Says Court in Braun Case

NEW YORK, Feb. 1951—The court has ruled that it is OK to pan actors in the courtroom. This is a landmark decision that will have a significant impact on the industry. It allows for a more open and honest discussion of the industry's issues.

Tele Looms If NTC Plans Can Be Developed

NEW YORK, July, 1954—After two years of research and development, the National Television Company is preparing to launch a new television service. This service will provide a wide range of programming and entertainment options. It is expected to be a major success for the company.

Victor Herbert, Geo. Maxwell Head New Music Society

NEW YORK, Feb. 1954—The new Music Society has been formed, with Victor Herbert and George Maxwell as its leaders. The society will focus on promoting and supporting new musical talent. It will provide a platform for composers and performers to showcase their work.

Castles Mull 3G Wkly. Deal

NEW YORK, June, 1955—The management of the Palace Theatre is considering a deal for a new weekly publication. This deal would provide a significant boost to the theatre's revenue and allow for more frequent updates on its productions.

Wax Firm Pacts Tony Wins on CBS

NEW YORK, July, 1955—The Wax firm has secured a deal with CBS for a new television program. This program is expected to be a major success and will provide a new source of entertainment for viewers.

Keith, Williams, Hammerstein Form UBOA

NEW YORK, Feb. 1957—Keith, Williams, and Hammerstein have formed a new organization to support the arts. This organization will provide funding and resources for artists and performers. It is a significant step towards the preservation and promotion of the performing arts.

Billie Burke In Films Via Ince

NEW YORK, Aug. 1951—Billie Burke has signed a deal with Ince to appear in a new film. This deal is a testament to her enduring popularity and talent. It is a great opportunity for her to reach a wider audience.

New Comic, Bob Hope, Gets 3 Yr. RKO Deal

CHICAGO, Nov. 1950—Bob Hope has signed a three-year deal with RKO. This deal will allow him to produce and star in a new series of films. It is a major victory for him and his production company.

Winchell To Head Truth Drama Desk

NEW YORK, Aug. 1954—Winchell is set to head the new Drama Desk. This organization will provide a platform for playwrights and actors to showcase their work. It is a significant step towards the development of new theatrical works.

More Billboards for Mo



15,000
MORE
COPIES

...assures Continued
Circulation Growth



1,000
MORE
NEWSSTANDS

...means The Billboard
will be Easier to Buy



24 HOURS
FASTER
DELIVERY

...means Speedier Delivery
of News and Advertising



50%
BIGGER
PAGES

...means More News
on Fewer Pages



100%
BETTER
TYPOGRAPHIC DESIGN

...means Easier-on-the-E
Reading and Better D



200%
MORE
COLOR

...means More
"Showmanship" in



Readers...Faster



Billboard's present 57,533 ABC average weekly net paid circulation is almost double what it was 10 years ago. A recent survey showed that better than three people, on the average, read each copy of *The Billboard*. Now, with the new format, modern, high-speed newspaper presses, more copies are printed and distributed without increasing advertising circulation rates. Subscription promotion can again be carried out on a full-scale basis.

The *Billboard* will be available on more newsstands than before, a total of 13,000, to make buying easier for *Billboard's* vast transient readership. Readers demand it. The new format, new mechanical equipment and a more centralized distribution point make it possible.

Without sacrifice to present news deadlines, the new format enables delivery of all of *The Billboard's* important and late news as much as 48 hours earlier in some parts of the country, 24 hours earlier in many others. *The Billboard's* new, more centralized distribution point, with far greater air, rail and motor transport facilities, makes this possible.

The new, larger page of the new format permits easier scanning of the news with less page turning and fewer "jumps" to another page. Fewer pages, plus the tabloid-size page, makes *The Billboard* as easy to handle as a daily tabloid newspaper. Yes, *The Billboard* in its new size is just right for busy men to read on the job, at home, on the train, on the bus or trolley car.

Now, with the new format, *The Billboard* becomes an outstanding example of the finest, modern newspaper make-up. To bring this about, better than \$100,000 has been invested in new type faces, new composition equipment, new mechanical facilities and in the services of one of the foremost newspaper-design experts.

The new format enables *The Billboard* to carry color in every section and on virtually any page, something that was mechanically impossible before. *The Billboard* will be more inviting and more interesting, and advertisers will be afforded greater opportunity to place added emphasis on their most important messages.

big facts

about the amusement industry's

biggest news weekly

- The *Billboard* averages over 50% more pages than any other amusement trade paper.
- The *Billboard* averages over 100% more Paid Circulation than any other amusement trade paper.
- The *Billboard* has been serving the amusement industry since 1894, the oldest publication in the field.
- The *Billboard* has been a member of the Audit Bureau of Circulation since 1917.
- The *Billboard's* present ABC average net paid circulation of 57,533 is the highest in its history.
- The *Billboard* is the only amusement industry publication which is a member of the Associated Business Papers.
- The *Billboard*, with seven fully staffed research and editorial offices and 177 correspondents, has the largest news-gathering organization serving the Amusement industry.
- The *Billboard*, in 1949, was eighth among ALL magazines, general or business, in total number of pages of advertising.
- The *Billboard*, in 1949, carried more columns of music-record editorial and advertising than all other trade magazines combined.
- The *Billboard*, in 1949, carried more columns of juke box and coin machine editorial and advertising than all trade magazines combined.
- The *Billboard*, in 1949, carried more columns of outdoor amusement editorial and advertising than all other trade magazines combined.
- The *Billboard*, in 1949, carried more columns of concession equipment and supply editorial and advertising than all other trade magazines combined.
- The *Billboard*, in 1949, carried more columns of novelty and premium merchandise advertising than all other trade magazines combined.
- The *Billboard* is the best promoted publication in the amusement industry, using an annual average of 1,560,000 pieces of direct mail and over 10,000,000 printed impressions to promote its editorial and advertising services.



The Billboard



BASIC DATA

including New Rate Structure and New Mechanical Requirements of



The Billboard



PUBLISHER—

The Billboard, the weekly business paper of the amusement industry, is published by The Billboard Publishing Company, Inc., with administration and publishing headquarters in Cincinnati and branch offices located in New York, Chicago, Hollywood, St. Louis, Detroit and Washington.

The Billboard has been in continuous publication since 1894. It has been a member of the Audit Bureau of Circulations since 1917, and of the Associated Business Papers since 1949.

MARKETS SERVED—

The Billboard serves the following branches of the amusement industry:

- Indoor Entertainment Field—**
 - Radio and Television
 - Music and Records
 - Night Clubs and Vaudeville
 - Legitimate Theater
 - Burlesque
 - Magic
- Outdoor Entertainment Field—**
 - Carnivals
 - Fairs and Expositions
 - Circuses
 - Parks, Resorts and Pools
 - Repertoire and Roadshow Films
 - Skating Rinks
 - Drive-In Theaters
 - Arenas and Auditoriums
- The Premium, Prize and Novelty Merchandise Field**
- The Coin Machine Field—**
 - Vending Machines
 - Music Machines
 - Amusement Machines
 - Shuffleboards
 - Service Machines

CIRCULATION—

The Billboard, a member of the Audit Bureau of Circulations since 1917, has an average weekly net paid circulation of 57,533 copies for the period ending June 30, 1950.

Circulation is now the highest in The Billboard's history, with a gain of better than 80% in average weekly ABC net paid since June, 1944.

CIRCULATION POLICY—

Newsstand price of The Billboard is 25 cents per copy (35¢ where Air Mail or Air Freight Delivery is accomplished). Subscription price, \$10 a year. No increase in newsstand or subscription price is contemplated for The New Billboard.

The Billboard's distribution is accomplished as follows:

Distribution Channel	No. of Copies Sold	% of total Pd. Dist. Issue
Single Copy Sales (Newsstands)	33,148	56.08%
Subscription	25,964	43.92%
	59,112	100.00%

BILLBOARD BUYERS—

(by important occupations)

The figures in the following chart were determined by the Annual Reader Survey conducted by The Billboard (based on the issue of September 17, 1949):

Advertising Agencies & Sponsors	1,074
Newspaper Editors	656
Radio and Television Station Executives, Dept. Heads and Program Directors	2,246
Disk Jockeys, Announcers, Musical Directors & Librarians of Radio Stations	1,786
Coin Machine Operators, Jobbers, Distributors & Manufacturers (includes: Juke Box Operators, Game Operators, Vending Operators, Salesboard Operators, etc.)	11,181
Music and Record Dealers	7,315
Record Manufacturers & Distributors	1,395
Song Writers, Composers, Arrangers & Musicians	3,950
Music Publishers	502
Talent Buyers & Bookers	1,605
Rink Owners, Managers & Personnel	865
Park Owners, Managers & Department Heads	754
Arena Operators, Managers & Dept. Heads	83
Fair Secretaries, Board Members & Officers	781
Performers	3,099
Concessionaires	4,048

Merchandise & Novelty Jobbers	2,191
Fitchmen and Novelty Workers	1,061
18MM Film Operators & Roadshowmen	391
Drive-In Theater Operators	253
Clubs, Organizations & Libraries	292
Gift Souvenir Shops & Novelty Dealers	2,093
Outdoor Show Owners, Officers & Dept. Heads	1,856
Press Agents & Public Relations Men	893
Specialty Salesmen	907
Miscellaneous	1,006
TOTAL	35,323

ADVERTISING RECORD—

In advertising volume, as in circulation promotion and readership, The Billboard is the leading business publication serving the amusement industry. The Billboard's advertising leadership is emphasized by these important facts:

Display volume: For the full year of 1949, The Billboard carried a total of 2,669,586 agate lines of display advertising the equivalent of more than 3,813 pages. Based on total pages of display advertising carried, The Billboard stands eight among all magazines, consumer or trade. (The Saturday Evening Post, the top consumer magazine in total pages of advertising, carried 4,121 pages.)

Display Advertising Count: For the full year of 1949, the number of display ads carried in The Billboard averaged 625 per week.

Classified Advertising: The Billboard is the only general amusement paper with a classified advertising department. In 1949, The Billboard carried a total of better than 13,000 classified advertisements.

Music-Records: In the Music-Record field, The Billboard served more advertisers, carried more pages of advertising and had a greater advertising dollar volume than all other music-record business papers combined.

Outdoor: Year after year in the outdoor entertainment field, The Billboard carries over 90% of all business advertising.

Coin Machine: in the over-all coin machine field, \$25 of advertising is spent in The Billboard for every single dollar of advertising spent in all other coin machine publications combined.

Merchandising: in the Merchandise Department, The Billboard in 1949 carried more than 6,000 individual advertisements, featuring 250,000 different products and items.

NEW ADVERTISING RATES—

Revised rate structure is dictated by the fact that The Billboard, in its new format, carries 1,100 agate lines to the page an increase of 400 lines. In general, line rates have been revised downward, although unit costs, such as full pages or full columns, have increased. New advertising rates, effective with the issue of November 4, 1950, are as follows:

Line Length	Coin Machine Merchandise	Indoor, Music, Outdoor	Professional and Radio
Less than 440 lines, per line	\$.80	\$.70	\$.45
440 to 659 lines, per line	.75	.45	.60
660 to 879 lines, per line	.70	.40	.55
880 to 1099 lines, per line	.65	.35	.50
1100 lines or more, per line	.55	.50	.45
1 column (220 lines)	176.00	154.00	143.00
2 columns (440 lines)	330.00	286.00	264.00
3 columns (660 lines)	462.00	396.00	363.00
4 columns (880 lines)	572.00	484.00	440.00
Page (1100 lines)	605.00	550.00	495.00
Junior Spread (175x8)	770.00	700.00	630.00

Above rates apply on advertising in a single issue. For additional benefits on schedules see "Contract Rebates."

COLOR: \$55 extra for one additional color (publisher's choice) or any size unit one page or less. \$90 extra for two-page unit.

FRONT PAGE ADVERTISING: (1) Classified: Three line classified advertising only, in boldface agate type, upper and lower case. Flat rate: \$25 per insertion. Insertion and bulk rebates do not apply.

(2) Streamers: 10 agate lines on 5 columns, sold only in conjunction with 2-page spread (2200 lines) inside the same issue. Copy, layout and art subject to approval of publisher. Flat rate: \$250 per issue, not applicable for insertion or bulk rebates.

BACK COVER: \$800 in 2 colors (publisher's choice).

CLASSIFIED RATES: 12¢ a word, minimum \$2; cash with copy.

AGENCY COMMISSION: 15% to recognized advertising agencies.

CASH DISCOUNT: None

TERMS: 30 days to firms with established credit. Otherwise cash with copy.

CONTRACT REBATES—

Rebates, applicable on both the number of insertions used and total lineage, are payable in cash at the termination of the contract period. Rebate schedules as follows:

Insertions	Rebate %
12 to 25 issues	5%
26 to 51 issues	10%
52 issues	20%

BULK REBATE
Advertisers contracting for and using 34,320 lines or more within the contract period of one year will earn a 5% Bulk Rebate in addition to the Insertion Rebate.

Advertisers contracting for and using 57,200 lines (52 pages) or more within the contract period of one year will earn a 10% Bulk Rebate in addition to the Insertion Rebate.

ADVERTISING RESTRICTIONS—

The Billboard Publishing Company reserves the right to change rates upon 30 days' notice to all advertisers and to edit and/or reject objectionable advertising.

Telegraphed advertisements not accepted unless credit has been established, or remittance is wired with copy.

ISSUANCE AND CLOSING DATES—

Published weekly, dated Saturday, distributed preceding Monday. Last form closes Thursday, 5 days prior to date of issue.

PROOFS FOR O. K.—

When proofs for o.k. are requested, copy and cuts must be received one week prior to closing date.

MECHANICAL SPECIFICATIONS—

Depth of Columns: 220 lines. Ads measuring more than 175 lines in depth charged and printed as full column depth. Minimum depth of advertisements: 1 column, 10 agate lines; 2 columns, 14 agate lines; 3 columns, 43 agate lines; 4 columns, 56 agate lines; 5 columns, 70 agate lines.

Width of Columns: 5 columns to the page; 1 column, 2 inches; additional columns, 2 1/12 inches.

Cuts: Unmounted original plates requested for best results. Electro and mats up to full page accepted. Half-tones 65 screen. Cuts made from art work or photographs at cost as shown on Standard Scale for Photo-Engravers. Artwork will be furnished, when desired, at cost. Cuts kept on file for one year after date of last insertion unless instructed otherwise.

A Capsule History of The Billboard

From a humble beginning in 1894 as little more than a house organ for a poster printing organization, *The Billboard* has grown into one of the world's greatest business publications.

W. H. Donaldson, founder of *The Billboard*, was sales manager of his father's printing business, The Donaldson Lithographing Company of Newport, Kentucky, when he started his publishing career. The years 1894-1896 a period of financial depression was a bad time to start any new enterprise and *The Billboard* was no exception. The billposting field, Mr. Donaldson soon learned could not even support a publication of its own in normal times.

So, as a means of keeping his embryo publication's head above water, he expanded its editorial coverage to include agricultural fairs, a natural step since this was a field in which a considerable amount of billposting was done. That department was added in 1896, developed a considerable readership among agricultural fair personnel, and soon enabled Donaldson to change *The Billboard* from a monthly to a weekly.

The same process was later repeated in the circus field, and a

department for that branch of the amusement industry was started in 1900 and was followed with a street fairs department in 1901.

Soon after this *The Billboard* outgrew its own facilities for distribution, and The American News Company was engaged to handle that phase of the growing publication's operations in 1901. It has served *The Billboard* ever since.

A theatrical department was also added in 1901, music in 1906, skating rinks in 1907, etc. and circulation continued to grow. In 1917 *The Billboard* applied and was accepted for membership in the Audit Bureau of Circulations, thus making it the oldest ABC member in the amusement field.

The Billboard is today recognized thruout the business paper world as an outstanding achievement in publishing. Its wide newsstand distribution is without parallel. Its circulation growth since World War II has been phenomenal. In most of the major branches of the amusement world, it serves more thoroughly than most business publications serving just a single branch of an industry.

The Billboard Publishing Company, Inc.

2160 Patterson Street Cincinnati 22, Ohio

Branch Offices

NEW YORK . . . CHICAGO . . . LOS ANGELES . . . DETROIT . . . ST. LOUIS . . . WASHINGTON, D. C.

**Sell DUNHALL WATCHES
For BIGGEST PROFITS**



**Men's RHINESTONE
DIAL WATCH**

\$5.75 In 14K Gold Plated Case With Matching Gold Band.
Complete Unit

- Brand new—not rebuilt
- Hand set, genuine rhinestone and simulated ruby dial
- Imported Swiss Movement
- Square Tourneau Case
- Copy of a \$75 watch
- Individually gift boxed
- 1-year service guarantee

Ladies' WATCH

In 14K Gold Plated Case With Matching Gold Band

\$5.40 COMPLETE UNIT

- Looks and performs like \$50 watch
- Precision Jewel Swiss Movement
- Beautiful 2-tone dial with small second
- Individually gift boxed
- Brand new—not rebuilt
- One-year service guarantee (with rhinestone dial 60¢ additional)



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.
101 CEDAR ST., N.Y. 6, N.Y.

Pipes for Pitchmen

By Bill Baker

WORKING LEAF . . . to good returns in the Eastern North Carolina tobacco markets are B. V. Mangum, Father Patrick, Heavy Forkover and Lee Dial, Jack (Spud) Murphy reports from Raleigh. He says that some of the boys recently visited Jack Lance on the Harrison Shows and that jackpots are now being cut up in the lobby of the Andrew Johnson Hotel, Raleigh.

MARY AND WALTER STOFFEL . . . closed their Wild Life Exhibit on the Boardwalk at Daytona Beach, Fla., Labor Day after a good season, and then headed for Rome, Ga., for their first fair date.

ROBERT PETRIE . . . worked gadgets at the recent Ebensburg, Pa., Fair to excellent returns, while his wife, Reba, operated his jewelry stand at the same fair to good business. He was aided by her brother, David Stottlemyer.

ELEANOR DAVID . . . fountain pen expert, closed a successful stand in Houston recently.

JACK KEARNS . . . is reported to have chalked up a winning engagement at the recent Kansas State Fair, Hutchinson.

EBENSBURG, PA., FAIR . . . proved a red one for Lady Esther with astrology charts.

The astute pitchman watches his inventory and keeps it in balance.

"JUST CONCLUDED . . . a good run at the four-day Beatrice, Neb., Fair," tells Big Al Wilson from the Cornhusker State. "I'm with Bill Buttons, of comb note, and his wife. We're also working the Svengali deck and white mice. The lad with the monkeys showed up here and sold them at \$5 a copy and it seemed like every farmer in attendance had one on a chain. This spot was his last for awhile, since he will enter a Cleveland hospital soon and he has turned the monkeys over to me to work in department stores. We're leaving here for the Waterloo, Ia., Fair."

MR. AND MRS. GLADSTONE . . . former jewelry workers, purveyed candy at the Ebensburg, Pa., Fair. It was manufactured by their son at his candy factory in Hummelston, Pa.

BOB ROACH . . . is reported to have chalked up a winner at Hutchinson, Minn., recently. He worked the date with Ernest Morry, of handwriting analysis note.

FRANCES FARR . . . currently at the Fredericksburg, Va., Fair, worked astrology charts to big counts at Indiana State Fair, Indianapolis, and Ebensburg, Pa., Fair.

FRANCIS J. BLIGH . . . took in the Kansas State Fair, Hutchinson, September 17-22, after chalking up a good count with the four-in-one comb set at Kansas Free Fair, Topeka, September 9-15. Altho Bligh did not work at Hutchinson, he says that scores of pitchfolk made the event, as well as the annual at Topeka, and that all rang up good grosses. He says that pitch layouts at Hutchinson included such old stand-bys as kitchen gadgets, cake decorators, folding blocks, eye-glass cleaners, rad, twin salt-pepper, childcraft books, jewelry, tee and name shirts, grass flowers, Old English lavender, key checks, handwriting analysis, leather goods, auction stand, name-on-hats and name-on-ribbons. Bligh added that one fellow even made a pitch via an organ-grinder set-up. He said that numerous sheetwriters worked the Coppers Building to big scores. "I believe," Bligh says, "that some items that would be new to the current generation are handkerchiefs (stack), fountain pens (extra points), horse whips (punkin' fairs), soap (high pitch) and Svengali decks. The scheme of things now seems to be

that if an item clicks at any given fair there will be 40 or 50 of the same stands at the next fair on the route."

PROF. JACK SCHARDING . . . who closed with the Robertson-Gifford Players Tent Show recently, has returned to his home in Long Beach, Calif., where he plans to finish penning a book titled *How To Live Without Money*. Jack says he had a pleasant season in Wisconsin and Illinois, with only one night of the tour being lost to rain.

"THE WEST COAST . . . is getting better all the time," letters Lew Kennedy from Reno, Nev. "San Diego, Calif., is booming, and Los Angeles is okay. I worked San Diego with rad for eight weeks and did all right. There aren't many old-timers around, tho, just the JCL's and the mooches who don't know what it's all about. I'm working rad here at the moment and can't figure why more pitchmen don't make this city. It is always good in the spring and fall. I'll stay here two weeks this trip and then head back for San Francisco where it's always good."

SLIM HOWARD . . . blasts from Billings, Mont., that he's been writing sheet out there to good business. He's en route to Salt Lake City.

CHARLES McCORMICK . . . former burlesque performer and sheetwriter, is making his home in Billings, Mont., where he's employed at the Billings Bell Telephone Company.

2-10 DANIEL . . . veteran med show performer and magician, sends thru a clipping from a recent issue of a Chicago daily, which features Irving Goldstein, prominent hum-a-tone purveyor. The piece, titled "Old-Time Pitchman Seasons Pageant," and written by John Madigan, points out that "There can't be many more of his kind left. He's from the old school. And few young men follow the bent any more. He's a pitchman and he adds a touch of seasoning to the Chicago Fair that daily lures hundreds of visitors around his little awning-covered platform near the south end of the grounds. . . . Irving Goldstein is his name. He's 55 years old and has been a vender of small novelties at expositions all over the world for more than 40 years. In this stand, he's selling a little tin trinket called a Hum-a-Tune — a gadget that sounds like the musical comb. . . . Speaking in the present tense, he tells a receptive crowd: 'You buy your son a violin; he walks (See PIPES on page 68)

**A NEW LOW PRICE!
NOTHING CHANGED BUT THE PRICE
NUDE CUTIES
Artists Models—Playing Cards**



Regulation size playing cards. Plastic coated. 54 different models and poses in full color, including 2 jokers. Nude Beauties and Cuties as you would like to see them

\$7.75 Doz.
Gross lots only
\$7.90 Per Dozen Packs
Sample Deck of Cards \$1.00
25% Deposit With Order, Bal. C. O. D.
F. O. B. Chicago, Ill.
COOK BROS. 816 W. Maxwell St. Chicago 8, Ill.

TESTED TOYS—Each One Tested Prior To Shipment

It Pays To Buy the Best Toys

WALKING BEAR (lazy gait), reproduction in motion and appearance of largest Bear. Sells fast at \$1.00. Your cost, \$6.50 doz. 3 doz., \$18.00. **LARGER WALKING LION**, 6" long, opens and shuts jaws. Retail \$1.25, \$8.50 doz. **BARKING FUR DOG**, squeeze bulb, it barks and jumps, \$3.50 doz. Send for list of other items. Prompt shipment. 25% deposit, balance C. O. D. All orders plus postage.

EASTERN SALES CO.
MANUFACTURERS AGENTS
DISTRIBUTORS NOVELTY GOODS
434 So. High St. AKRON, O.

LUCKY NOVELTY PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS
5c ITEMS, \$4.50 gr.
10c ITEMS, \$7.00 gr.
25c ITEMS, \$12.50 gr.
50c ITEMS, \$24.00 gr.
\$1 ITEMS, \$40.00 gr.

GIVEAWAYS (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 25c ea.
3000 PCS., \$25.00 Lot
Also special lot, 1000 pcs., \$6.75; 3000, \$18.
Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 E. 16th St., Dept. BB, New York City 3

CAN'T GET IT? PRICES TOO HIGH?

We supply many of the items needed by premium users, wagon jobbers, auctioneers, canvassers, farm route men, punch board operators, etc.

FAMOUS BRANDS

Send for free catalogue and price list of nationally advertised silverware, cutlery, cookware, jewelry, and appliances.

WE HAVE IT! OUR PRICES ARE RIGHT!

H. B. DAVIS COMPANY
520 Hudson St., New York 14, N. Y.
Lots of Free Parking!!

GIVE TO THE RUNYON CANCER FUND

WIRE ARTISTS

No order too small or large that cannot be shipped promptly from our large stocks.
25% deposit on all orders, bal. C. O. D.



Write at once for a generous working sample of 1/60 12 Karat in size desired.

Sample will be shipped immediately entirely FREE OF CHARGE
THE IMPROVED SEAMLESS WIRE COMPANY
775 EDDY STREET PROVIDENCE 5, RHODE ISLAND

NEW BUTONE LIGHTERS
STRATOFLEAME BUTANE POCKET LIGHTERS Ea. \$ 4.50
REDIFLEAME BUTANE TABLE LIGHTERS Ea. 11.95

Electric Bean Pots Ea. \$ 5.30
Gold Horse Clock, 11 inches high Ea. 7.80
Electric Corn Poppers Ea. 5.60
Cruiser Boat Clock with lights Ea. 10.75

M. J. GLERUP COMPANY
1912 MINOR AVENUE SEATTLE 1, WASHINGTON

OAK BALLOONS

For Immediate Shipment. Write for FREE Catalog
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13 Ohio

IMMEDIATE SHIPMENT ON OAK BALLOONS

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.

Authorized Distributor for OAK RUBBER CO. PRODUCTS

25% Dep. With Order, Bal. C. O. D.
ACE CARNIVAL SUPPLY CO.
5617 S. Halsted Chicago 21, Ill.

SAVE TIME—SAVE MONEY

BUY YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER

Authentic Reproductions of Fabulous Originals

Retail up to \$45.00

Short Time Special

BURKE S-T-R-E-T-C-H-E-S YOUR DOLLAR



SENSATIONAL \$1.00 DOZ. CLOSE-OUTS

- 60c Plastic Compacts with makeup. 69c
- Schnoz With Shell Glasses, better kind. \$1.00
- Toilet Waters in extra fancy bottles. 75c
- Pen Knives, all nickel plated. 35c
- Genuine Nylon Tooth Brushes, individually boxed. 49c
- Sun Glasses, genuine Crookes lenses, shell frame. 25-50c
- Asst. Portfolios, contains envelopes, paper, etc. 50c
- Scatter Pins or Earrings. 25c
- Fancy Silver Shakers, chrome tops. 50c
- Military Type Hair Brushes. \$1.00
- Pinhead Face Powders. 50c
- Oil Paintings, 4x4 1/2, imported from Holland, mounted ready for wall.

RX-2
Accurate detail - by detail copy of very expensive set. 98 gorgeous full-cut dazzling diamonds plus 20 re-size baguettes. Precision hand-set in sparkling rhodium or heavy gold plate at a price that would be a bargain for the necklace alone. Retails up to \$37.50.

Sample in gorgeous presentation box \$5.00
6 sets, unboxed, \$3.50 set.
6 sets gift boxed, \$4.00 set.
Order by number.

RX-3
A remarkable achievement. All the thrill... all the dazzle... of the original. 8 gorgeous pearls amid the splendor of 56 select simulated turquoise and 56 realistic amethyst. Each stone hand-set as in the original in choice of sparkling rhodium or heavy gold plate. Bracelet, Necklace, Pin and Earrings (really 2 sets in one) at a price you'd expect to pay for necklace alone. Retails up to \$37.50.

RX-4
Faithful reproduction of a precious original worn by one of the richest women in Paris. Delicate tracings of brilliant simulated diamonds surrounding the full center brilliant and high-lighted by the tear drop pearl pendant on the pin. Over 200 selected luxurious platinum-like, long-lasting rhodium-like. Available also in beautiful 24K gold plate with pearl centers surrounded with over 200 selected simulated rubies and turquoise.

25% Deposit on C. O. D. Orders. FREE CATALOG ON REQUEST.
TED BURKE INDUSTRIES Dept. B-15, 10 W. 27th St. N. Y. 1, N. Y. MU 4-6756

PIPES

(Continued from page 67)

down the street with it under his arm and everybody knows he's starving. . . . A woman steps up trying to buy one. He waves her off: 'Don't bother me lady, I only have 12,000 left. Quarter apiece, ladies and gentlemen, and here's the family size package—five for a dollar. . . . The patter is earthy. He treats the crowds with studied over-familiarity. But he's never offensive. And they love it. . . . Veteran Chicago policemen and Andy Frain's ushers shake their heads and marvel. . . . The novelties sell like mad. As C. L. Wilson, of Chillicothe, Mo., told the pitchman: 'I'll buy one just 'cause you entertained me.'

"IF THE SATURATION . . . point has been reached, it was not evident at the recent Society Bazaar, Southampton, L. I.," pens Jim Stutz, who is back in circulation again from Lindenhurst, N. Y. "It reminded one of 1943, with gas balloons going for 50 cents a pop and there was no competition."

- Football Players. . . . \$.80 dz., \$ 9.00 gr.
 - Football Keychains, gold pl. .75 dz., 8.00 gr.
 - Feather Dolls, 6" 1.50 dz., 16.50 gr.
 - 9" 2.50 dz., 26.00 gr.
 - Felt Cowboy Hats 3.00 dz., 30.00 gr.
 - Sm. Walking Bears 4.80 dz., 56.00 gr.
 - Waddling Penguins 1.00 dz., 11.40 gr.
 - Assorted Plush Dogs 2.00 dz., 22.50 gr.
 - Three-Piece Pen Sets . . . 4.80 dz., 56.00 gr.
- A 25% deposit with all orders, F. O. B. Washington, D. C.

THE S. & P. NOVELTY CO.
428 Sixth St., N. W., Washington, D. C.

SPECIAL VALUES!
DIRECT IMPORTS



Large Walking Bear \$7.20 doz.
Gross lots, \$78.00

	Dozen	Gross
ELEPHANT	\$7.50	\$81.00
GOLDEN LION	8.00	86.40
HESITATING BEAR	7.50	81.00
WALKING LION	7.50	81.00
PLAYFUL POODLE	7.20	78.00
JUMPING DOG	7.20	78.00
BROWN PANDA	7.20	78.00
ZEBRA	7.20	78.00
KITTY KAPER	7.20	78.00
REINDEER	7.50	81.00
HOPPING RABBIT	7.50	81.00
BLACK WIRE DOG	7.20	78.00
CAMEL	8.00	86.40
COVERED WAGON	7.50	81.00
BLACK & WHITE PANDA	7.20	78.00
SANTA CLAUS ON SLEIGH	7.50	81.00
TRAPEZE BEAR	8.00	86.40
DANCING ELEPHANT	7.50	81.00
BROWN BEGGING DOG	7.50	81.00
TUMBLING DOG (METAL)	7.20	78.00
CAMEL (METAL)	7.20	78.00
CRAWLING BABY (CELLULOID)	6.50	72.00
DANCING COUPLE (CELLULOID)	5.50	60.00
WALKING BABY (CELLULOID)	5.50	60.00
NEWS BOY (METAL)	7.20	78.00
HARLEM TAP-DANCER (METAL)	7.50	81.00

JOBBER—DISTRIBUTORS

Terrific Values and Flash in Stuffed Fur and Plush Toys for Carnivals and the Merry Christmas Season.

SENSATIONAL PRICE SLASHES

- #127 19x21" Rayon Plush Black and White Terrier
- #451 19x23" Rayon Plush Donkey. Open mouth.
- #515 20x24" Rayon Plush Elephant. Asstd. colors.
- #420 14 1/2x25" Rayon Plush Coll. Open mouth. All dressed in plastic collars, saddles, blankets, etc.

Each of the above \$36.00 In one \$39.00 (in six doz. lots) dz. doz. lots

Send \$15.50 for ALL 4 above SAMPLES PPD!

- #252 30" Real FUR Grizzly Bear, rayon plush trim, asstd. colors \$36.00 DZ.
- #18 Assorted Plush Animals, 9 to 11" Bears and Scotties. \$7.50 doz in gr. lots 7.20 DZ.

Send \$12.00 and receive one dozen asstd. Plush Animals and the 30" Real Fur Bear POSTPAID! Assortment of all samples in this ad, 17 pieces, for only \$27.50.

NOTICE: Limited amount on hand! Prices subject to change without notice. Order now!

SPECIAL SET-UP FOR QUANTITY USERS

ACE TOY MFG. CO. 122 WEST 27 ST., NEW YORK 1, N. Y.



I need 500 Men to wear SAMPLE SUITS



Pay No Money - Send No Money! My plan is amazing! Just take a few easy orders for my sensational values in made-to-measure suits. Get your own suit WITHOUT A PENNY COST and make money too. Men can't resist the outstanding style, long wear and low price of my made-to-measure suits. You need no experience. Spare time pays big profits. Much more, and more today for complete details and big FREE SAMPLE SUIT! (containing more than 100 actual woolen samples, style illustrations etc. Write today!)

Stonefield Corporation, Dept. K-717, 532 South Throop St., Chicago 7, Ill.

PERFORMING FUR SEAL
With Ball \$8.00 DOZ.
Gross, \$86.40

IN STOCK! SHIPMENTS MADE SAME DAY ORDER RECEIVED

1/3 with order, balance C. O. D.

Send \$1 for sample any item

Guaranteed mechanically perfect

Consolidated Distributors
2412 THIRD AVE.
SEATTLE 1, WASHINGTON

THRIFT WISE SCORES AGAIN
3 Pc. Imitation Alligator Grain Finish Luggage

Sizes: 21", 18", 15"; with Locks and Plastic Handle.
Terrific Flash for Shuffleboard Prizes.

ALL 3 FOR \$5.00.

Shuffle Board Pucks—80c Apiece in Dozen Lots.
25% Deposit With Each Order, Balance C. O. D.

THRIFT WISE PREMIUMS, INC.
800 JEFFERSON AVE. Phone: Mohawk 1689 BUFFALO 4, N. Y.

IMPORTED ORIENTAL DESIGN RUGS



THE GREATEST MONEY MAKER OF THEM ALL!

Buy direct from Chicago Importer. No jobber to contend with. We carry a full line of Cotton, Rayon and Jute Rugs in full room sizes and small throw rugs.

WRITE, WIRE TODAY FOR INFORMATION.

PARAMOUNT FLOOR COVERING DIST.
"We sell the boys"
4307 N. Broadway Chicago, Ill., U. S. A.
Phone: Buckingham 1-4324

Sell Tinted Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year 'round ultra-blue signs. Mother-of-pearl, metallic foil, metallic streamers and novelties. Terrific 35c to \$2.00 sellers for the Christmas season.

ORDER YOUR SAMPLES TODAY!

SAMPLES

- 2 Metallic Foil Xmas Streamers, 12x18 . . . \$1.00
- 6 Mother-of-Pearl Xmas Signs, 7 1/2x12 1/2 . . . 1.00
- 6 Ultra-Blue Tinted Xmas, 11x14 1.00
- 15 Ultra-Blue Xmas Signs, 7x11 1.00
- 15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Store Signs, 7x11 1.00
- 15 Ultra-Blue Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Religious Signs, 7x11 1.00

Above Samples Mailed Postpaid.
L. LOWY, 812 Broadway, N. Y. 2, N. Y., Dept. 478

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings of Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

RUBBER MASKS
\$6.50 dozen
Sample: \$1.00

Al Capp's Original Lil Abner, Daisy Mae, Mammy Yokum, Pappy Yokum, Sadie Hawkins, Marryin' Sam, Lonesome Polecat; also Devil, Clown, Little Girl and the Forty-Niner. A deposit of 25% required with all orders. F. O. B. Washington, D. C.

The S. & P. Novelty Co.
428 Sixth St., N. W., Washington 1, D. C.

BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address 25c

Bart Mfg. Co.
303 Desraw St. Brooklyn 2, N. Y.

BARGAINS IN BRACELETS!

Attractive Bracelets of stainless steel in three designs. Highly electro-polished. Suitable for prizes, resale, claw machines, etc. \$19.00 per gross. \$17.28 per gross in ten gross quantities. One third with order, balance C. O. D. Sample 25c.

VILLAGE DISTRIBUTORS
P. O. Box 31 Hilton Village, Va.

EXCLUSIVE! GENUINE LEATHER HANDMADE DOUBLE HOLSTER SETS (Without Guns), \$19.60 doz.

postpaid, SAMPLE \$2.00 postpaid.

BRISTOW NOVELTY CO.
BOX 423 OWENSBORO, KY.

PENNANTS
For All Purposes.
Send 25c for Samples and Prices.

THE FELT WORKS
33 EDDY ST. PROVIDENCE 2, R. I.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Timed Just Right

The Billboard Xmas Merchandise Special

On Sale Commencing
October 23...9 weeks before Christmas

With Salaries at Their All-Time Highs . . . and Employment on the Increase . . . a Terrific Demand for Christmas Merchandise Is Building Up

Get Your Share of this Lucrative Business . . . those Quick-Action Cash-With-Order Sales.
Do the Biggest Selling Job You've Ever Done.

Your ad in this Result-Producing Special Issue of The Billboard will give you Complete Coverage of this Big Market in a Few Days' Time.

Jewelry, Novelty and Gift Stores
Drug and Department Store Demonstrators
Wagon Jobbers and Novelty Dealers
Specialty Salesmen, Pitchmen and Crew Managers
Concessionaires and Bingo Operators
Salesboard, Shuffleboard, Coin Machine and Arcade Operators
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SALESBOARD SIDELIGHTS

J. M. Trotter, T. & C. Sales Company, Jacksonville, Ill., reports a big uptrend in the board, ticket and premium line. With partner H. K. Cade, he states that all orders will continue to be shipped on the same day received. Firm's Illinois-Indiana representative, Leo Goldsman, turns in word of good business thru-out his territory on the complete three-item line. In addition to distributing merchandise manufactured by Bulova and Clinton watch companies, Evans Case, International Silver and Stratford Pen Corporation, among others, T. & C. handles board and ticket lines by Consolidated-Container Corporation, Bee Jay Products, Pioneer Manufacturing Company, Peerless Products, Universal and Triangle Manufacturing companies, Superior Products and Blackhawk.

Roy Galentine, heading Galentine Novelty Company, South Bend, Ind., announces his firm is now working "day and night" filling orders for Blackhawk boards and jar deals. "Buyers," declares Roy, "are no longer price conscious."

Superior Products, Inc., Chicago, is hailing the Big Feature race horse board as real order-go-getter. Irv Sax, general sales manager, says the dime play, 2,500 hole number is on the immediate-delivery list with all orders getting flash attention.

Bernie Kite, manager of the Chicago branch office and supply depot of Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Chicago, has more good news to tell of the volume of operator business being chalked up. It's all due to the plus convenience and delivery offered by the branch set-up, Bernie opines.

Walter McNamara, the McNamara Company, Chicago, is keeping in high spirits these days as reception of the firm's pellet boards and Color-Ado and Color-Ex frames continues at a steady high. Walter stresses that this is true on both new and repeat order levels. Empire Press, Chicago, climbs on the better business bandwagon with its own story of good sales tidings. Joseph Zimmerman channels in the uptrend order tale.

Sam Feldman, Harlich Corporation, Chicago, repeats his optimistic outlook for fall and winter business. He bases it on the upsweep in activity over the past few weeks which he declares is more than just the normal fall increase.

TRENTON TOPS '49

(Continued from page 34)

pets attending, and fair exees considered it an excellent start. Attendance Thursday (28), which

was not washed out for the first time in nine years, jumped from the 11,500 registered a year ago to 30,000 this year. Poofest day was Wednesday, when the gate was about 16,000.

All-time records were set on the final Saturday and Sunday last year and there is hope that these figures will be surpassed. To date the annual has operated in cold, damp and generally threatening weather.

Grandstand Off

Altho the gate attendance is ahead of last year, the grandstand shows have been playing to scant crowds because of the weather. Hamid, a specialist in this field, has never been able to draw crowds to the grandstand in keeping with the size of the attendance, despite the use of top talent.

Talent included Johnny Olsen and his Ladies, Be Seated radio show Sunday night; Jack Kochman's thrill show for Sunday and Monday afternoons and the Sleepy Hollow Gang, ABC radio presentation, plus Hamid's Grandstand Follies at night; harness racing for four days, beginning Tuesday afternoon, with Roy Acuff and his Smokey Mountain Boys and Grand Ole Opry plus the Follies at night. The same night show was featured Wednesday night, with the Western Jamboree in for Thursday and Friday nights. Irish Horan and His Hell Drivers are slated for this afternoon, and big car auto races, promoted by Sam Nunis, for tomorrow.

Despite the addition of two new steel buildings, it was still necessary to use tents to take care of the overflow exhibits. The sale of both exhibit and concession space reached a new high.

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BUYING YOUR BOARDS FROM EMPIRE WILL SURELY SAVE YOU ENOUGH MONEY TO PAY YOUR RENT. AND THEN SOME.

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USED COIN-OPERATED MACHINES Music • Vending • Amusement • Bells • Counter Only advertisements of Used Machines accepted for publication in this column. RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. no25

AT LIBERTY—MECHANIC ON ALL TYPES coin-operated equipment; twenty years' experience; can furnish best of references; would like to locate in Florida. Box C-228, care Billboard, Cincinnati, O. oc7

CASH FOR GOOD USED SEEBURG "SELECT-O-Matic 100" machines; state price, condition. Walter, 1517 Penrose Ave., Atlantic City, N. J. oc7

CAST IRON STANDS—WEIGHT, 25 LBS.; \$4 each; in lots of six or more, \$3.75 each; top flanges only 30¢ each; top plates for two venders, \$1.30 each; top plate for three venders, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE MACHINES—FOR THE FINEST IN cigarette machines see Central; write for details; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

ELEVEN USED CORADIOS—2-HOUR PLAYING. guaranteed in working order, \$20 each; \$200 for entire lot. Hotel Radio Corp., 307 Seventh Ave., New York City.

FOR SALE—PENNY FLIPPERS, PITCHUM counter games, A.B.T. game hunters, Adam's gum vendors, 5¢ Wrigley's gum vendors, Jennings In a Bag machines, \$5 each. Al Hoff, 1918 N. Rose St., Baltimore 13, Md.

FOR SALE—MATCHED SET MILLS SLOTS: 5¢, 10¢, 25¢, 50¢ Golden Falls, hand load; 2-5 pay; machines used 7 mos.; one owner; price (crated), \$500; f.o.b. Boise; 1/2 cash, balance c.o.d. Dick Rutten, 521 No. 6th, Boise, Idaho.

FOR SALE—SKEEBALL ALLEYS, POSITIVELY in first class condition, \$20 and up; Skeeball Alleys will last you longer than any other game; also high dial Ten Strikes, positively in first class condition, \$29.50 each. Reliable Skeeball Co., 2512 Irving Park, Chicago, Ill.

FOR SALE—MONARCH SHUFFLEBOARDS, 22" long, \$99.50 each; National Shuffleboards, 18" long, \$99.50 each; positively in first class condition; lights for shuffleboards, \$5 per set. Reliable Shuffleboard Company, 2512 Irving Pk., Chicago, Ill.

FOR SALE—4 STAMP MACHINES, SHIPMAN 2 column; excellent condition, \$75 takes all. Box 114, c/o Billboard, 1564 Broadway, New York, N. Y.

FOR SALE—15 5¢ CANDY BAR MACHINES; forty-one capacity; priced \$7.50 each for fast sale; operating condition; as is. Automatic Service, 433 N. Grand, Lansing, Mich.

PINS—CAMEL CARAVAN, \$100; DALLAS, \$75; S. Louis, \$75; South Pacific, \$125; Arcade; Genco Baseball (Shuffle), \$100; Chicago Coin Baseball (Shuffle), \$125; Midget Skee-ball, \$125; Star Series, \$125; Quarterback, \$100. Whitbeck Novelty Co., 86 Snowden Ave., Schenectady 4, N. Y.

SIXTY ELECTRO SERVE, FRESH AND HOT Rotary Dispenser Pop Corn Warmers; modern all plastic bowl; new condition; any reasonable offer will be considered. Write R. H. Johnson, 306 So. 3d St., La Crosse, Wis.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

UNEEDA CANDY MACHINES, \$40; POPCORN, \$25; Gum Machines, \$6.95; Stamp Machines, \$2.95. U.S.P., 100 Grand, Waterbury, Conn. oc21

WANTED—50 STEEPLECHASE OR JOCKEY Machines manufactured by Keeney or Gottlieb about 1933. N. M. Welch, Parkersburg, W. Va.

WURLITZER EQUIPMENT—SIX 2140 (CHROME) bar boxes, \$20 each; two 212 multi-selector transmitters, \$25 each; five 215 impulse transmitters (for 3020 W.B.), \$5 each; two 215 impulse receivers, \$10 each; all like new; one 189-1 Webster-Chicago wire recorder, portable, red leather case, all attachments, new, \$100; immediate shipment, f.o.b. Keystone Coin-o-Matic Corporation, 2163 Berryhill St., Harrisburg, Pa.

4 1947 DELUXE PHOTOMATIC MACHINES—2 of them very good condition; 2 can be repaired. Name your price and come and get them. Marchion Studio, 207 1/2 S. Main St., Fortoria, O.

10 5 COLUMN VARIETY SHOPS—JUST BE-painted, trade for 1¢ amusement machines or gum ball vendors. A. R. Young, 630 Cloverlawn Blvd., Lincoln Park, Mich.

38 T. AND C. "POP CORN SEZ" VENDING Machines; will sell any number; very good condition; very reasonably priced. Lewis E. Cole, 714 N. Main St., Jamestown, N. Y.

50 CARD DISPENSERS, \$25 FOR THE LOT; 25 assorted Counter Games, \$75 as is, lot only; 150 pounds Heide's Imperial Candy, 20¢ pound; 3 Toilet Cash Box, \$25 each. J. Cante, 609 Montgomery St., Jersey City, N. J.

54 HOT-POP CORN MACHINES—FOR SALE cheap, good as new. Frank Brock, Spring Valley, Ill.

SALESBOARDS FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES — CIGANTIC ASSORTMENT — FASTEST SELLERS 10th year giving immediate delivery on finest boards LEGALSHARE SALES P. O. Box 86-R 322 2nd St. Ph.: Lexington 6-3218 HUNTINGTON BEACH, CALIF.

BUY BY MAIL FACTORY WHOLESALE PRICES No Job Lots or Close Outs BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO No Order Too Large No Order Too Small JAR DEALS--PAD DEALS R W B—LUCKY SEVEN MATCH PAKS Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN. WRITE FOR CIRCULAR CAROL SALES CO. 312 E. Market St. Elmira, N. Y.

JUST what you're LOOKING for— LITTLE CHIEF GAMES STOP IN TO SEE US MAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

BLACKHAWK BOARDS JAR DEALS Write for list. Galentine Novelty Co. South Bend 34, Ind.

PROMOTERS AND OPERATORS New Prize Fight Novelty Series. How to make over \$8,000.00 cash net profit next prize fight anywhere in U.S.A. investment only \$211.45. Send \$1.00 bill, will mail samples (\$1.00 credit first order), complete instructions. Satisfaction guaranteed. If not satisfied, say so, refund dollar immediately. Hurry! Be first!! Be quick!! (Est. 1919) Bank references. Address: FERGOUSON MFG. CO., Dept. BB, 232 N. Senate Ave., Indianapolis 2, Ind.

WE ARE MANUFACTURERS All Kinds—PULL TICKET GAMES TIP BOOKS Buy Direct From Manufacturer at Very, Very Reasonable Prices. Columbia Sales Co. 302 MAIN ST. WHEELING, W. VA. Phone: Wheeling 340

Table with 2 columns: Item and Price. Includes items like 1000 25¢ Charley, 1400 5¢ Barrel, 1000 25¢ J.P. Charley, etc.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- List of names and addresses for Cincinnati, Chicago, St. Louis, and Parcel Post.

Parcel Post Frebeau, Mrs. John 20c Pesse, L. D. 20c Latch, Bill 50c Westfall, Bill Sr. 70c Mattix, R. W. 10c Vaughn, Wm. 45c

- Column of names and addresses for Cincinnati office.

- Column of names and addresses for Cincinnati office (continued).

- Column of names and addresses for Cincinnati office (continued).

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- List of names and addresses for Chicago office.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- List of names and addresses for St. Louis office.

Parcel Post Middleton, Odell 14c

- Column of names and addresses for Cincinnati office (continued).

- Column of names and addresses for Cincinnati office (continued).

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Column of names and addresses for New York office.

SUBSCRIPTION ORDER FORM The Billboard 2160 Patterson St. Cincinnati 22, Ohio. Includes cartoon character and subscription details.

SALESBOARDS - JAR TICKETS NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED. Includes table of ticket prices and Michigan City Novelty Co. info.

FOOTBALL SENSATION! THE PUNCHBOARD OF THE YEAR 'TOUCHDOWN SEALS' 1500 Holes (Thick), 5c Play. DEFINITE PROFIT \$38.50. SUPERIOR PRODUCTS, INC.

ATTRACTIVE-UNUSUAL PUSH CARDS. We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY! Designed, Manufactured by RAY MERTZ & CO., 525 S. Dearborn St., Chicago 5

Price, Costs Major CM Problems

Industry Biz Outlook OK in Final Quarter

Output Seen Continuing

By Norman Weiser

CHICAGO, Sept. 30.—Despite the encouraging news headlines from the Korean front, the economic outlook for business in general, and especially as it pertains to the coin machine field, calls for rising prices of equipment and supplies; increased costs of manufacturing, distributing and operating and an over-all tightening of labor.

On the bright side of the picture, however, is the fact that equipment will continue to be available, altho production may be cut and list prices rise. Also general indications are that grosses are on the upgrade, thus helping meet the increased costs.

In the amusement field, manufacturers have, to date, been able to hold most of their price lines, and production has been steady. Supplies are still available, in most instances, but costs are going up daily. Higher wage scales to factory workers, and to servicemen on the distributor and route level, already have started, and most firms feel these rises will continue if experienced help is to be retained.

As the industry enters into the final phase of 1950, the war panic of summer and early fall has all but disappeared. In its stead has developed a feeling of optimism.

(See PRICE, COSTS on page 77)

Tourists Up B. C. Grosses

VANCOUVER, B. C., Sept. 30.—Coin machine ops income during the summer tourist months was up over 1949 by a slight margin. Vancouver's tourist trade boomed thru the first eight months of 1950 with 473,958 visitors as compared to 471,221 for the same period last year. The increase of 2,737 was set in spite of the severe winter and the transportation strike, the Vancouver Tourist Association reported.

Tax Income Down

WASHINGTON, Sept. 30.—Coin machine tax collections tumbled again in August to bring the cumulative decline for the first two months of the 1951 fiscal year to \$1,162,371, the Internal Revenue Bureau reported this week.

August collections totaled \$6,263,113 compared with \$6,958,310 for August, 1949. Receipts for July and August amounted to \$12,768,039 compared with \$13,930,410 for the same two months last year.

Half-Century Saga:

Penny Boy, Apple Hawker, Game Operator Background Supplied Schaffer With Arcade Know-How

By Is Horowitz

NEW YORK, Sept. 30.—Max Schaffer wasn't born into the arcade business. But he came close to it. At the age of nine he was already holding down a job in a Bowery arcade which had the snack concession in the theater next door. Schaffer's job was to sell apples in the theater during intermission and in front of the house at the end of the performance.

That was 50 years ago. Today Schaffer and his partners run four prosperous arcades in the Times

Square area, employing 70 assistants and housing more than 500 pieces of coin-operated equipment of some 150 distinct types.

The half century that has elapsed between his first job and the present has been marked by steady accumulation of arcade "know how" for Schaffer. In his early teens he was hired as a "penny boy" in an uptown arcade to make change for game players. At 17 he was already in (See Varied Background on page 108)

Music, Game Sales Set Export Pace; Canadian Activity High

WASHINGTON, Sept. 30.—Reflecting renewed interest in the amusement game and automatic music fields, plus the importance of the Canadian market, coin machine exports for June totaled 979 units valued at \$247,326. Only a sharp decline in new and used venter sales prevented June activity from setting a new dollar high for 1950.

With Venezuelan operators accounting for 101 juke boxes worth \$52,701, the 22 nations reported purchase of 386 phonographs for \$159,366. In May, \$137,915 was spent by foreign firms for music machines produced in the United States. Canada, meanwhile, spent \$28,059 for 94 units, most of which were used phonos. (See Music and Game on page 109)

NCMDA Widens Membership Rules at Chi General Meeting

CHICAGO, Sept. 30.—The general membership of the National Coin Machine Distributors' Association (NCMDA) voted to widen its eligibility requirements at the fall meeting held in the Bismarck Hotel here Monday (25). President Lou Wolcher, unable to attend because of a broken leg suffered in San Francisco last week, and all other executive

officers were re-elected for one-year terms.

Until this week only five-ball distributors could become NCMDA members. Under the group's new constitutional amendment, firms distributing shuffle games, and related skill games also can apply for membership. As in the past, all pros- (See NCMDA Widens on page 110)

Johnson Bill Future a ?

WASHINGTON, Sept. 30.—Action on the Johnson Anti-Gaming Device Bill at the quickie Congressional session starting November 27 is problematical in view of anticipated lengthy debate on other legislation which could possibly consume the three-week session without any necessity for Sen. George W. Malone (R., Nev.) to unleash another marathon speech. (The Billboard, September 30.)

Another drastic Johnson Bill which would hike the excise tax on gaming devices to \$1,000 is also facing the possibility of getting lost in the legislative shuffle. Unlike the measure banning interstate transportation of machines, the tax bill has to get thru two tax committees and both chambers. The bill was introduced late in last week's adjournment grind. Miffed at Malone's successful fight to block his earlier measure, Sen. Edwin C. Johnson (D., Colo.) tossed in the tax bill and announced his intention of trying to get early action on it.

Heading the Senate agenda for the short session are rent control and Statehood bills, with filibusters on the latter probable. If Johnson's measures fail to gain passage they will have to be introduced all over again next year as they expire with the December adjournment.

IBEW Awards West Coast Op Jurisdiction

Plan Member Drive

LOS ANGELES, Sept. 30.—According to Hal G. Sherry, financial representative, jurisdiction of the music, vending and amusement machine industry here is expected to be awarded Local 1052, International Brotherhood of Electrical Workers (IBEW), at a meeting of the international in Miami October 15-22. Sherry will attend as a delegate of the local.

Following the awarding of the jurisdiction, Local 1052 intends to conduct a membership drive to swell its roster to 3,500. While IBEW is thought of as interested in electrically controlled machines, Sherry said the ruling of the Miami leaders also would include manually operated venders.

Offer New Deal

The union, the representative declared, will offer the operators a new deal in location-operator set-up.

"Our attorneys have told us that the union can fair trade collections from locations and \$5 will be taken off the top of each music machine as a service charge," Sherry stated. He added that the \$5 top money would be in addition to any deal now being followed. To put the policy in effect the union will notify the location owner by letter.

Local 1052 was chartered in June, 1947, and for the first couple of years specialized in music machine operators. However, during the past year the local has extended its scope to include amusement games.

This unit of IBEW covers the territory from San Diego north to a point approximately half way between Los Angeles and Bakersfield. Music machines in San Francisco are under the jurisdiction of Local 1031, the union representative pointed out.

Arcades Vs. NYC License Tussle Set Back Again

NEW YORK, Sept. 30.—The oft-postponed suit brought by Coney Island arcades to force the city to issue licenses was delayed again last week, with the new trial set for October 17.

The case dates back to spring when the city refused to license resort arcades on the grounds that they housed gaming equipment. The industry countered that the coin devices in question have been arcade standards for years, are used for amusement only and are primarily games of skill.

Unlicensed, the arcades operated this summer under an injunction prohibiting city interference. The forthcoming case is considered a test for all arcades in the city.

T.B. is The New Billboard beginning NOVEMBER 4:

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

Shuffle Game Jackpot

Considered flash-in-pan one year ago, games are now a factor to be reckoned with, report operators who have made money with machines

By TOM McDONOUGH

WITH the shuffle game trend already embarked on its second year as a major influence in the amusement game industry, operators and distributors throughout the country who were skeptical in 1949 that this type of game could go, now are wondering if the trade cycle is running out of gas. Viewed in the light of the customary summer slow period and the uncertainties now prevailing in all businesses because of the Korean War, it is considered remarkable there is still peak interest in this type of game.

When the shuffle bowling game was brought to the forefront of the industry in September, 1949, by the demand for United's Shuffle Alley, it generally was conceded to be a flash in the pan that would soon be forgotten. However, as time went on and Chicago Coin debuted Bowling Alley with rebound action and two-player shuffle action and Bally introduced Speed Bowler, with its disappearing pins, it soon became clear that shuffle games were in for a long life on top location.

The Extra

Looking back, the something extra which put shuffle games over the top was its basic appeal to the player as a game in which he had full control, plus its natural competitive angle. Its other assets included the ability of the player to comprehend play and the fact that the game could be set to various sporting themes, including bowling, baseball and football.

Meanwhile, operators who had been thru a low period prior to the fall of 1949 and who had been conservative in purchases of the first shuffle games, changed their estimates of these units and made repeat buys in near record proportions.

Once again the same old hands, who regarded the first shuffle games as upstarts, pointed out that the saturation point had been reached. Tho there were some who followed this line of crystal ball reading, the majority of operators who had made a financial comeback with shuffle games, stayed with them thru winter and spring. The next big question mark was what would happen to the shuffle game in the summer.

Less Drop

Just like other years the seasonal decline did set in last summer, but the big three of the industry—operator, distributor and manufacturer—all made it clear that there was less of a decline than in recent years and a smaller play drop than had been anticipated. With cooler weather back in most areas, operators are once again reporting steady play rates. Among the attractions for the regular shuffle player in recent weeks has been a number of interesting conversions which were designed primarily to give older shuffle games all the latest playing features. Proof of appeal of the conversions was the number and quality of concerns which turned them out, including Chicago Coin, Genco, Keeney, United, M & T Sales, Universal, Allied Coin and Como.

One of the healthy signposts along the amusement game production road is the present division along shuffle game and five-ball lines. For while shuffle games held the popular fancy of players for over a year, several firms, notably Williams, Gottlieb, Genco and Exhibit, have demonstrated that five-ball games always will have a strong following. This group is now concentrating on five-ball units, while Chicago Coin, Keeney, United and National Shuffle-



ALMOST ANY LOCATION offers ample proof that the shuffle games have attracted a large distaff following. Here two girls in a Chicago spot play United's Twin Shuffle Alley Rebound unit.

board Company are preoccupied with variations of shuffle game. The Chicago Coin product, Ace Bowler, applied the free-play feature to the shuffle game for the first time, Keeney's League Bowler showed there was a definite market for the four-player shuffle game, while National Shuffleboard applied its production know-how to the design of a shuffle baseball game.

Belgium

The craze for shuffle games has not been limited to U. S. locations alone. A prime example is the current situation in Belgium. Just as the rudiments of shuffle games did not at first appeal to Belgian coin machine importers, once the initial interest in the game had been imbued in players, the demand for late model shuffle games increased sharply.

Abe Witsen, head of the International Amusement Company, New York, and also its subsidiary the Belgian Amusement Company, Antwerp, states that this trend toward shuffle games in Belgian stops probably will continue as long as interest in the same kind of game is in favor with players in the United States.

One of the steadying influences resulting from the trend toward shuffle game production has been increasing demand for late model five-ball games. Whereas a year ago new model five-balls were introduced at close intervals by some manufacturers, now new games are brought out only once in several months by the same manufacturer. Because of this, older model five balls, which are comparatively scarce, have increased in value and new ones introduced recently by Williams, Gottlieb and Genco have been eagerly awaited by distributors and operators.

Two Gains

In addition to helping the amusement game industry solidify its price

structure thru all levels, the shuffle game has brought home two points which previously were listed in the controversial stage. They are: Playfields dominated by player controlled features tend to remain on top locations longer than models on which most of the scoring action is on a mystery basis and, if the game is interesting enough, patrons are willing to pay a dime per person per game even if the completion of a game takes place in less than a minute.

Actually, the simplified playfield idea received its greatest impetus since World War II, with the flipper bumper introduced on Gottlieb's Humpty Dumpty. With this innovation, players, by their steady patronage of flipper games, showed their preference for games where they had something to do after a ball was put in play.

Since the shuffle bowling game came out at a time when regular players had been fully educated to skill features it was able to capitalize on this growing demand for more controlled play.

Helping Hand

The switch to dime play on shuffle games also was made easier by contemporary events. Shuffleboard, a game which had been old hat in some areas for as long as 30 years, suddenly loomed as a typical coin machine location piece and at dime play. While the basic 10-cent charge for shuffleboard evolved because a game could take a half hour or more to complete, the time element was not so great a factor in shuffle games tho the first models sometime required longer playing time than five-ball games. However, by the time shuffle games were introduced in quantity, players had become accustomed to dime play on shuffleboards and accepted the price on the games.



BALLY'S SPEED BOWLER gets play from a group awaiting table in restaurant. Pin action, animated backglass and speedy play are all factors which have caught the shuffle game players' fancy.

MANUFACTURERS' DISTRIBUTORS

ABT Manufacturing Corporation

715 N. Kedzie Ave., Chicago 12
17 E. 42d St., New York (Branch Office)
R. B. Clapp Co., 314 Omar Ave., Los Angeles (Branch Office)

Ballard Co., 407 Sansome St., San Francisco (Branch Office)

ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N. W.

BALTIMORE—General Vending Sales Co., 306 N. Gay St.

BILOXI—United Novelty Co., De Launey & Division Sts.

BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.

BUFFALO 2—Alfred Sales Co., 1006 Main St.

CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.

CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave.

CHICAGO 22—Empire Coin Machine Co., 1012 N. Milwaukee Ave.

National Coin Machine Co., 1411 Diversey Blvd.

Webb Distributing Co., 6 S. Kedzie Ave.

CINCINNATI—Sicking, Inc., 1401 Central Parkway.

CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.

Markepp Co., 4310 Carnegie Ave.

COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.

DENVER 2—Modern Distributing Co., 1810 Welton.

DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.

LOUISVILLE—Ohio Specialty Co., 539 S. Second St.

MEMPHIS—C. & P. Sales Co., 407 Madison Ave.

NASHVILLE—Automatic Sales Co., 421 Broad St.

Hermitage Music Co., 423 Broad St.

H. G. Payne Co., 312 Broadway.

NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.

NEW YORK 1—Mike Munves Co., 510 W. 34th St.

West Side Distributing Co., 612 10th Ave.

PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.

PITTSBURGH 19—D. D. Lazar Co., 1635 Fifth Ave.

PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.

POUGHKEEPSIE, N. Y.—Square Amusement Co., 88 Main St.

ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.

ST. LOUIS—Ideal Novelty Co., 2833 Locust St.

Standard Scale Co., 715 N. Kingshighway.

V. P. Distributing Co., 2336 Olive St.

W. B. Novelty Co., 1012 Market St.

ST. PAUL—Mayflower Distributing Co., 2238 University Ave.

SAN ANTONIO—United Amusement Co., 310 S. Alamo St.

SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Drive.

SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.

TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.

TORONTO 5—Toronto Trading Post, Ltd., 736 Yonge St.

TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.

VANCOUVER, B. C.—Specialty Sales & Distributors, 1120 Hamilton St.

Store Fixtures Supply House, 1260 Granville St.

WASHINGTON 4—Silent Sales System, 635 D. St., N. W.

AMI, Inc.

1500 Union Ave., S. E., Grand Rapids, Mich.

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.

BALTIMORE 2—Chris Novelty Co., 806 St. Paul St.

BILOXI, Miss.—United Novelty Co., 111 W. Division St.

BIRMINGHAM 3—Birmingham Vending Co., 640 Second Ave., N.

BOSTON 15—Atlas Distributors, 1024 Commonwealth Ave.

BRISTOL, Va.—Roanoke Vending Machine Exchange, Inc., 63 Commonwealth Ave.

CHICAGO 6—AMI, Inc., Export Dept., 400 W. Madison St.

CHICAGO 22—Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.

Social Security For the Operator

Answers supplied to important operator questions on the new national retirement system law

By BEN ATLAS

THE new Social Security bill recently enacted directly affects a large number of coin machine operators who come under the national retirement system for the first time on January 1, 1951. The following typical questions and answers are given to show operators how the new law will affect them:

Q.—Which operators are newly covered?

A.—All those who work for themselves. Most persons having an employer were covered by earlier Social Security laws.

Q.—How much will coverage cost an operator?

A.—A maximum of \$81 annually thru 1-53. The actual tax amounts to 2 1/4 per cent of the first \$3,600 of annual income. For 1954-'59, the cost will be a maximum of \$108, figured on a tax rate of 3 per cent on the first \$3,600 of annual income. After 1959 the tax increases gradually, reaching a high of 4 3/8 per cent in 1970.

How Collected

Q.—How is this tax to be collected?

A.—The final income tax blank for calendar 1951 will contain a form on which to calculate the tax. The Social Security tax is to be paid right along with whatever income tax is due. Thus, the full Social Security levy for next year will be due by March 15, 1952.

Q.—What must be done now to comply with requirements?

A.—Not immediately. But operators without a Social Security card must secure one at any Social Security Administration (SSA) field office before filing their first return. The blank will ask for the Social Security number.

Future Activity

Q.—What must be done in the future?

A.—There are just two times to take action—besides paying the annual tax. 1. When you reach 65, you should call at a Social Security office and inquire about benefits. 2. In case of your death at any time, your family should inquire. Remember, no benefits are paid automatically. Application must be made.

Q.—What does an operator get in return for the money he has to pay in Social Security taxes?

A.—There are three types of possible benefits—an old-age pension, a lump-sum death benefit and survivor's pension. The amount of all three depends upon how long an operator is covered and how much he makes during the period he is covered. After an operator has been covered at least 18 months, he is eligible for the minimum benefits. The minimum retirement is \$20 monthly; the minimum death payment is \$60; the minimum payment to the widow with one child is \$25 monthly. This latter survivor's pension goes only to the spouse of the insured with children under 18. When they reach 18 the pension stops until the spouse reaches the retirement age.

Benefits

Q.—What are the maximum benefits?

A.—After 10 years of coverage, during which at least \$3,600 yearly

was earned, it is possible to retire at the age of 65 with a monthly pension of \$150. To get that much, however, it is necessary to be married and have a minor child. Otherwise, the maximum for a retired operator with a wife also 65 is \$120. The most a single widowed operator can get is \$80 monthly.

The maximum lump-sum death payment is \$240, while the maximum survivors' insurance amounts to \$133 monthly. The latter amount would go to a widow whose operator husband died after 10 years of coverage before he reached 65 if she has at least two children under 18.

Q.—How about some specific examples of benefits?

A.—Operator Smith, like all self-employed operators, comes under Social Security for the first time on January 1, 1951. On that date he has his 40th birthday. For the next 25 years he averages \$250 monthly and then retires. He will get \$72 monthly for life if single and \$109 if married. If he retires, say at 60, he will get nothing until reaching 65, but then will get the same amount.

Operator Jones is the same. He dies after being covered for five years at the average income of \$250 monthly. Mrs. Jones, who has two children, aged five and 10, gets a lump-sum death payment of \$150 and monthly payments of \$92 monthly until the older child reaches 18. The payment then drops to \$77 until the younger child is 18 when it stops until Mrs. Jones reaches 65. She then gets \$65 monthly for life.

Supplement Payments

Q.—These amounts appear small at the current cost of living. Is the whole thing really worth what it costs?

A.—The smart operator will have outside insurance to suit his and his family's needs. Any good insurance company will be glad to dovetail its own plan and what may be expected to come from Social Security so that an operator can have adequate protection. Actually, an operator would have to have approximately \$64,000 invested in war bonds and blue-chip stocks to get the same income that the Social Security program will provide.

Q.—Is the Social Security system self-supporting or are we being taxed on the side to pay for it?

A.—At present the system is not on a sound actuarial basis. Potential benefits are higher than the Social Security tax brings in. That is the reason for the gradual increase in the levy over the next two decades. By 1970, the system will be self-supporting.

- Northwestern Corp.**
Morris, Ill.
 BALTIMORE—Parkway Machine Corp., 715 Ensor Ave.
 BOSTON—Northwestern Sales & Service, 1198 Tremont St.
 BROOKLYN 4—Northwestern Sales & Service Co., 4105 16th Ave.
 CHEVY CHASE 15, Md.—M. E. Maddox, 9204 Kensington Parkway
 CHICAGO 12—King & Co., 2700 W. Lake St.
 DALLAS 1—Fisher Brown, 2218 S. Harwood St.
 DES MOINES 2—Peanut Products Co., 801 Second Ave.
 HUNTINGTON 1, W. Va.—Patterson Food Products Co., 1343 10th Ave.
 INDIANAPOLIS—Indiana Nut Co., 140 W. Vermont St.
 LANSDOWNE, Pa.—Roy Torr
 LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
 MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.
 MINNEAPOLIS 8—E. T. Barron & Co., 816 W. 36th St.
 NEW YORK 18—Northwestern Sales & Service Co., 438 W. 42d St.
 OMAHA—Peanut Products Co., 910 Harney St.
 PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
 PITTSBURGH—Rake Coin Machine Exchange, 2120 Fifth Ave.
 ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
 J. Rosenfeld Co., 3218 Olive St.
 SAN FRANCISCO 2—Viking Specialty Co., 530 Golden Gate Ave.
 TAMPA—Vend-o-Matic, 2808 Tampa St.
 WICHITA, Kan.—Conley Vending Supply, 1334 S. Seneca.

Oak Manufacturing Co., Inc.
 11411 Knightsbridge Ave.
 Culver City, Calif.

- ATLANTA—Hankin Distributing Co., Inc. 708 Spring St. N. W.
 BALTIMORE—Danco Coin Machine Co., 1304 E. Baltimore St.
 BERKELEY, Mo.—R. J. Becker Vending Service, 17 Wickham Dr.
 BROOKLYN, N. Y.—Acorn Sales & Service, 190 E. 52d St.
 J. Schoenbach, 1645 Bedford Ave.
 CHICAGO—Empire Coin Machine Exchange, 1012-1014 Milwaukee Ave.
 CINCINNATI—Acorn Distributors, 4217 Spring Grove Ave.
 DENVER—Mercury Distributing Co., 3502 E. 12th Ave.
 DETROIT—Weidman National Sales Co., 4511 Fourth Ave.
 ELIZABETH, N. J.—Seacoast Distributing Inc., 1200 North Ave.
 LaCROSSE, Wis.—J. & S. Vending 2322 Madison St.
 LOS ANGELES—Operators Vending Machine Supply Co., 1023-25 S. Grand Ave. (Western Sales Office.)
 METHUEN, Mass.—Bunny Vending Co. 27 Emery St.
 MIAMI—Mort Simon, 3817 N. E. 2d Ave.
 MINNEAPOLIS—Northwest Vending Supply, Inc., 3114-16 W. 28th St.
 NEW ORLEANS—Dominick Gagliano, 6115 Canal Blvd.
 NEW YORK 18—Cameo Vending Service, 432 W. 42d St.
 PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
 PITTSBURGH—Abco, Inc., 1901 Fifth Ave.
 American Distributors, 1349 Fifth Ave. (Eastern-Midwest Sales Office.)
 ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
 J. Rosenfeld Co., 3218 Olive St.
 Universal Vendors of St. Louis, 2807 N. Grand Blvd.
 SAN FRANCISCO—Continental Sales & Service, 701 Laguna St.
 TAMPA—Florida Distributing Co., 111 W. Columbus Drive

Pace Manufacturing Co., Inc.
 2909 Indiana Ave., Chicago 16

- AMARILLO, Tex.—Rutherford Enterprises, 608 Johnson St.
 ATLANTA—Sparks Specialty Co.
 BALTIMORE—Mar Matic Sales Co., 1009 Baltimore Ave.
 BUTTE—H. B. Brinck, 825 E. Front St.
 DENVER—Superior Distributing Co., 1030 15th St.
 EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania Ave.
 HAZLETON, Pa.—Camera Brothers, 598 Hayes St.
 KANSAS CITY, Mo.—Automatic Coin Co., 13 Linwood Blvd.
 LA FAYETTE, Ind.—Milner Sales Co.
 LOUISVILLE—Ohio Specialty Co., 539 S. Second St.
 NASHVILLE—Automatic Sales Co., 421 Broad St.
 NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.
 ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.

(Continued on page 76)

- EL DORADO, Kan.—Hall & Young, 415 N. High St.
 EL PASO—Reichel Distributing Co., 1212 N. Copia
 HOUSTON—Coin Machine Sales Co., 3804 Travis St.
 LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.
 LOUISVILLE—H. M. Branson Distributing Co., 514 S. Second St.
 Ohio Specialty Co., 539 S. Second St.
 MACON, Ga.—Heath Distributing Co., 243 Third St.
 MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
 MONROE, La.—W. S. Hancock, 1008 N. Second St.
 MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry
 NEW ORLEANS—David Martin, 757 Shrewsbury Rd.
 J. H. Peres Distributing Co., 922 Poydras St.
 OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
 PARKERSBURG, W. Va.—George Herbst, 905 13th St.
 PHILADELPHIA—Lew London, Inc., 401 N. Board St.
 PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington
 PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th Ave.
 ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.
 SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
 SOUTH BEND, Ind.—Fred Andersen, 1615 Algelt
 SPOKANE—A. C. Rud Co., No. 12 Bernard St.
 SPRINGFIELD, Mass.—Automatic Coin Machine Corp., 338 Chestnut St.

Majestic Enterprises, Inc.

- 9018 Olympic Blvd., Beverly Hills, Calif.
 BOSTON—Joe Cifre, Inc., 44 Winchester
 BUFFALO—Eastern Theater Supply, 496 Pearl St.
 BRONX, N. Y.—Golden Fruit Products, 636 Walton
 CHARLESTON, W. Va.—Capitol Restaurant & Beverage Equipment Co., 504 Capitol St.
 CAROLINA BEACH, N. C.—L & L Enterprises
 CINCINNATI—Midwest Theater Equipment Co., 1638 Central Parkway
 CHICAGO—Farmer Boy Corn & Equipment Co., 60 E. 13th St.
 Orange Crush Co., 318 Superior
 DALLAS—Dunlap Distributing Co., 211 Pearl St.
 DENVER—Western Service & Supply, Inc., 2120 Broadway
 HARRISBURG—Capitol Candy Co., 55 Pleasant St.
 LOUISVILLE—Fall City Theater Equipment Co., 427 S. Third St.
 LOS ANGELES—Green Spot, Inc., 1501 Beverly Blvd.
 Mission Dry Corp., 5001 S. Soto
 West Coast Automatic Candy Co., 3708 Beverly Blvd.
 MEMPHIS—Monarch Theater Supply Co., Inc., 492 2d St.
 NEW ORLEANS—Hodges Theater Supply, Inc., 1309 Cleveland
 NEW YORK—Joe Hornstein, Inc., 630 9th Ave.
 Titan Industrial Corp., 61 Broadway
 PITTSBURGH—Alexander Theater Supply, Inc., 1705 Boulevard Allies. Theater Candy, Inc.
 PHOENIX—Girard Theater Supply Co., Inc., 320 W. Washington
 REDLANDS, Calif.—Real Gold Citrus Productions, 307 Broadside
 ST. LOUIS—Joe Hornstein, Inc.
 Orange Smile Syrup Co., 2001 S. 9th
 SALT LAKE CITY—Service Theater Supply, Inc., 256 E. First South St.
 H. Vitale & Co., 210 S. W. Temple St.
 SAN JUAN, PORTO RICO—Carlos R. Rossi, Inc.
 National Theater Supply Co.—offices in all principal cities.
 B. P. Shearer Co.—offices in Los Angeles; Portland, Ore.; San Francisco, Seattle.

Mercury Steel Corp.

- 3830 Holbrook, Detroit 12
 MERCURY STEEL CORP.
 3830 Holbrook, Detroit 12.
 DETROIT—Continental Service & Equipment Co., 3830 Holbrook (nat'l dist.)

Monarch Coin Machine

- 1545 N. Fairfield, Chicago
 BIRMINGHAM—Birmingham Vending Co., Cigarette Service Co., 540 2d Ave., N.
 DETROIT—Monarch Shuffleboard Sales, 2998 Grand River
 FREEPORT, Ill.—Freeport Music Co., 27 E. Main St.
 LOGANSPOUT, Ind.—Willis Amusement Co., Murdock Hotel
 NASHVILLE—Superior Distributing Co., 54th and Centennial Blvd.
 PITTSBURGH—Empire Coin Machine Exchange, 1703 Fifth Ave.

Industry Reports From Dominion

Canadian operating field still hampered by machine shortages, high prices and numerous taxes

By HARRY J. ALLEN JR.

THE expected postwar resurgence of business in the coin machine field in Canada has not come about as yet. The demand has increased, but has not been satisfied due to the tremendous shortage of machines. The supply has been short due to lack of American dollars in this country.

As a result, the government has set a quota on the importation of coin machines from the United States. Altho this quota was recently increased, the supply continues to be short.

Prices Up

This government policy also has resulted in boosting the prices of machines and parts. The latter alone are 200 per cent above what they used to be.

As one distributor describes the government's policy here: "You bring in the machine and they set a value way above the invoice value. Then they slap tax after tax on it, and you are allowed to get your machine, paying almost three times as much as its original cost."

Another government-sponsored problem is the recent excise tax placed on chocolate bars and soft drinks. Nickel bars have gone up a cent, the manufacturers taking themselves another cent, thus the bar retails for 7 cents. Not alone has buyer-resistance increased, but there is the problem of adjusting the machines. Those in the know predict a dime bar.

Soft drinks meantime are selling for 6 cents, which means adjustments of all machines. The largest part of this business is controlled by Coca-Cola.

ASCAP Royalty

Adding to the problem is ASCAP, which wants a royalty on each machine in the country. Some years ago the organization brought a suit against Vigneux Bros., then the big operators and distributors, and lost. The suit, which was paid for by all the distributors, was fought to the highest courts of the land. ASCAP still is not satisfied and as a test case is suing again. The case is pending, as is a case against Muzak.

Tho some of the operators have gotten together to fight the lawsuit, the possibilities of their getting together on other issues seems unlikely.

Pin Game Pic

Some distributors have individually thought it would be a good idea to try to change the law in various cities, particularly in Toronto, in order to allow pinball machines. These machines are banned in most parts of the country. Some have been spotted in the resort district and the Province of Quebec allows them in some parts as well as in the city of Montreal, the largest in the country.

A big play would be given the machines if they were allowed, but because of the ban, they are not as prevalent as they are south of the border. Their selling price is \$300-\$350.

Music boxes, however, continue to do business legally and do a big business. The business has its problems, too, the main one being the lack of new machines and the high prices of replacement parts. Thus far, none of the boxes have been converted to handle speeds other than 78 r.p.m.

New boxes sell for around \$1,150 (Canadian dollars), with credit running from 18-24 months. One-third of the purchase price is required as down payment.

With the quota, only a few of the new models have been spread around, but there doesn't seem to be any special interest by the public in the extreme designs. They just put their nickel in and wait for the music.

The hit tune of the United States is the hit tune of this country, without variation. The distributors agree that whatever the trend is south of the border, holds true here. Occasionally they do slip in a Canadian tune.

Few New Distributors

While many operators have entered the business, no new distributors have come into the field. Their number—a dozen or so—hasn't changed much in the past 15 years. There are an estimated 800 operators in the field.

City licenses are not too high in this country, as not many of the towns have hit upon the machines as a source of revenue. Montreal, for example, tabs the pinball machines for \$100 and the music boxes at \$25 each.

Mfg. Limited

Very few machines are being manufactured here, only in the vending line. Manufacturers, in general, knowing the high prices paid for the imports, are charging accordingly and taking advantage of the market.

The machines that are manufactured here are being used to sell cigarettes, rest-room supplies and shine shoes. The Hankiette machine is now being placed thruout the country in rest rooms to dispense towels, hankiettes, soap and combs. The Canadian Restroom Equipment Company sells these mechanically operated units for \$35 with 50 per cent down. Their future is quite bright, inasmuch as Jim Piggott, head of the company, has arranged for his own steel, a product now on the critical supply list.

The Opal Manufacturing Company, Toronto, manufactures the cigarette machine, which operates mechanically, for around \$600. In the shoe-shine field, Regent Vending, Ltd., Ottawa, has placed numerous units on Canadian warships. This field will open large to all vendors as the war situation increases, when and if more machines are allowed to be imported.

In the penny vending field in Canada these machines are not as prevalent nor as popular as they are in the States. At one time they were to be found everywhere, but in the last few years they seem to have fallen off in popularity.

MANUFACTURERS' DISTRIBUTORS

(Continued from page 75)

PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
 RATON, N. M.—Southwest Vending Co., P. O. Box 1058
 RENO, Nev.—Western Coin Machine Co., 219 Lake St.
 RAWLINS, Wyo.—Household Appliance, Box 664
 SAN ANTONIO — American Machine Sales, 508 Seventh St.
 SAN FRANCISCO—George Murdock & Associates, 1797 Union St.
 SHREVEPORT, La.—Lee's Novelty Co., 1004 Spring St.
 SPRINGFIELD, Mass.—Interstate Coin Machine Co., Inc., 1883 Columbus Ave.
 VINE GROVE, Ky.—Gatrost Amusement Co.
 WASHINGTON, D. C.—Silent Sales System, 625 "D" St., N. W.

Rock-Ola Manufacturing Co.
 3200 W. Chicago Ave., Chicago 51

Coin-Operated Phonographs:
 ATLANTA—Robinson Distributing Co., 333 Marietta St., N. W.
 BALTIMORE—General Vending Sales Corporation, 237 W. Biddle St.
 BOSTON—Music & Television Co., 119 Commonwealth Ave.
 BUFFALO—Hacola Distributing Corporation, 265 Franklin
 BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
 CHATTANOOGA—C. S. Shearer Amusement Co., 140 N. Market St.
 CHARLESTON, W. Va.—Elkins Music Co., 180 Court St.
 CHARLOTTE, N. C.—Southern Music Co., 822 Morehead Ave.
 CHICAGO—First Distributors, 1748 W. North Ave.
 CINCINNATI—Royal Distributing Co., 3800 Glenmore Ave. (Cheviot)
 CLEVELAND—Lake City Amusement Co., 1648 St. Clair Ave.
 COLUMBUS, O.—Suburban Distributing Co., c/o Broad-Lincoln Hotel, 631 Broad St.
 DALLAS—Walbox Sales Co., Inc., 3909 Main St.
 DENVER—Modern Distributing Co., 1810 Welton St.
 DETROIT—Brilliant Music Co., 4606 Cass.
 ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.
 GRAND RAPIDS, Mich.—Bill Doyle & Co., 330 Bond Ave., N. W.
 HOUSTON—Southern Distributing Co., 1010 Leeland
 INDIANAPOLIS—Calderon Distributing Co., 450 Massachusetts Ave.
 JACKSONVILLE, Fla.—Southern Music Distributing Co., 419 Margaret St.
 JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St.
 KALAMAZOO, Mich.—King Pin Equipment, 826 Mills St.
 KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
 LOS ANGELES—General Music Co., 2277 W. Pico Blvd.
 LOUISVILLE—H. M. Branson Distributing Co., 514 S. Second St.
 MEMPHIS—S. & M. Sales Co., Inc., 1074 Union Ave.
 MEXICO CITY—Industrias Nacionales de Sonido, Baja, Calif. No. 5
 MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.
 MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
 MONTREAL—Mortimer Sales Co., 1269 Amherst St.
 NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave., S.
 NEW ORLEANS—Mallory Distributing Co., 630 Baronne St.
 OKLAHOMA CITY—Boyle Amusement Co., 522 N. W. Third St.
 OMAHA—H. Z. Vending & Sales, 1205 Douglas St.
 ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
 PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
 PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND, Ore. 1—Cusson Distributing Co., 325 S. W. Hawthorne Blvd.
 RENO, Nev.—C. A. Robinson Co., 1725 Wells Ave.
 RICHMOND—Wertz Music Supply Co., 319 W. Broad
 ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
 ST. PAUL—LaBeau Novelty Sales Co., 1946 University Ave.
 SALT LAKE CITY—Dan Stewart Co., 515 E. Seventh St.
 SAN ANTONIO—United Amusement Co., 432 Main St.
 SAN FRANCISCO—Paul Speer Co., 1797 Union St.
 SEATTLE—Puget Sound Novelty Co., 114 Elliott Ave., W.
 STOCKTON—Mape Music Co., 21 N. Aurora St.
 TULSA, Okla.—Culp Music Co., 1450 E. First St.

WHEELING, W. Va.—Tri-State Amusement Co., 149 18th St., Rear

Shuffleboard:
 ATLANTA—Robinson Distributing Co., 333 Marietta St., N. W.
 BELLOIT, Wis.—Savage Novelty Co., 932 Elm St.
 BIRMINGHAM—H. & S. Sales, 1420 13th Ave., S.
 BOSSIER CITY, La.—Tri-State Shuffleboard Sales, 315 Traffic St.
 BOSTON 15—J. J. Golumbo & Co., 1119 Commonwealth Ave.
 BUCHANAN, Mich.—Michlana Shuffleboard Sales, 124 E. Front St.
 BUFFALO 2—Hacola Distributing Co., 265 Franklin
 BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
 CARLINVILLE, Ill.—B. & C. Sales, 131 N. Broad St.
 CENTERVILLE, Mich.—Adams Amusement Co., 134 N. Clark St.
 CHARLOTTE, N. C.—Southern Music Corporation, 822 W. Moorehead Ave., P. O. Box 641.
 CHATTANOOGA — Lookout Amusement Co., 3303 Creston Circle
 CHICAGO—Atlas Amusement, 2300 N. Western Ave.
 Logan Distributing Co., 2320 N. Western Ave.
 Monarch Coin Co., 1545 N. Fairfield Ave.
 Oakdale Sales, 2860 N. Clark St.
 Shuffleboard Specialists, 1114 S. Michigan Ave.
 CINCINNATI—Royal Distributing Co., 3800 Glenmore Ave., Cheviot.
 CLEVELAND—Lake City Amusement Co., 1648 St. Clair Ave.
 COLUMBUS, Ga.—Frank L. Herring, 1944 Cusseta Rd.
 DALLAS—General Distributing, 2812 Main St.
 DENVER 2—Modern Distributing Co., 1810 Welton St.
 DETROIT 1—Brilliant Music Co., 4606 Cass Ave.
 EL PASO—General Distributing Co., 3000 Alameda
 FT. WAYNE, Ind.—Binco Amusement Co., 1329 S. Calhoun
 GREEN BAY, Wis.—Union Sales Co., 409 N. Adams
 HOUSTON—Southern Distributing Co., 1010 Leeland Ave.
 INDIANAPOLIS 4—Calderon Sales, 450 Massachusetts Ave.
 JACKSONVILLE—Southern Music Distributing Co., 419 Margaret St.
 JOLIET, Ill.—Acme Distributing Co., 517 Scott St.
 Helb Amusement Distributing Co., 123 W. Jefferson St.
 KALAMAZOO 21, Mich. — King-Pin Equipment Co., 826 Mills St.
 KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
 KENOSHA, Wis.—Kenosha Shuffleboard Sales Co., 2315 Roosevelt Rd.
 LA CROSSE, Wis.—Elmer Vollmar, 105 S. Third St.
 LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
 LOUISVILLE 2—H. M. Branson Distributing, 514 S. Second St.
 MADISON, Wis.—Modern Specialty Co., 405 N. Broom St.
 MEMPHIS—S. & M. Sales Co., Inc., 1074 Union Ave.
 MIAMI 37—Bush Distributing Co., 286 N. W. 29th St.
 MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.
 Wm. Martin Co., 617 N. Second St.
 MINNEAPOLIS 3—Lieberman Music Co., 1124 Hennepin Ave.
 MT. PLEASANT, Ia.—Stith Amusement Co., 700 E. Monroe
 MUSEGON, Mich. — Hoffman Sales, Getty at Airlins
 NASHVILLE—H. G. Payne, 312 Broadway
 NASHVILLE 2—Rock City Amusement Co., 125 Sixth Ave., N.
 NEW ORLEANS—Southern Music & Telev. Co., 826 Baronne St.
 N. CHICAGO, Ill.—Lake County Shuffleboard Sales, 1736 Sheridan Rd.
 N. PEKIN, Ill.—Earl F. McDowell, C. M. R. 31
 OKLAHOMA CITY—Boyle Amusement Co., 522 N. W. Third St.
 OMAHA—Amusement Equipment Co., 856 Insurance Bldg.
 H. & Z. Vending & Sales Co., 1205 Douglas St.
 ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
 PHOENIX, Ariz.—Robinson Bros. Sales, 111 E. Van Buren.
 PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND, Ore.—Cusson Distributing Co., 325 S. W. Hawthorne Blvd.
 Oregon Novelty Co., 1035 W. Alberta St.
 RHINELANDER, Wis. — Hone Novelty Sales Co., Bungalow Bar, E. R. 1.
 ROCKFORD, Ill.—Coleman Novelty, Inc., 1925 Fifth Ave.
 ROCK ISLAND, Ill.—Frankel Distributing Co., 2532 Fifth Ave.

(Continued on page 106)

Price, Costs Major CM Problems

Wisconsin Ops May Face New Tax Problems

WPOA Prez to Capitol

MILWAUKEE, Sept. 30.—Operators and distributors all over the State are seriously concerned over the Wisconsin Legislature's reawakened interest in a statute, now on the books, which could levy a 25 per cent tax on all juke box receipts.

The statute has been on the books since 1935, but has never been enforced due to lack of provisions in the law for a set-up to collect the fees or to enforce non-payment.

Mindful of the possible effects of the law on the average operator, C. S. Pierce, Broadhead music op and president of the Wisconsin Phonograph Operators' Association, made a hurried trip to Madison this week to interview State authorities and make known the association's position regarding the levy.

Platter Vender Introduced by West Coast Firm

LOS ANGELES, Sept. 30.—Rec-O-Mat, a coin-operated record vending machine, is soon to be placed on the market with assembly line production scheduled for January 1.

Manufactured by Rec-O-Mat, Inc., the unit is designed as a companion piece for the music machine operator. The vender itself has no equipment for playing records but the idea is to stock it with tunes that are currently popular on a near-by juke box. After hearing the song, music machine patrons may step to the Rec-O-Mat and take home that particular tune.

Designed and engineered by Lloyd Giles, coin-machine builder, the Rec-O-Mat is 18 by 18 inches at the base and 60 inches high. Durably made, it has a metal front with plastic mold trim. It will be available in several finishes, tho hammertone will be featured. The company is using ABT coin mechanisms.

The unit has a capacity of 50 10-inch records, which are placed vertically in specially designed jackets in the machine. Operating on a combination of quarters, the buyer turns a knob, thus moving an indicator to a number. By moving a lever the record drops into a chute and the movement of a second lever delivers the record in a horizontal position.

Servicing Format

Servicing of the machine is done by unlocking the top portion of the front of the machine and sliding out the entire mechanism. The records are dropped into sections resembling a letter filing system. As only one record is in a section, the company suggests that several of the departments be supplied with the most popular records. With listings for 20 records above the selector, this section may include only four or five tunes. In the listing section below the selection needle, 30 tunes are (See Rec-O-Mat To Start, page 85)

Knits Biz Together:

Washington Music Guild Builds Good Will With Public Thru Its Charitable, Promotion Program

By Carol Hutter

WASHINGTON, Sept. 30.—The charitable enterprises embarked on by the Washington Music Guild (WVG) are not only worthy for their own sakes, but they also serve to "knit the competition together and alleviate friction," according to President Hirsh de La Viez. "The important thing about these activities is the pleasure that each individual member got out of doing them and the wonderful feeling of fraternity engendered as a result," he said.

De La Viez's pride in his associa-

tion's record is born out by the impressive list of its charitable undertakings during 1949 and 1950. As part of a program to donate music boxes and records to charitable or civic organizations as a means of stemming the tide of juvenile delinquency, members distributed instruments and records to all the public schools, all the affiliated boys' and girls' clubs, the police department's two summer camps, and three boys' clubs. Each group got 2,000 records, de La Viez (See Washington Music on page 84)

Jukes Minus Meters Have Ops Looking for New Play Guides

NEW YORK, Sept. 30.—When do you pull a pop disk from a juke box? Why, when the play meter shows interest has died down to the point where the record is no longer carrying its own weight.

That used to be the pat answer. And it still is in most cases. But it is becoming less true for operators who have a larger number of new Seeburgs working their better spots.

Lack of play meters on the 100-selections phonograph has set operators using them on a search for new guides to measure tune popu-

larity in specific locations. In this area, at least, a fool-proof barometer remains to be found.

The problem was accented this week in a spot check of New York operators who run a sizable number of new Seeburgs. Those contacted reported 17 to 50 per cent of their routes are currently composed of the 100-disk jukes.

Satisfied With Earnings

While all disclosed they are adding still more, indicating satisfaction with (See Jukes Minus on page 84)

Merchandising Music

LOCATION RELATIONS . . . Personal contact with the location, and on a frequent basis, is advocated by James Grey, Rochester, Ind., who offers his program for other ops to consider. Grey makes it a practice to visit his locations once or twice between each regular service call. He talks over the music business with the location owner, makes a quick check of the phonograph to see that it is clean and operating all

right. Grey also takes along a few new records on these "extra" calls so that he can make changes where necessary. He has found the spots are more willing to work with him and, as a result, his grosses are on the increase.

OLDIES PAY OFF . . . S. P. Peters, Port St. Joe, Fla., comes up with a bit of advice to operators regarding old hit tunes. Peters has (See Merchandising Music, page 84)

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:

DISK BIZ BOOM SEEN IN LP COVERAGE BY COLUMBIA. Hypoed pace points to biggest season in the business (Music Department).

NBOA RAPS ORK BOOKING PRACTICES. Meeting holds future's okay on biz, legal tiffs (General and Music departments).

FIRST TWO MONTHS OF 1951 FISCAL YEAR TOPS 1950. Figures show disk tax up 521G over corresponding period (Music Department).

FOUR STAR LABEL FIRM REACTIVATING GILT-EDGE. The Western-hillbilly plattery is busy reviving its second label (Music Department).

And other informative news stories as well as the Honor Roll of Hits and Pop Charts. The latter can be found in the Disk Jockey Supplement.

Equipment \$\$ On March But So Is Income

Availability Seen Okay

(Continued from page 72)

Equipment prices in the music field led the forward price march, with Wurlitzer, AMI and H. C. Evans all boosting list figures in the past few months. Seeburg has held its price line to date, and Rock-Ola, now pushing to produce its new Rocket 50-51, has not as yet placed a figure on the new juke.

To help offset these raises, operators report their average weekly gross during the past year had increased from \$8.82 per machine to \$12.44 per unit, and this figure is still going up. Employee wages are on the upgrade, as are general operating and manufacturing costs.

While there are materials used in phonographs which will go under controls, manufacturers on the whole agree that availability of equipment, while limited by the controls, will not be halted. Most supplies should also continue to be available in the foreseeable future.

Operators look for the trend toward more play on their jukes to continue thru the balance of 1950 and into the new year. Those with routes in localities near army camps and in heavily concentrated industrial areas already have seen their grosses rise week by week. As defense contracts increase, and more men are drawn into the armed forces, this increase will grow, spreading to areas as yet unaffected.

(See PRICE, COSTS on page 85)

Denver Ops Using Hit Record Tunes To Boost Juke \$\$

DENVER, Sept. 30.—The recently launched "Record of the Month" merchandising drive by Denver phonograph operators is paying off far better than anticipated, according to Pete Geritz, of Peerless Music Company, executive officer of the Colorado Music Guild.

The infant Denver organization has expanded to the point where approximately 85 per cent of the city's operators are members, according to Geritz. Operators report increased play on the featured record, even tho the first number was not one of the top choices of the month. Good-night, Irene, No. 2 selection of the second month of the campaign, brought a record collection in all phonograph locations, and early indications are that Beloved Be Faithful, by Snookie Lanson, No. 3 featured record, will pay off well. "We got it up to 20th place on the local hit parade, from a practically unknown position," Geritz said.

Work is going forward on the drafting of a letter to be sent to the State Legislature, asking for fair trade consideration in the phonograph field, to limit and standardize location splits, similar to the California action.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

TNB is The New Billboard beginning NOVEMBER 4:

The Billboard

Second Annual

MUSIC OPERATOR SURVEY

Is the music business healthier than it was one year ago? How much new equipment are operators using on their routes? Have there been any important changes in commission structures in the field in the past year?

These and many other questions have been answered by operators of small, medium and large routes in every section of the country in *The Billboard's* Second Annual Music Operator Survey. In all, 2,440 questionnaires were mailed to operating firms early in September. Because of deadline restrictions, the first 170 answers received were used to arrive at the following results.

Because of unsettled world conditions, and the outbreak of the Korean war, the survey was held up several months to determine what, if any, effects these conditions would have on the business. The beginning of several new trends, notably in the per machine gross average, which rose from \$8.82 a year ago to \$12.44, and the switch from straight salary payments to employees to either a salary, plus commission or straight commission basis, may be traced to world conditions.

Section 2 of the survey is devoted to the record aspects of the music machine operating field and covers such important questions as which record companies give the best service, how often are current pop hit tune records ordered, best sources of information that help in buying new records, who buys records for the route and how many records are purchased for an entire operation each week (average figure given).

PART I OPERATOR ASPECTS

Question: We operate approximately the following number of juke boxes:

Answer:	Less than 50	48%
	50 to 99	30%
	100 to 199	13.5%
	200 to 299	3.5%
	300 and over	3.5%
	No Answer	1.5%

Comment: That operators have their financial position, and their physical holdings, can be seen from the above figures. A year ago 10.1 per cent more operators operated less than 50 machines, while 1.5 per cent more now operate from 50 to 99 units. Larger operators also have consistently added to their holdings, with 7 per cent now operating more than 200 phonographs, as compared with 2.6 per cent in this category last year.

Question: Of the total number of machines on your routes, how many are postwar models?

Answer: 60.76 per cent of the phonographs are postwar models.

Comment: In answering this question operators revealed that during the past year, older, and in some cases obsolete, equipment was replaced steadily. While the increases have not been astronomical, they have disclosed that operators are buying new equipment out of earnings. The over-all increase in the postwar equipment in use on routes, as compared with last year's survey, is about 11 per cent.

Question: If you operate music systems other than straight floor model juke boxes, please list the types you currently have on your routes.

Answer:	Hideaway juke with wall boxes ...	139
	Non-selective instrumental music on single locations where flat monthly rental is charged	11
	Wired industrial or instrumental music (non-selective) where flat monthly rating charged group of locations..	3
	Selective telephone music	2
	Coin-operated radio	2
	Coin-operated television	1
	No answer	26

Comment: That the average music operator concentrates primarily on his regu-

lar phonos, and augments this activity with the accepted hideaway plus wallbox set-up, ignoring special types of installations, can readily be seen from the above figures. The new Ristocrat has, to some extent, brought operators into the locations where non-selective music can be offered patrons on a straight rental basis, but other fields, such as telephone music, coin radio and coin tele are still left to ops specializing in those fields.

Question: If you operate vending machines, what specific types do you operate?

Answer:	Cigarette machines	19
	Bulk venders	9
	Candy machines	4
	Popcorn machines	2
	Soft drink	1
	Others	13
	No answer	133

Comment: While most music machine operators diversify their routes, the heavy majority still wed music with games and amusement machines. This was brought out last year, and was further demonstrated this year. Vending equipment is used to a degree, but there can be no doubt that a sharp line still exists between the two types of operations.

Question: On our route we normally pay the following commissions to location owners.

Answer:	A — Where new 1950 equipment is installed:	
	50% to location	42%
	40% to location	22%
	50% (with front money to op)	16%
	50% (with first money to op)	13%
	60% to location	3%
	30% to location	3%
	Flat guarantee	1%
	B — Where partially used or fully depreciated equipment is used:	
	50% to location	62.5%
	40% to location	13%
	50% (with front money to op)	10%
	50% (with first money to op)	6%
	60% to location	3.5%
	30% to location	1%
	Other arrangements	4%

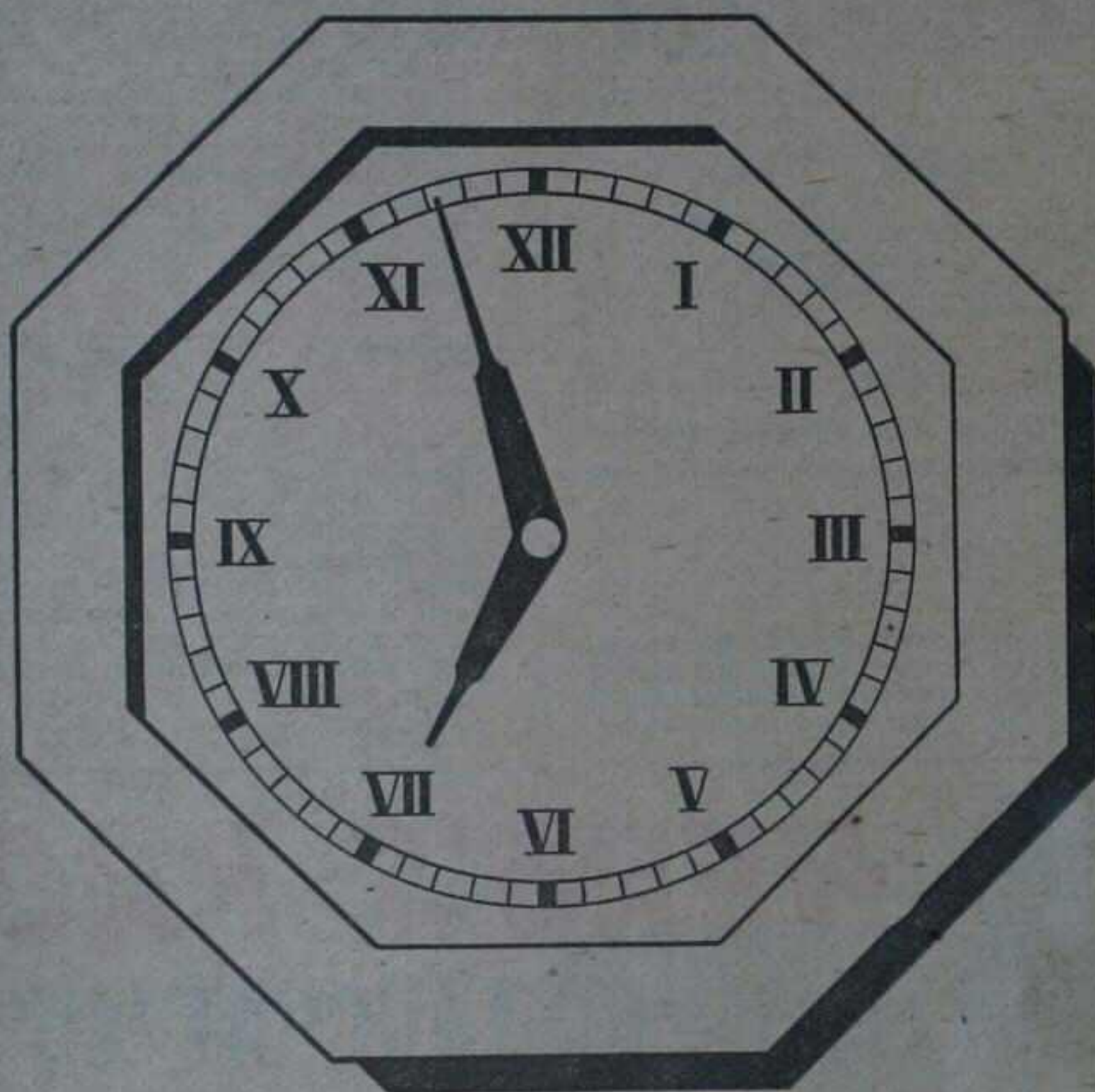
Comment: Not only are operators buying new equipment, but many are revising their location commission arrangements to assure the new machines will be amortized properly. While the 50-50 commission arrangement still holds in the majority of cases, many ops have been able to up their end of the income to 60 per cent when a new machine is installed.

This trend was indicated last year when 37.6 per cent of the operators polled said they felt a commission change to the 60-40 rate would be satisfactory. At the same time 41.4 per cent said they felt a first or front money arrangement should be worked out when new equipment was placed, and this year's results show that some of them have been successful in effecting just such an arrangement.

Question: If your commission schedule could be changed, which of the above arrangements would be most satisfactory?

Answer:	40% to location	32%
	50% (with front money to op) ...	16.5%
	50% (with first money to op)	10%
	60% to location	6%
	No answer	35.5%

Comment: The most satisfactory commission arrangement, as far as most operators are concerned, obviously is either the 40 per cent location payment, or the first or front money deal. In this type of arrangement, the operator has found he can amortize his equipment, meet his financial obligations, and still retain a fair share of the profits. Basically, operator thinking remains just about the same as last year (See Operator Aspects on page 30)



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OPERATOR ASPECTS

(Continued from page 78)

on this question. The majority change is that some operators have put their 1949 thinking to work in 1950.

Question: Has the commission schedule been changed in your favor during the past 12 months?

Answer: No70%
Yes27%
No answer 3%

Comment:

Following the last question, the above figures bear out the fact that at least a portion of those operators seeking a more equitable commission arrangement with their locations have been successful. From all indications, an even greater operator-drive for revised commissions can be looked for during the coming year.

Question: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?

Answer: 18.84%

Comment:

The above replacement figure compares favorably with the over-all percentage given by operators a year ago. Actually, individual routes require a different percentage of replacements, depending on their immediate needs, but the 18.84 figure appears to be a reliable over-all percentage.

Question: For the past 12 months, what has been your average weekly share of the "take" per machine?

Answer: \$12.44.

Comment:

The juke box business was reported on the upgrade several times during the past year, and now comes proof these reports were accurate. One year ago operators, just beginning to see the light after a period of depression, reported an average weekly gross per machine of \$8.82. Thus, within the past year, the average per-machine income has increased \$3.62.

Actually, these figures do not completely illustrate additional profit. Costs have risen, and forecasts call for additional increases. But with grosses going up, the operator is more apt to meet his obligations and operate in the rising market, even tho his product continues, on the whole, to sell for the same nickel.

Too, this figure reflects the program many operators have now adopted, that of concentrating on the more profitable locations, and eliminating marginal spots, so as to help equalize abnormal financial conditions.

Question: For the past 12 months, what has been your average per machine operating expense (excluding depreciation)? ...

Answer: \$4.78.

Comment:

While this figure holds close to the operator report of a year ago, there had not been enough time for the operators to report their increased costs since the outbreak of the Korean War in answering this question. In recent weeks several machines have gone up in price (Wurlitzer, AMI and the Evans Constellation) and labor costs are on the upswing.

Most operators feel costs will continue to rise steadily in the foreseeable future.

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Question: What percentage of your weekly "take" do you spend in salaries and wages?

Answer: 22.2%.

Comment: Here too rising costs of recent weeks are not clearly reflected. The 22.2 per cent figure is about 2.8 per cent below that of a year ago. Many operators have reported in recent weeks that they are increasing their wages, or offering servicemen a salary plus commission, in order to keep experienced personnel.

It is interesting to note that 17.5 per cent of the operators answering the questionnaire reported they were working their routes alone, a fact that is partly responsible for the reported 2.8 per cent decrease.

Question: How do you pay your employees?

Answer: Straight salary76.9%
 Straight commission 7.7%
 Salary plus commission15.4%

Comment: While straight salary arrangements continue to dominate this picture, results of this year's survey show a slightly increased trend toward straight commission arrangements, with the percentage in this bracket rising from 4.3 last year to 7.7 this year.

Following this tabulation, reports from the operating field indicated that another bite in the straight salary classification might be in the making—this time in favor of the salary plus commission arrangement. However, it was still too early to determine the extent of this trend.

Question: What average weekly wage do you pay your mechanics and routemen?

Answer: \$64.51.

Comment: This total represents a drop of \$1.84 compared with the \$66.35 average of a year ago. However, events of the immediate past have had some bearing on the \$64.51 figure. Too, the increased number of operators who are now handling their own servicing has brought the over-all average down.

The trend noted above—that of switching from a straight salary arrangement to either straight commission, or a salary plus commission deal, is also reflected in this year's average figure.

Question: a) How many routemen do you employ?
 b) How many mechanics?

Answer: a) 2.14
 b) 1.74

Comment: Actually, about 81 per cent employ two or less routemen, 13 per cent have three on the staff, and the remaining 6 per cent have four or more.

Altho the size of many routes have increased in the past 12-month period, the number of employees follows closely that of a year ago. At that time 77 per cent of the operators reported 2 or less employees, while 13 per cent employed 3 route men, and 6 per cent had four or more employees.

Question: Is your music operation free from debt?

Answer: No62%
 Yes38%

Comment: This represents a slight increase over last year's figures, when 57 per cent were not free from debt, but there is no indication as to the amount of debt now involved. At least a portion of the increase can be attributed to the operator's desire to acquire new equipment in view of the uncertainties brought on by world conditions in general, and the Korean war in particular.

Question: Are you currently a member of an active juke box trade association?

Answer: No73%
 Yes27%

Comment: Organization of local associations made little headway in the past 12 months. At present 73 per cent of the music operators of America continue to operate individually, with no local, regional or national tie-ups.

PART II RECORD ASPECTS

Question: Of the record companies, which three give you the best all-round service?

Answer: Decca311
 Capitol177
 Victor163
 Mercury 66
 Columbia 61

(See Operator Aspects on page 94)

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Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
GLENN DAVIS Organ Rhythms 504	I'll See You in My Dreams Davis rags the Isham Jones-Gus Kahn standard on the pipe organ, recorded, from the sound of it, in a theater or large hall. St. Louis Blues Same ragtime treatment of the Handy classic.	64--60--65--67
MEL TORME (S. Burke Ork) Cap 1177	Do-Do-Do A fetching Gershwin rhythm tune, plugged in the "Tea for Two" flick, done as a slow ballad by The Fog, loses most of its charm done this way. Recipe for Romance (And His Mel-Tones-P. Rogolo Ork) Warbler and group do a winsome job on this catchy rhythm novelty, on the order of "A You're Adorable."	66--68--66--64 84--84--84--84
ZIGGY TALENT V 20-3925	Please Say Goodnight to the Guy, Irene The talented Ziggy gets off a pleasant, amusing job with a gag tune that kids the No. One ditty of the day. Lena, the Queen A' the Uptown Arena Bit of fluff about a lady wrestler set in a Gay Nineties waltz format. Not impressive.	78--80--78--76 62--64--62--60
AMES BROTHERS (R. Ross Ork)	I Don't Mind Being All Alone An oldie is solidly sold by the group. Both tune and performance are top quality; could click. Thirsty for Your Kisses This new ballad is equally impressive, both in content and rendition. A solid pairing, with either side or both a best-seller possibility.	88--83--88--88 87--87--87--87
ANDREWS SISTERS-GUY LOMBARDO (and His Royal Canadians) Decca 27202	The Glory of Love The Billy Hill oldie gets a winning collaboration from Guy and the gals—should get strong response. A Rainy Day Refrain Tune's the type that gets under the epidermis after a few hearings and the Andrews-Lombardo team could put it over the top. A Third-Mannish guitar bit helps the sale.	86--86--86--86 88--88--88--88
EILEEN BARTON (L. Pines Ork) National 9123	Baby Me The buoyant, sparkling Barton pipes do a joyous job with fine oldie, set in a rousing vaude framework. What Will Be, Will Be Calypso philosopher a la "Enjoy Yourself" is smartly done, but not likely to hit the mark of its predecessor.	85--85--84--86 73--73--72--74
LES PAUL Capitol 1192	Goofus The multiple Mr. Paul, playing all of the several guitar parts, could have a follow-up to his smash "Nola" dishing in this corn-fed oldie. Sugar Sweet (Mary Ford) Mrs. Paul sings a duet with herself in another multiple-dub disk. Excellent, sugar-sweet job should give the catchy tune a big boost.	85--86--85--85 85--85--84--85
GORDON JENKINS-ARTIE SHAW Decca 27186	I'm Forever Blowing Bubbles Clever, gimmicked arrangement spots Shaw's clary and Jenkins's one-finger style BB working in harmony to an infectious bounce beat with typical Jenkins big ork-chorus filling it out. Should be a big one. You're Mine, You Another lovely conception of a pretty evergreen done much in the same manner as the topside.	89--89--89--89 84--85--84--84
LAWRENCE WELK ORK Mer 5487	The Petite Waltz Typical accordion-organ orking of the promising waltz in brisk tempo. Should register with Welk's big Midwest following. I'm In the Middle of a Riddle (Roberta Linn-Garth Andrews) Infectious, promising Viennese waltz tune, smoothly harmonized, and orked in most-danceable fashion, should register over a wide area.	81--80--80--83 85--85--85--85
RANDY BROOKS ORK Decca 27205	More Than You Know Highly imaginative instrumental scoring of the Youmans standard—while danceable, tasty stuff is unlikely to count much commercially. Holiday Forever Brooks' old band, an excellent unit, offers a fancy tone poem for pleasant-enough listening with the maestro's piercing trumpet spotted neatly.	68--75--65--65 60--65--60--55
BETTY BREWER Decca 27204	For the First Time Competent, straight-away rendition of a pleasant, retentive ballad You've Got Me Crying Again Solid conception of the Isham Jones revival could put this dishing in the money if the tune clicks, despite heavy competition.	71--72--71--70 79--80--78--78
LOUIS JORDAN AND HIS TYMPANY FIVE Decca 27203	Tamburita Boogie An odd side for Jordan, using an organ and country boogie material. Doesn't come off, tho his fans may not mind. Trouble Then Satisfaction This blues started as a country tune, but is a natural for the Jordan blues style.	70--70--69--71 75--75--75--75
MARGARET WHITING-JIMMIE WAKELY Cap 1234	Beyond the Reef Sock country-pop duo, with Hawaiian guitar and organ backing, turns in the usual slick harmony job on the promising Hawaiian tune. Should hit a wide market. A Bushel and a Peck "Guys and Dolls" corn ditty is tailored to Midwestern and Western tastes here, but should hit over a much wider area.	87--87--87--88 85--85--85--85
EVELYN KNIGHT Decca 27102	Lucky, Lucky, Lucky Me Thrush and Ray Charles chorus bat out a brisk novelty tarantella co-permed by Milton Berle that is catchy. Could catch brisk action particularly on jukes. He Can Come Back Any Time He Wants To Slow ballad is engaging, thrush brings out its values in a warm, personal rendition.	87--87--86--87 74--74--73--75

Record Reviews



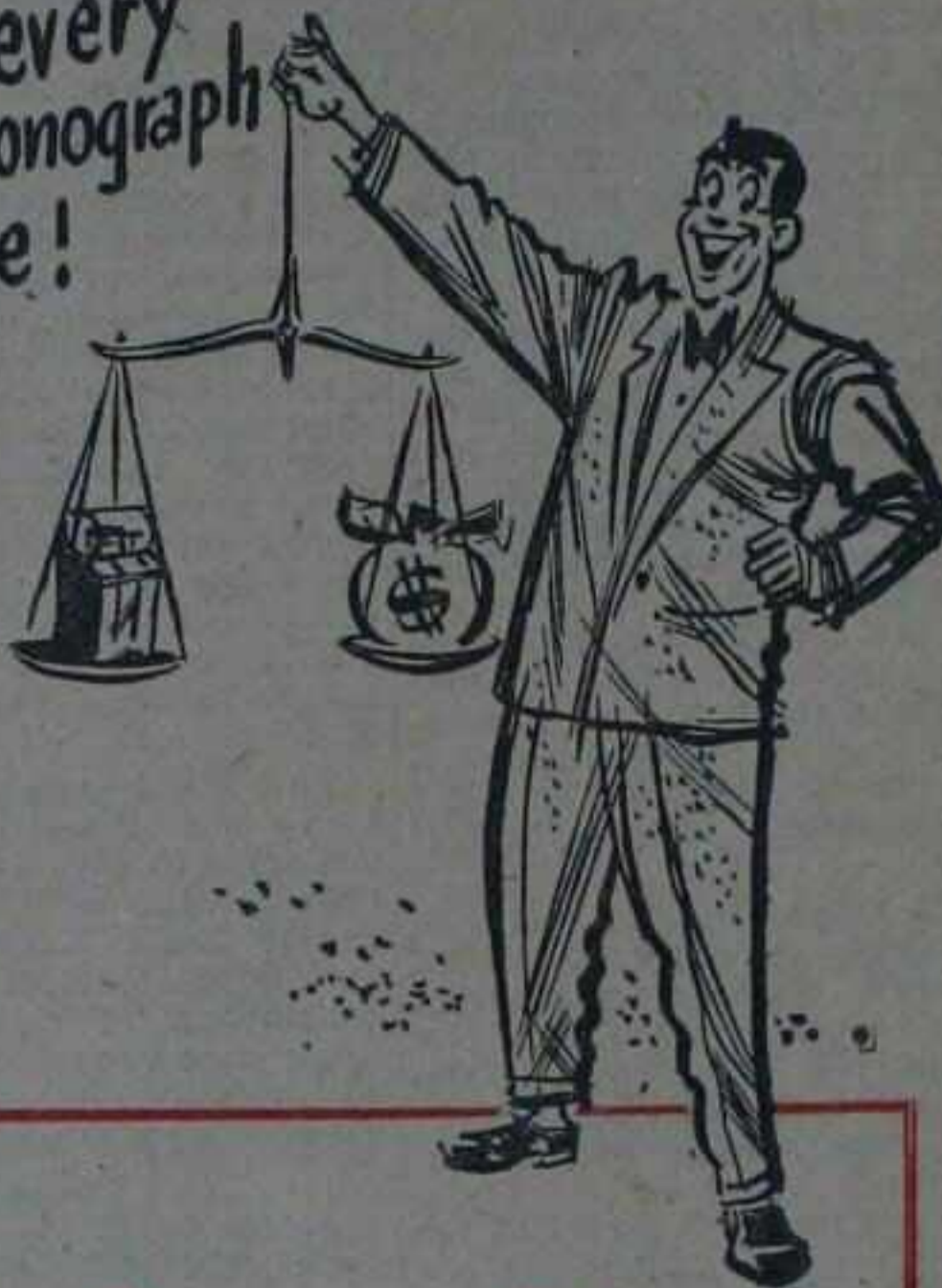
ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
LEE MORGAN- TONY DE SIMONE TRIO Top Tune 423	Wish I Was a Little Fiddle Pleasant little novelty tune is rendered competently. Recording is sub-standard. Rubber Shoesies for My Kiddy Kat Overly cute kid-ditty would require heavy distrib power to take hold.	54--57--55--50 69--70--70--67
PERRY COMO (M. Ayres Ork) V(45)47-3922 (78)20-3922	Marrying for Love Perry essays a typically simple philosophical Irving Berlin love song from the "Call Me Madam" score. It's one if the plugs from the show and with repetition could grow. This will be one of the big winners if it hits. The Best Thing for You Another "Madam" ballad, this one a thorely charming affair which grows in effectiveness with each additional hearing, is warbled with restraint and warmth by Como. If the song scores, so will this etching. Strong ballad coupling.	86--87--86--86 87--88--87--86
CLAIRE "SHANTY" HOGAN (Gil Evans Ork) London 702	Ev'rybody Clap Hands A new novelty set to the now public domain melody of "Happy Birthday" enjoys the blessings of retentive qualities. But the new idea somehow doesn't quite hit with the needed impact in spite of a fine try by Miss Hogan. Baby, Oh, Baby, Oh New lyrics set to an ancient J. Dorsey instrumental riff works into a pleasant rhythm ditty which is done up brown by the thrush.	73--75--70--75 74--76--73--73
JAN GARBER Cap 1212	I Still Miss You Ballad in the "Miss You" mood is orked danceably and gets a quality Roy Cordell vocal. Nothing startling, however. The Ocarina Cute, catchy Berlin opus from "Call Me Madam" is orked in dancey schottische style. Effective trio vocal and fine ocarina tooting.	71--72--70--70 79--80--78--80
JOHNNY DESMOND (Ray Charles Singers-T. Mottola Ork) MGM 10800	A Bushel and a Peck Desmond should be one of the winners on this clever rhythm novelty from the forthcoming Frank Loesser "Guys and Dolls" score. John does it up brown with the Charles group and a medium jump ork backing. So Long, Sally Johnny keeps getting better all the time as his ballad effort here shows. It's an attractive new tune which he sings warmly with able support of Bobby Hackett trumpet obbligatos.	88--89--87--87 83--84--82--82
LORRY RAINE (Cliff Parman Ork) London 701	Music, Maestro, Please Echo effect and narration highlight a worthy rendition of the revival; thrush is the only gal to have made the tune, could get a share. Harbor Lights Another heavy echo effect here as Miss Raine knocks out a one-chorus job on the hit revival. Both this side and Rip were "firsts" on reviving the ditties, waxed for Universal and bought by London.	77--78--78--76 73--74--72--72
JOHN MOLINARI Accordia 1955	Flight of the Bumble Bee (Bumble Boogie) Unaccompanied accordion version of the flashy opus reveals a real virtuoso. Rhythm accompaniment would have added commercial value, but as is, this should register with legions of "box" addicts. Valse Mirage This one's a Zex Confrey oldie. For any and all accordion fanatics.	65--66--65--63 62--64--64--58
LENNY CARSON AND THE GANG Discovery 531	Ev'rybody Clap Hands Free adaptation of the "Happy Birthday" melody doesn't quite stack up as acceptable novelty fodder tho the dishing is gay enough. Molasses, Molasses On the other hand this vamp on "Tisket A Tasket" is likely to raise a national turmoll but quick. And just as fast as it hits, that's how fast it's likely to disappear. It's just that silly.	71--72--70--72 89--90--88--90
CY WALTER-STAN FREEMAN MGM 10002	Nola The "Piano Playhouse" team adds some sophisticated touches to the standard novelties in a cleanly executed, crystal-toned twin-piano rendition. Come Dance With Me Pretty lilting waltz gets more of the same sparkling treatment.	68--70--68--63 65--68--65--63
HARRY BABBITT with the HEART-BEATS (G. Cates Ork) Coral 60301	What Can You Do? Babbitt turns in another sound chore on a new, pleasant, tho not particularly stimulating, ballad. Timeless A simple, appealing new ballad is done up brown by Babbitt. Neat dishing could rack up coin if tune hits.	68--69--67--67 78--80--77--77
LIONEL HAMPTON ORK Decca 27176	Everybody's Somebody's Fool One of Hamp's sturdiest entries for the r & b racks in some time is built around a strong vocal by an un billed guy (Jimmie Scott?) of a fine philosophical ballad. September in the Rain (GIL BERNAL) Quite a letdown is this rather pedestrian treatment of the standard which is warbled nicely enough by Gil Bernal.	83--84--82--82 66--66--66--66
TRUDY RICHARDS (J. Lipman Ork) MGM 10804	Somewhere, Somehow, Someday Pretty beguine is sung in straightforward style by the adept husky-throated thrush. Fine Lipman background enhances this classy effort. I'H Never Love You The thrush tackles a pretty new ballad from the score of the "Toast of New Orleans" Rick and turns out an even and tasty job. Good Lipman orking.	68--70--67--66 70--74--68--68

(Continued on page 103)

Newest Model phonograph on the market!



Every ounce and every inch true phonograph Value!



WURLITZER *Twelve Fifty* THE MOST VERSATILE PHONOGRAPH EVER BUILT

The only phonograph that can be quickly and economically adapted to play any speed record.

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The only phonograph that provides for the New 45 or 33 1/3 R.P.M. records



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Washington Music Guild Builds Good Will With Charity Plan

(Continued from page 77)

said. The WMG also sponsored a show at the U. S. Naval Hospital in co-operation with Arnold Fine, columnist for *The Washington Daily News*.

Yule Seal Drive

To aid the Christmas Seal fund for tuberculosis, the Guild supplied and distributed collection cans at all of its locations, as well as making its own lump sum donation. Similarly, the group distributed collection cans for the Heart Drive and the Damon Runyon Cancer Fund drive. Another activity was the contribution to the U. S. Coast Guard Memorial Chapel Fund for the construction of a non-sectarian chapel. The Guild also cooperates with the Variety Club and other organizations in worthwhile drives.

The Guild helped sponsor the savings bonds kick-off drive at one of the downtown Washington theaters and donated record royalties to a musician injured in an automobile accident. Another charitable undertaking is the sponsorship of monthly shows at three veterans' hospitals. Visiting entertainers are recruited for this activity and all have been cooperative, de La Viez said. Numbered among artists appearing recently were Louis Armstrong and his orchestra, Patti Page, Daryl Harper and his rumba band, Dwight Fiske, Pearl Bailey, Robert L. Friend, Jerry Myers and Marko.

Aid Boys' Club

Perhaps the biggest of its charities is the Police Boys' Club, he said. Of all the civic groups in the city contributing to the support of this organization, the Guild had the best showing last year. Its contribution amounted to about \$5,000, he stated.

Hole-in-One

CHICAGO, Sept. 30. — Recorded music service membership had a turnout of 60 operators for its first annual golf tournament at the Bunker Hill Club here last Friday (22) Ray Cunliffe, who heads the association, announced. Crowd swelled to 150 for the banquet and entertainment which followed the same evening.

Door prizes were donated by phonograph and game manufacturers in Chicago, with a total value of approximately \$1,000, Cunliffe said. Seeburg donated the trophies which were awarded the golfers. Low gross of 75 scored by Phil Levin, association secretary, won the tournament.

The Guild had an interesting experience in its drive on juvenile delinquency, de La Viez reported. He told of the National Training School for Boys, a corrective institution run like a camp, with cottages and no fences. The school was troubled by a high rate of runaways until the Guild donated about 50 music and amusement machines. Not only did the boys use the machines for entertainment purposes, but they also developed an interest in machinery, for the Guild sent a man out each week to hold classes in repair and maintenance of the equipment. He traveled there for several weeks and now the boys are able to handle the entire servicing job on their own.

The WMG has also interested itself in an educational campaign, namely the drive to combat venereal disease. Co-operating with the United States Public Health Service and the District Department of Health, the Guild distributed the record *Put It Down* to its juke boxes. The record is still on some of the machines and the campaign has marked its sixth month.

Promotions

Aside from its charitable enterprises, the Guild's activities include the co-operation with several disk jockey on the various radio stations in the metropolitan Washington area. The WMG selects records aired by the jockeys on special programs during which the Guild is mentioned. In return, music boxes feature photographs of the disk jockeys and include mention of their programs.

Included among the disk jockeys co-operating with the Guild is Eddie Gallaher, of WTOP, who mentions the Guild daily on his two programs. He also features the Guild's "Record of the Week." Others are Jackson Lowe, of WWDC; Stan, the Hired Hand, Barclay, of WGAY, and Milt Grant, of WINX. Grant only recently joined forces with WMG. For each of these outlets, WMG selects the 10 top tunes of the week in the category (such as popular, hillbilly, etc.) that the station represents.

Toy Collections

Last Christmas the Guild co-operated with WGAY, thru the hillbilly program, in a toy collection campaign for needy youngsters. The Guild sought and received permission from fire chief J. A. Mayhew to use the fire houses as collection depots, with the result that about 11 tons of toys and food were collected. The Guild is almost certain to stage a similar drive this year, but no plans have been made as yet, de La Viez stated.

In summing up, he reiterated that the feeling of harmony among members that was brought about by these activities could not be over emphasized. He is of the opinion that similar programs would work out successfully in other cities.

CPMA Sets Oct. Hit Tune Disk

CLEVELAND, Sept. 30. — The Cleveland Phonograph Merchants' Association (CPMA) this week selected *Lucky, Lucky, Lucky Me*, a Decca recording by Evelyn Knight, as its Hit Tune of the Month for October, according to Jack Cohen, association president.

Saif rd Levi e, chairman of record promotions for the org, said local disk jockeys will also promote the tune during the coming month. Three thousand jukeboxes in the greater Cleveland area will feature the record in the No. 1 spot starting this week-end.

Jukes Minus Meters Have Ops Looking For New Play Guides

(Continued from page 77)

The Seeburg's earning power, they detailed pop record problems that become more acute as the ratio of Seeburg's to the rest of the machines on location increases.

Main gripe was they couldn't tell the most opportune time to retire a waning hit. With no meter recording the weekly number of times a record is played, they have to rely on outside dope, none of which is entirely satisfactory.

Many accept the readings on metered machines in other locations to measure declining popularity. Others ask the bartender or location boss—a notoriously unreliable guide. Still others peruse trade paper pop charts more carefully. Some go so far as to examine needle wear visually on doubtful records in an effort to determine if they are still being played. A few admit they rely on pure guess-work.

Some Turkeys Stick

All those queried agreed the tenuousness of these calculations often result in records remaining in phonographs for several weeks after they have outlived their usefulness as money earners.

One declared he has, on occasion, pulled records he felt were thru only to have the location call the day after and complain that requests for missing number were piling up.

Use of play data in metered locations is at best an approximation of how any tune will make out in a particular spot. Spotting and catering to individual location preferences can often increase the earning potential considerably, it was agreed.

Coin Conscious

CINCINNATI, Sept. 30.—Blanket installation of coin-operated equipment thruout the modern railway terminal building here serves to make local as well as visiting citizens 100 per cent conscious of the amusement and merchandising benefits of handy coin chutes.

Most recent addition to the terminal's coin machine battalions are the rows of drink venders placed along the main concourse over the tracks. Set against both sides of the block-long room, convenient to half circles of comfortable waiting couches, 10 of the latest hot and cold drink units have been set up.

Catering to the entertainment wants of the public are two large batteries of amusement games. An arcade off the main concourse offers a choice of 15 units, ranging from target guns to pin and bowling-shuffle games. The second game room is off the rest rooms, and this includes a juke box in addition to a selection of late games.

Merchandising Music

(Continued from page 77)

been using some very old hits in his phonographs, systematically rotating the oldies with current and upcoming hits, and has found that this type of programing has increased his juke grosses. Peters advises operators to hold their old hits, as they will bring in added nickels in the years to come.

DRIVE-IN PROGRAM . . . The Midwest Music Company, Davenport, Ia., has found that a special type installation in drive-ins located in non-residential neighborhoods can bring good financial returns to the operator and the location. This firm installs a hideaway with one speaker in the location. Special programs of the selections are prepared, and then presented to the patrons in their cars along with a menu by an attractive car hop. The customer makes his selection, or selections, hands the car hop the money, and she in turn plays the selected records. While this idea is not particularly new, the Midwest Music Company has made it work.

ON THE HOUSE . . . Every day there are new ways and means of increasing juke box play being devised. Not all of them work, but E. J. Butts, Butts Radio & Amusement Company, E. Brewton, Ala., has come up with a system that seems to make a lot of sense.

Butts makes it a practice to change records on his jukeboxes during the locations' busiest hours. He then plays each of the new disks free of charge for the patrons. He makes sure that the customers hear each of the new platters once for free, then goes on to the next spot. Meanwhile he has found that after listening to the new records, the customers will almost immediately begin playing one or all of them—this time dropping their nickels into the coin chute when making their selections. Basically, Butts is advertising his merchandise to his potential customers at a time when he can get the greatest amount of circulation.

Art Olson Injured

CHICAGO, Sept. 30.—Art Olson, head of Permo, Inc., who recently underwent a hernia operation, slipped and fell in his home this week, breaking a rib which punctured one lung. Olson was taken to the Lutheran Deaconess Hospital where he was reported recovering from the injuries.

ENCORE'S X-65

ENDS YOUR 6 X 5 HEADACHES
In SEEBURG & WURLITZER
WIRELESS & THREE WIRE
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- Nothing to wire — JUST PLUG IT IN!
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COIN OPERATED RADIO BUSINESS

Including all necessary tools, dies, and fixtures plus a large inventory of parts for the famous all aluminum cabinet Radiotel Radio. Value of dies and inventory about \$8,000.00. We are moving our plant to Florida soon and will be unable to continue manufacture of this item there. To save moving expenses we are willing to dispose of all the assets for about 1/3 their actual value. Write, wire or call for full particulars.

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Phone Woodward 1-3828

Price, Costs Major CM Problems

Rec-O-Mat To Start Output By January 1

Plan Early Showings

(Continued from page 77)

listed. The latter supply is devoted to standards. When a record is sold, the number on that bin flips. However, should a patron mistakenly pick an empty bin, the money is returned.

Giles has been in the coin machine business for 40 years and was associated with the Pace firm in Chicago, and with the old A. J. Titus Cake Machine Company. Giles designed and manufactured a reel machine known as The Lark.

Firm Officials

Officers of the company, incorporated in California, include William Richards, president; David Shelley, vice-president, secretary-treasurer, and Giles, vice-president and engineer.

Richards headed the Columbia Records artist and repertoire department on the West Coast for 15 years. He also is a record manufacturer, heading the Kem Company. Shelley, too, has long been identified with the music and record field.

Rec-O-Mat is manually operated. The models being shown operate on three quarters (75 cents) but the firm points out that any quarter combination may be used.

Altho new in the field, the machine has had several showings. Record company representatives have viewed it with the idea of opening up an entirely new sales channel. While it is designed primarily for installation along with a music machine, the company points out that drugstores, newsstands and other outlets may use the machine.

Altho the first models are designed for 78 r.p.m. records, it is possible that other speeds may come in for future consideration. The 10-inch record is receiving attention at this particular time for the reason that most operators are using this size disk.

No selling price was announced. The company chose to withhold this information on the basis of fluctuating material costs, which, naturally, will govern.

A showing of the machine in the East is planned at an early date.

Vendall Readies New Candy Unit; Nov. Delivery

CHICAGO, Sept. 30.—The Vendall Company announced this week its new model eight-column candy vender will be available for initial delivery in mid-November, concurrent with its first public showing during the NAMA convention.

A. Garrick Alex, president, stated that while the new model is basically the same as previous Vendall units, the mechanism incorporates several improvements. Externally, the machine is 100 per cent new and a (See VENDALL READIES, page 100)

The Automatic Cow:

Milk Venders Can Be Profitable If Properly Operated, Reports Pennsy Op Who Proves His Point

By Leon M. Leffingwell

WILKINSBURG, Pa., Sept. 30.—“Our milk venders in many locations are outselling soft drink machines 10 to 1,” reports Harry Rosen, president, Milk Vending Service Company, an enterprise doing well after only a year.

“Our only problem is convincing management, which is skeptical at first because of previous ‘headaches’ with some automatic machines.

“Our milk venders are benefiting a number of people who object to carbonated beverages. This doesn't mean we are replacing the soft drink business, for soft drinks don't take the place of milk, and vice-versa.

Factories

“But we're finding top locations for our machines in factories. Employee demand plus a dietitian's honest argu- (See MILK VENDERS on page 93)

Vending's New Crisis To Theme NAMA Meet; Add 12 New Exhibs

CHICAGO, Ill., Sept. 30.—“Vending's New Crisis” will theme all convention sessions at the 1950 exhibit of the National Automatic Merchandising Association (NAMA) at the Palmer House here November 12-15.

In announcing the over-all theme for the 1950 convention, E. H. Fox, chairman, said, “The thousands of vending machine operators who come to Chicago in November will hear qualified speakers discuss automatic merchandising's place in the present national defense picture.

“One of the principal objectives of the convention program,” according to Fox, “is to show operators how to expand their business despite the general tightening of supplies and machines.”

Fox said “all sessions will concern (See VENDING'S NEW on page 97)

CHICAGO, Ill., Sept. 30.—A complete sellout of exhibit space at the National Automatic Merchandising Association show, November 12-15, Palmer House, Chicago, has been forecast by Bernard N. Osmond, convention and exhibit manager. Osmond also announced the names of 12 new exhibitors who have contracted for space since September 1. These firms include:

A & A Co., Inc., Plainfield, N. J., cigarette vending machines; Planters Nut & Chocolate Co., Wilkes-Barre, Pa., peanuts and peanut candy; Alnik Co., Gallup, N. M., cigarette lighter kits; Merkle-Korff Gear Co., Chicago, vending machine parts; Wilcox-Gay Corp., Charlotte, Mich. coin-operated recording equipment; Ferrara Candy Co., Chicago, candy; Hultz Vendors, (See 12 NEW EXHIBITS, page 89)

Region 2 Meet Explores Profits; Lunn Chairman

BUFFALO, Sept. 30.—With Frank Bradley supplying the spark as chairman, the NAMA Region 2 meeting here Tuesday (2) was declared to be the most successful session held by the group to date. A highlight was a banquet in honor of Fred Mason, president of Ford Gum & Machine Company, and past-president of NAMA. Another was the meeting of NAMA conventioners for lunch with the Greater Buffalo Advertising Club. The joint meeting was addressed by Robert Z. Greene, Rowe Corporation president, who spoke on *The Part Vending Plays in Retail Distribution*.

The election of new officers found Raymond Lunn, of Dispens-O-Matic Company, Rochester, N. Y., and William Schick, of Spencer Vending Machine Company, Inc., Rochester, the unanimous choice for chairman and vice-chairman.

Theme of the over-all meeting was *How To Operate at a Profit Under Today's Turbulent Conditions*. After the call to order by Bradley, a symposium was presented on *What Are the Minimum Sales Needed Per Machine Per Week To Show a Profit?*

Breaking the question down by types of machines, the answers were detailed by William Schick, cigarettes; (See REGION 2 MEET on page 95)

Over 400 persons, including 100 vending machine operators, manufacturers and suppliers, attended the special automatic merchandising day luncheon program during the Region II meeting. They heard Robert Z. Greene, president of Rowe Manufacturing Company and past president of NAMA, trace the growth of the vending industry. He reported that a large restaurant chain was planning a completely automatic snack bar where venders would dispense ice cream, hot coffee, sandwiches, milk, French fried potatoes, cookies, cakes and doughnuts. These units would be turned around to face the street after the closing hour to permit 24-hour service.

Biz Outlook Brightens on Vender Front

Profit, Supply Pic Good

(Continued from page 77)

While the vending segment of the industry has been hard hit due to current and future production restrictions, price increases on equipment and supplies, a step-up in location potential and sales volume serves to write off much of the operator's worst fears.

With defense spending expected to mushroom during the next year, more factory workers working longer hours will have more money to spend. This will mean that additional venders in plants, and those in transient public spots, will benefit thru greater patronage.

On the minus side of the operating picture are the equipment price hikes during recent weeks (with more to come), examples of which are Cole Products' \$60 rise on its Col Spa cup vender, Atlas Tool & Manufacturing Company's \$100 hike on its ice cream unit, and Victor Vending's 50-cent boost on its New Topper bulk machine. The supply picture shows a like trend, with soft drink cups up in cost, along with some ball gum (cent a pound hike here) and peanuts. For the candy operator, the 2.5 candy bar has vanished “for the duration”; in its place comes the 3-cent nickel bar. (See PRICE, COST on page 99)

L. A. Op Meets Resume; Elect 1951 Officers

Slater Named Again

LOS ANGELES, Sept. 30.—Resuming the meeting schedule after a lay-off of two months, members of Western Vending Machine Operators' Association (WVMOA) Tuesday night (26) picked officers for 1951, discussed license fees and pledged cooperation in the forthcoming Red Feather drive.

By a unanimous vote, M. I. Slater again was named president for his 10th year. Bob Leidenberger was re-elected secretary. By voting an amendment to the by-laws, the post of treasurer was combined with that of vice-president. J. C. Pruner again was picked for the veepee post and assumed the treasurer's post along with it.

The voting of the combination vice-president and treasurer's job came after the resignation of Marvin Drenkow, who has sold his vending business and is being recalled into the air force.

Revise Ordinance
Slater reported that the association had been successful in securing a change in the ordinance in El Monte. Under the new set-up, the license (See L. A. OPS on page 89)

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

T-B is The **New** Billboard beginning NOVEMBER 4:

Part-Time Operator's Saga

Cabinet maker finds there are extra dollars in off-hours operation of bulk venders; with 150 machines he doubles his annual income

By FRED AMANN

THE part-time bulk vender operator has carved a definite niche for himself in the automatic merchandising field, as witness his 2,500 to 3,000 contemporaries (of all types) out of the approximately 6,000 individual operating firms over the country. A further indication of his importance to the industry is the increasingly common operating pattern followed by the part-timer—surveys show that about 40 per cent eventually become full-time operators, many with employees.

While part-timers operate every type of vending equipment now on the automatic merchandising scene, by far the majority start out as penny bulk operators. Thus, for a "case history" of a part-time operation, Jesse J. Ward's eight-month-old Chicago peanut, ball gum and candy route has been chosen as a typical successful business. While Ward is a cabinet maker, the ranks of the part-timers is filled with all types of skilled tradesmen and professional people, clerks, etc. The part-time operator is, for this reason, a dependable energetic individual with a good record in his full-time profession.

Doubles Income

Starting with 20 peanut venders in January this year, Ward figures that his present 150 machines return him a weekly net increase of almost 100 per cent that of his full-time employment. To accomplish this, he spends approximately 38 hours a week servicing, cleaning and maintaining his equipment. Broken down, this means that he spends on the average of six hours each evening servicing his stops (Ward refills, removes coins and wipes exterior of 30 machines in this time, but this is facilitated by the fact that his average location has two machines). This also includes paying out location commission at the time the unit is serviced. He uses a penny counter to speed up this operation.

Included in the 36-hour weekly



CABINET MAKER, part-time coin machine operator Jesse Ward makes it a rule to always keep venders in top sanitary, mechanical condition. His home workshop provides all necessary work space, tools, etc.

schedule are four hours devoted to home repair, interior cleaning of equipment. Four venders are thoroughly sanitized each week. Because all of his machines are new, this is a prime factor in holding down maintenance work. Ward feels that concentrating on one type of machine is another aid to over-all maintenance minimum, parts stock and thoro knowledge of the unit (he uses Victors). To date, the single source of emergency service calls has been bent coins.

Cleaning Based on Sales

Basing his off-location cleaning program on sales volume thru individual machines, Ward pulls in peanut units that sell out on a weekly basis once each three months; machines not selling out in one week are cleaned every four months. To keep detailed servicing, sales records on each vender, he keeps individual work-sheets for each unit, telling days of the month it was serviced, when last cleaned.

Bookkeeping is kept simple; retaining all pay-out receipts, plus figures on earnings makes it easy to keep reports for tax and personal records.

While starting his operation with straight peanut machines, Ward now has added ball gum and pan candy

units. Peanuts still constitute the major item, accounting for 60 per cent of his operation; ball gum accounts for 25 per cent and penny candy for the remaining 15 per cent of his route.

Ward uses three types of machine mounting, in the following proportions: wall brackets, 60 per cent; stands, 38 per cent; counters, 2 per cent.

Locations

In order of importance his 10 types of locations are:

- | | |
|------------------|-------------------------|
| 1. Poolrooms | 6. School supply stores |
| 2. Trade schools | 7. Service stations |
| 3. Drugstores | 8. Groceries |
| 4. Taverns | 9. Ice cream parlors |
| 5. Lunch rooms | 10. Barber shops |

Trade Tricks

Two "tricks of the trade" that Ward has picked up during his eight months of operation are pointed to as being good volume boosters. They are (1) placement of machines as close to the entrance or front of the location as possible, both to enable their being seen from outside and to catch impulse business from customers who do not enter beyond the front counter or cash register, and (2) increase vended portions in slow locations to minimum profit point so as

to build faster turnover at larger long-range profit.

To further build volume in individual locations, Ward also uses a merchandise rotation plan. Thus, in peanut venders he alternates Spanish, redskin and jumbo blanched nuts to keep customer taste whetted. In candy units, jelly beans, imperials, baked beans are rotated. In all equipment, fresh merchandise is accentuated; in individual venders, peanuts not selling out within a three-week period in summer or two weeks in cooler seasons are removed and replaced with a 100 per cent fresh stock.

Servicing Procedure

To keep his operation rolling, Ward uses his own passenger car to carry merchandise, machines to locations. Cartons of supplies are carried in the trunk of his car, along with the penny counter, a hand scoop and three specially lined moisture resistant 15-pound bags.

To service a location, he fills the 15-pound bag with the needed peanuts, candy or ball gum, using the scoop to remove it from the original cartons. The bag is then taken into the location, contents poured directly into the open top of the vender.

Necessary shop equipment includes facilities for washing globes, parts (detergents and wash tubes, running water), hand tools such as file, screwdriver and pliers. A small work bench, supply of paint for touching up damaged finishes is also kept on hand in the basement workshop.

Location Approach

When approaching new locations, Ward makes it a practice to carry a demonstration vender with him to back up his talk. The "approach" is based on profitable utilization of a six-inch space within the location so that the owner can pay a number of small business bills annually with his earnings.

A maximum of 200 bulk venders can be properly serviced, maintained by a part-time operator, Ward feels. He plans to increase his present 150 machine route to this figure. Eventually his automatic merchandising program entails changing his part-time role for that of a full-time operator.

BRAND NEW
LUCKY BOY VENDORS

\$9.75 Each
14 or 24 MODEL

Lots of 5, \$47.50
Lots of 25, \$118.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

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Canadian Inventor Builds Java Vender

VANCOUVER, B. C., Sept. 30.—A new semi-automatic hot coffee vender, completed here after eight months of work, could be mass produced for "about \$400," according to its inventor, Paul Canyon. The machine, which requires customers to hold their paper cups beneath separate coffee and cream spouts and push delivery buttons, has a 400-cup capacity and would have to make at least 100 sales a day to pay operating costs, he states.

While the current model can deliver a hot cup of java within four seconds, Canyon thinks it can be refined to a faster operating, simpler unit. The pilot model also features a separate button for delivery of wooden spoons for sugar users.

The Canyon vender is designed to stand for a week or more and still produce fresh coffee. To take advantage of this, however, it would be necessary to double capacity to operate at a profit. A patent method of mixing the coffee mixture with hot water on each operation keeps the supply fresh; each cup uses the required portion of coffee while the rest is retained in a vacuum tank protected from moisture.

Bastian Intros Multiple-Price Coin Mechanism

CHICAGO, Sept. 30. — Bastian Blessing Company here announced development this week of a new mechanical adjustable-multiple coin mechanism. S. D. Levings, assistant to the president, stated the unit, developed over the past year, features super-simple construction and operation.

The unit, which accepts two, three or more coins of different denomination to affect a sale, can be obtained in either a nickel or dime base model; thus the 5-cent model will permit two-coin vending of merchandise ranging from 6 cents to eight-coin operation (four nickels, four pennies, two dimes and four pennies or one dime, two nickels and four pennies) for 24 cents.

Price changes may be made within three seconds, requiring a fingertip movement of a sliding set-pin. Should the exact price of the merchandise selected not be deposited (under or over the amount) all coins are returned. Operation of the actual vending mechanism is not possible until the coin mechanism has "handled" or totaled the required coins.

The multiple coin unit is approximately 8 inches wide, 5 inches deep and 12 inches high. Levings stated that while Bastian Blessing owns all patents on the mechanism, it was not their intention to produce it as a company product. The patents will be disposed of to a coin equipment manufacturer desiring them. It is his firm's intention to remain in the component parts field of vender manufacture and supply, and not to turn out complete vending machines, Levings said.

NCWA Exec to Navy

WASHINGTON, Sept. 30.—Jesse F. Jones Jr., assistant secretary of National Candy Wholesalers' Association (NCWA), has been recalled to active duty with the navy, NCWA announced this week. Jones, a member of the Naval Reserve, has been an assistant to C. M. McMillan, NCWA executive secretary, for over three years.

Name Distributors for Penguin Hair Dryer

DETROIT, Sept. 30.—Consolidated Productions, Inc., here has appointed four new distributors for its coin-operated Penguin Hair Dryer. R. P. Hummel will cover the Cincinnati area; Otto W. Fanzenbacher covers Youngstown and Canton, O., and Erie, Pa.; Stanley Katcher handles the Tucson, Ariz., area, and Waldo Hawhurst has the St. Charles, Ill., territory.

Penguin dryers operate on a heatless principle, eliminating the use of ear pads, hair nets or shoulder towels. They are purchased by distributors for installation, usually, in beauty shops, and operate for a quarter.

Family Affair

CHARLOTTE, N. C., Sept. 30.—J. H. Saxon, head of Saxon's, Inc., here, points to the five generations of Saxons who now owe their livelihood to automatic merchandising. "In my opinion vending has come of age when it will support five generations," Saxon said.

The five generations are represented by grandmother Saxon, D. Franklin Saxon, who is J. Herman Saxon's dad, first great grandchild James H. Saxon and first great-great grandchild James H. Saxon Jr. who was born June 9 this year.

Hebel Promotes Ops To Ice Cream Cos.

CHICAGO, Sept. 30.—Following an operator-ownership sales program for its ice cream venders, Fred Hebel Corporation here is contacting ice cream manufacturers with the "permanent year-round sales field" theme to spur interest in automatic merchandising. Hebel asks ice cream makers to recommend a responsible operator to sell their product and points out that they are the source of supply for the operator and can build new and repeat volume thru vender sales of their product.

Hebel manufactures the F.H.C. Ice Cream Vender, a five-flavor semi-electrical machine.

The Modern way is the Electric way!



The modern storekeeper of 1950 uses and enjoys the advantages of a modern electric cash register. The old manual one, like the old manual cigarette machines, was an innovation that improved the storekeeper's lot by simplifying his record keeping and helping to protect him against loss.



But for ease of operation, for quiet operation, for dependable operation, for compact attractiveness, the modern storekeeper relies on a smart, modern ELECTRIC cash register. For the same reasons, the modern operator chooses the modern Electric Cigarette machine—Electro, accepted everywhere by locations and operators alike as the cigarette machine with modern ELECTRIC CASH REGISTER DEPENDABILITY.

Order ELECTRO today!

It's the best value in cigarette machine history!

EASTERN ELECTRIC INC.
General Motors Bldg. New York 19, N. Y.

VENDING MACHINE MANUFACTURERS . . . 1950

For your convenience, an up-to-date ready reference guide to vending and service machine manufacturers.

BULK CONFECTIONS

- Advance Machine Co.**
4641 N Ravenswood Ave.
Chicago
- Andrews Manufacturing Co., Inc.**
660 S. Rochester Rd.
Clawson Mich.
- Asco Vending Machine Exchange**
55-59 Branford St.
Newark 5, N. J.
- Atlas Manufacturing & Sales Corp.**
12220 Triskett Rd.
Cleveland 11
- Belvend Manufacturing Co., Inc.**
122 S. Michigan Ave.
Chicago
- Bloyd Manufacturing Co.**
Valley Station, Ky.
- Columbus Vending Co.**
2005-13 E. Main St.
Columbus, O.
- Fielding Manufacturing Co.**
258 W. Pearl St.
Jackson Mich.
- Ford Gum & Machine Corp.**
P. O. Box 510
Lockport, N. Y.
- Gaylord Manufacturing Co.**
606 Michigan Ave.
Detroit 26.
- Hawkeye Novelty Co.**
1754 E. Grand Ave.
Des Moines
- Munro-Matlock Co.**
Euclid 71st Bldg.
Cleveland
- Norris Manufacturing Co.**
553 Wager St.
Columbus, O.
- Northwestern Corp.**
1600 E. Armstrong
Morris Ill.
- Oak Manufacturing Co., Inc.**
1025 S Grand Ave.
Los Angeles 15
- W. G. Parrish Inc.**
822 W Ohio St.
Chicago
- Regal Manufacturing Co.**
Whitewater, Wis.
- Silver King Corp.**
622 Diversey Blvd.
Chicago
- Victor Vending Machine Corp.**
5701 Grand Ave.
Chicago 39

CANDY BAR

- Advance Machine Co.**
4641 N. Ravenswood Ave.
Chicago
- Alco-Deree Co.**
4300 N. California
Chicago
- Alkuno & Co., Inc.**
408 Concord Ave.
New York
- Atlas Tool & Manufacturing Co.**
5147 Natural Bridge
St. Louis 15
- Coan Manufacturing Co.**
2070 Helena St.
Madison Wis.
- DuGrenier, Inc.**
15 Hale St.
Haverhill, Mass.
- Kolodny Distributing Corp.**
Fox Island Rd.
Port Chester, N. Y.
- Mills Industries, Inc.**
4100 W Fullerton Ave.
Chicago
- Shipman Manufacturing Co.**
1326 S Lorena St.
Los Angeles 23
- Silver King Corp.**
622 Diversey Parkway
Chicago

- Stoner Manufacturing Corp.**
328 Gale St.
Aurora Ill.
- Vendall Co.**
2323 Wolfram St.
Chicago 18

CIGAR

- Amity Manufacturing Corp.**
224 Washington St.
Perth Amboy, N. J.
- Cigaromat Corporation of America**
114 E. 32d St.
New York
- Malkin-Illion Co.**
396 Coit St.
Irvington, N. J.

CIGARETTE

- Alkuno & Co., Inc.**
408 Concord Ave.
New York 54
- Automatic Products Co.**
250 W. 57th St.
New York 19
- Coan Manufacturing Co.**
2070 Helena St.
Madison, Wis.
- DuGrenier, Inc.**
15 Hale St.
Haverhill, Mass.
- Eastern Electric Vending Machine Corp.**
1775 Broadway Ave.
New York
- J. H. Keeney & Co.**
2600 W 50th St.
Chicago
- Lehigh Foundries, Inc.**
Vending Division
Easton Pa.
- National Vendors, Inc.**
5055 Natural Bridge Ave.
St. Louis 15
- Rowe Manufacturing Co.**
31 E. 17th St.
New York

COFFEE

- American National Dispensing Co.**
Cannon Ave. & Fourth St.
Lansdale, Pa.
- Indevco, Inc.**
52 Wall St.
New York
- Harvey Machine Co.**
19200 Western Ave.
Torrence Calif.
- Interstate Associates**
3348 Motor Ave.
Los Angeles 34
- Marbac Corp.**
12 Hale St.
San Francisco 24
- Master Chef Automatic Machines, Inc.**
2537 Madison Ave.
Kansas City, Mo.
- Memo Products**
110 Santa Monica Blvd.
Los Angeles
- Bert Mills Corp.**
400 Crescent Blvd.
Lombard Ill.
- Rudd-Melikian, Inc.**
1949 N. Howard St.
Philadelphia

COIN CHANGERS

- American Coin Changers Corp.**
93 Massachusetts Ave.
Boston
- Hamilton Scale Co.**
214 Oliver St.
Toledo

- Vendo Co.**
7400 E. 12th St.
Kansas City, Mo.
(Only manufacturers of service—or stand-type changemakers are given above since built-in changers are classified as component parts.)

COOKIE

- Alkuno & Co., Inc.**
408 Concord Ave.
New York
- Statler Manufacturing Co.**
2112 Broadway
New York 23.
- Stoner Manufacturing Corp.**
328 Gale St.
Aurora, Ill.
- Vend-Rite Manufacturing Co.**
1536 N. Halsted St.
Chicago

DAIRY DRINK

- American Citrus Corp.**
333 N. Michigan Ave.
Chicago
- American Simplex Co.**
167 S. Vermont Ave.
Los Angeles
- Braun Manufacturing Co.**
1757 N. Kostner
Chicago
- *Cedar Hill Farms, Inc.**
Cincinnati
- *Ideal Dispenser Co.**
509 S. McClun St.
Bloomington, Ill.
(*Can be used to dispense canned juice.)

GUM (1c stick)

- Advance Machine Co.**
4641 N Ravenswood Ave.
Chicago
- DuGrenier, Inc.**
15 Hale St.
Haverhill, Mass.
- Mills Automatic Merchandising Corp.**
4401 11th St.
Long Island City, N. Y.
- Pioneer Vending Machine Co., Inc.**
934 Kings Highway
Brooklyn 23
- Stoner Manufacturing Corp.**
328 Gale St.
Aurora, Ill.

GUM (5c package)

- Advance Machine Co.**
4641 N. Ravenswood Ave.
Chicago
- Alkuno & Co., Inc.**
408 Concord Ave.
New York
- Shipman Manufacturing Co.**
1326 S Lorena St.
Los Angeles 23
- Stoner Manufacturing Co.**
328 Gale St.
Aurora, Ill.

HOT NUT

- Asco Vending Machine Exchange**
55-59 Branford St.
Newark 5, N. J.
- Munro-Matlock**
Euclid 71st Bldg.
Cleveland
- Shipman Manufacturing Co.**
1326 S Lorena St.
Los Angeles 23
- Silver King Corp.**
622 Diversey Parkway
Chicago
- Tropical Trading Co.**
5 S. Wabash
Chicago

ICE VENDERS

- F. B. Dickinson & Co.**
Des Moines
- Lincoln-Boyle**
4628 N. Greenview
Chicago
- Vend-Ice Corp.**
2126 Newton Ave.
San Diego Calif.

ICE CREAM

- Afco, Inc.**
432 Alandale
Los Angeles
- Arctic Vendor Sales Co.**
Rt. 2; Box 117A
Appleton, Wis.
- Atlas Tool & Manufacturing Co.**
5147 Natural Bridge Ave.
St. Louis
- Craig Vending Machine Co.**
358 Belleville Ave.
New Bedford, Mass.
- Dresko Machine Corp.**
5629 N. Central Ave.
Chicago
- Eastern Engineering & Sales, Inc.**
702 Commercial Trust Bldg.
Philadelphia 2
- Frosti-Server**
1833 Pacific Highway
San Diego, Calif.
- Fred Hebel Corp.**
20 N Wacker Dr.
Chicago 6
- Vendo Co.**
7400 E. 12th St.
Kansas City, Mo.

CANNED JUICE

- American Citrus Corp.**
333 N Michigan Ave.
Chicago
- Juice Bar Corp.**
270 Madison Ave.
New York
- Metal Products Co.**
1135 Third St.
Oakland, Calif.
- Telecoin Corp.**
12 E. 44th St.
New York
(Refer to Dairy Drink Venders)

LAUNDRY

- Ald, Inc.**
3406 N. Lincoln Ave.
Chicago
- Telecoin Corporation**
12 E. 44th St.
New York

POPCORN

- A.B.C. Popcorn Co. (NC)**
3441 W. North Ave.
Chicago
- Atlas Manufacturing & Sales Co.**
12220 Triskett Rd.
Cleveland 11
- Auto-Vend, Inc.**
5210 Bonita
Dallas
- Bonanza Manufacturing Co.**
2980 Pico Blvd.
Los Angeles
- Electro-Serve, Inc.**
Commercial Merchants Bank Bldg.
Peoria, Ill.
- Hawkeye Novelty Co.**
1754 E. Grand
Des Moines
(Continued on page 90)

12 New Exhibits Added to Line-Up For NAMA Meet

(Continued from page 85)
 Inc., Springfield, cigarette conversion units; Arctic Vendors, Inc., Appleton, Wis., ice cream vending machines; The Hupp Corp., Cleveland, bottle beverage vending equipment, and William Wrigley Jr. Co., Chicago, gum.

These firms, together with 106 companies previously announced, contracted for the entire fourth floor exhibition hall and 85 per cent of the space on the seventh floor of the Palmer House.

The complete exhibitors list includes A. B. C. Popcorn Co., Inc., Chicago; A. B. T. Manufacturing Co., Chicago; Alkuno & Co., Inc., New York; Fred W. Amend Co., Chicago; American Coin Changer Corp., Boston; American National Dispensing Co., Lansdale, Pa.; Atlas Tool & Manufacturing Co., St. Louis; Austin Packing Co., Inc., Baltimore; Automatic Book Vending Machine Corp., New York and Automatic Products Co., New York.

Walter Baker Chocolate & Cocoa Division, Dorchester, Mass.; Paul F. Beich Co., Bloomington, Ill.; Belvend Manufacturing Co. Inc., Chicago; Blue Jay Products Co., Brooklyn; Boyer Bros., Inc., Altoona, Pa.; Brandt Automatic Cashier Co., Watertown, Wis.; Brown & Williamson Tobacco Corp., Louisville; Bunte Bros., Chicago; Cadbury-Fry, Inc., New York, and Canada Dry Ginger Ale, Inc., New York.

Chase Candy Company, St. Louis; Chef-Way, Kansas City, Mo.; Chevrolet Motor Division, Detroit; Chicago Lock Co., Chicago; Cigaromat Corp., of America, New York; Citrus Products, Chicago; Coan Manufacturing Co., Madison, Wis.; The Coca-Cola Company, Atlanta; Cole Products Corp., Chicago, and Curtiss Candy Company, Chicago.

Other Exhibits
 Deutsch Lock Co., Inc., Hammond, Ind.; Diamond Match Co., New York; Dixie Cup Co., Easton, Pa.; Dodge Division—Chrysler Corp., Detroit; The Double-Cola Co., Chattanooga; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Eagle Lock Co., Terryville, Conn.; Eastern Electric, Inc., New York; F & F Laboratories, Inc., Chicago, and Ford Motor Co., Chicago.

Frigid Fruit Co., Yakima, Wash.; Fruit-O-Matic Manufacturing Co., Los Angeles; Gordon Foods, Inc., Atlantic; Guardian Electric Manufacturing Co., Chicago; Gum Products Co., E. Boston, Mass.; Fred Hebel Corp., Chicago; Henry Heide, Inc.,

L.A. Ops Resume Meetings; Elect 1951 Officers

(Continued from page 85)
 for penny venders is \$2 for the first machine and 50 cents for the other machines for a year.

Association is co-operating with the industry's drive in the coming Red Feather campaign. Slater distributed a number of stickers that will be attached to members' equipment.

Slater thanked the group for its confidence as shown by his re-election. He pointed out that the association's success was due to the co-operative spirit of the members. For the benefit of some new members, Slater gave a brief resume of the association, which was organized in 1935 and since has continued to function without interruption.

Association members were advised of the serious illness of Mrs. E. W. Coombs, mother of Preston Coombs. It was unanimously voted to send a bouquet of flowers to her at the Orthopedic Hospital. Next meeting will be held at the Unique Restaurant, Washington and Figueroa October 31.

New York; Hershey Chocolate Corp., Hershey, Pa.; The Charles E. Hires Co., Philadelphia, and Hollywood Candy Co., Centralia, Ill.

Honey Bee Co., Chicago; Howard Industries, Inc., Racine, Wis.; Illinois Lock Co., Chicago; International Mutoscope Corp., Long Island City, N. Y.; Johnson Fare Box Co., Chicago; Walter Kidde & Co., Inc., Belleville 9, N. J.; Lamont, Corliss & Co., New York; Leaf Brands, Inc., Chicago; Lehigh Foundries, Inc., Easton, Pa., and Lily-Tulip Cup Corp., New York.

Lion Match Co., Inc., New York; P. Lorillard Co., New York; Lyon Industries, Inc., New York; Malkin-Illion Co., Irvington, N. J.; Mars, Inc., Chicago; Maryland Cup Co., Baltimore; Mason, Au & Magenheimer Confectionery Co., Mineola, L. I., N. Y.; Mills Industries, Inc., Chicago; Mission Dry Corp., Los Angeles, and Mountaineer, Inc., Springfield, Mass.

National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; Nehi Corp., Columbus, Ga.; New England Confectionery Co., Cambridge, Mass.; The Northwestern Corp., Morris, Ill.; Orange-Crush Co., Chicago; Dr. Pepper Co., Dallas; Pepsi-Cola Co., New York; Philip Morris & Co., Ltd., Inc., New York, and Purity Pretzel Co., Harrisburg, Pa.

Quaker City Chocolate and Confectionery Company, Inc., Philadelphia; H. B. Reese Candy Co., Hershey, Pa.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Ridley's, New York; Rowe Manufacturing Co., Inc., New York; Sattley Co., Detroit; Sero Syrup Co., Brooklyn; Shipman Manufacturing Co., Los Angeles; Snively Vending & Sales Co., Winter Haven, Fla., and Spacarb, Inc., New York.

Staller Manufacturers Corp., New York; Stewart's, Memphis; The Sweets Co. of America, Inc., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; Stoner Manufacturing Corp., Aurora, Ill.; Tap Mixers Service, Atlantic Highlands, N. J.; Universal Match Corp., St. Louis; Veeder-Root Inc., Hartford, Conn.; Vendall Co., Chicago, and The Vendo Co., Kansas City, Mo.

Vend-Rite Manufacturing Co., Chicago; The Welch Grape Juice Co., New York; James O. Welch Co., Cambridge, Mass.; Wilbur-Suchard Chocolate Co., Inc., Lititz, Pa., and The Yale & Towne Manufacturing Co., Stamford, Conn.

ELMIRA, N. Y., Sept. 30.—Thatcher Glass Manufacturing Company, Inc., declared a 60-cent dividend this week on its convertible preference stock, payable November 15 to stockholders of record October 31.

See Boom in Frozen Juice Consumption

NEW YORK, Sept. 30.—About 25,000,000 gallons of frozen orange juice concentrate will be produced this year, more than double the entire 1949 output, Douglas Leigh, president of Leigh Foods, Inc., predicted here this week.

Speaking before a meeting of the National Frosted Foods Association, he released survey data indicating that approximately 60 per cent of American consumers have yet to taste juice prepared from frozen concentrates. Within five years, the spread of frozen concentrates should create 30,000,000 new orange juice drinkers, he asserted.



Available Now!

1c or 5c
ACORN
 ALL-PURPOSE
 BULK MERCHANDISER

Empire

COIN MACHINE EXCHANGE
 1012 Milwaukee Ave. • Chicago 22, Ill.

EXCELLENT BUSINESS OPPORTUNITY!

22 Automatic Vending Machines for sale which can be placed in locations of owner's own choosing. Reasonably priced at \$141.50 each. Inquire!

JOHN E. DICKERSON

40 Crawford St. Middletown, Ohio
 Telephone: 3-1142

Here's STEADY PROFITS of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT

FULLY AUTOMATIC!
 NO TROUBLE!

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.



Shipped to you for only

\$25 deposit

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME.....
 ADDRESS.....
 CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery

LARGEST PROFIT MAKER

5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

\$4 change-over parts available for all 16 Models.

SAMPLE \$13.95 each

10 @ \$12.50 each

100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$59.50.

CAMEO VENDING SERVICE

Main Office: 432 West 42nd St., New York City 18, N. Y.
 White Plains Branch: 8 Crawford St., White Plains, N. Y.

OPERATOR'S DREAM An All Purpose Machine



ATLAS DELUXE VENDOR



An operator's dream, vends all kind of bulk merchandise. A top money maker that vends all kinds of nuts, candies, charms, and ball gum, giving the operator the widest possible market. Order America's finest "all purpose" machine today, and watch them pay.

Distributors, Salesmen, Write NOW Ask about our NEW 40 PAGE CATALOG

MANUFACTURING AND SALES CORP.

EST. 1925 12220 TRISKETT RD., DEPT. 107 CLEVELAND 11, OHIO

Northwestern
NEW REDUCED PRICES
MODEL 49
SPECIAL \$14.35
FACTORY FRESH
Vender Confections



Teany L.B. 68¢
Almonds 68¢
Jumbo Pistachios 68¢
Spanish #1 Peanuts 25¢
Blanched Virginias 35¢
M & M's 39¢
Vending Cashew Nuts 57¢
Boston Beans 25¢
Rainbow Beans 26¢
Pine Nuts 36¢
Ball Gum Bubble 27¢
Parts—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

Vending Machine Manufacturers—1951

(Continued from page 88)

King Kernel Popcorn Co.
(Non-Coin)
2361 N. Seeley
Chicago

Korn Krib Sales Co. (Non-Coin)
114 W. 18th St.
Kansas City, Mo.

Landis Manufacturing Co.
2209 Michigan Ave.
Santa Monica, Calif.

Norso America
1632 S. Los Angeles St.
Los Angeles

Popperette Sales Co.
53 W. Wacker Drive
Chicago

Pronto Popcorn Sales, Inc.
702 Beacon St.
Boston

Stylon Corp.
2704 W. Pico Blvd.
Los Angeles

Sun-Puff Popcorn Corp.
2431 W. Washington Blvd.
Los Angeles

Victor Vending Machine Co.
(Non-Coin)
5711 Grand Ave.
Chicago 39

Viking Popcorn Machine, Inc.
1481 W. Washington Blvd.
Los Angeles

Viking Tool & Machine Corp.
2 Main St.
Belleville, N. J.

Vu-Pop, Inc.
3708 Beverly Blvd.
Los Angeles

POSTAGE STAMP

Flatto Manufacturing Co.
17 W. 60th St.
New York 23

General Vending Sales Corp.
245 W. Biddle St.
Baltimore 1

Munro-Matlock
Euclid 71st Bldg.
Cleveland

Northwestern Corp.
1600 E. Armstrong
Morris, Ill.

Postage Stamp Machine Co.
33 W. 60th St.
New York

Schermack Products Corp.
1174 W. Baltimore
Detroit

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles 23

Stamp Machine Vending Co.
Branch Office
Box 263
West New York, N. J.

POST CARD

Exhibit Supply Co.
4218 W. Lake St.
Chicago

International Mutoscope Corp.
4402 11th St.
Long Island City, N. Y.

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

Vend-A-Kard, Inc.
2502 Cedar Springs
P. O. Box 417
Dallas

RAZOR BLADES

Advance Machine Company
4641 N. Ravenswood Ave.
Chicago

Automatic Dispenser Co.
6309 Wilshire Blvd.
Los Angeles

Gem Vending Manufacturing Co.
3471 W. 140th St.
Cleveland

Munro-Matlock
Euclid 71st Bldg.
Cleveland

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

SANDWICH

Alco-Deree
4300 N. California
Chicago

Electronic Machine Co. (Hot)
Box 593
Indiana, Pa.

Freshway Automatic Vendors
407 S. Dearborn St.
Chicago

Fritter Chef, Inc. (Hot)
2748 Ninth St.
Berkeley 2, Calif.

Perfection Engineering Products Corp. (Hot)
57 Post St.
San Francisco

Rowe Manufacturing Co.
31 E. 17th St.
New York

Stoner Manufacturing Corp.
328 Gale St.
Aurora, Ill.

Timm Industries (Hot)
5245 W. San Fernando Rd.
Los Angeles 26

Vendomatic Machine Corp.
34 W. 33d St.
New York

SCALES

A.B.T. Manufacturing Co.
715 N. Kedzie Ave.
Chicago

American Scale Manufacturing Co.
3206 Grace St., N. W.
Washington

J. F. Frantz Manufacturing Co.
1946 W. Lake
Chicago

Hamilton Scale Co.
214 Oliver St.
Toledo 4

Ideal Weighing Machine Co.
1501 De Long St.
Los Angeles 15

International Ticket Scale Corp.
17 E. 45th St.
New York

Marion Machine Tool Co.
Marion, O.
Mercury Scale Co.
3830 Holbrook Ave.
Detroit

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 only \$52.25 (Choice of Glass or Plastic Globes)
1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P L U S 1000 Charms. All for only \$36.00
1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P L U S 1000 Charms. All for only \$51.25
Samp. Topper, \$11.75
Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample \$13.95

RAIN-BLO GUM
140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200¢ or more with freight prepaid. 26¢ lb. less 2%.

PISTACHIOS
25 lb. carton Large, 70¢ lb. Extra Large, 74¢ lb. Full Cash With Order.

COLORED BALL GUM—All Sizes
25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

Plastic Auto-graphed Footballs, \$4.25 per M. Metal plated, \$6.00 per M.
Write for our 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 13, N. Y. Phone: Dickens 2-7992

LARGE ASSORTED

Sport Charms



VERY REASONABLY PRICED

Vends Perfectly in All Machines

Plastic (Ass't. Colors) . . . \$4.00 M
Copper Plated 6.25 M
Gold, Silver Plated 7.25 M

NEW GUNS

(Same size as illust.)
Plastic (Ass't. Colors) \$4.25 M
Nickel Plated 6.50 M
Gold, Silver Plated 7.50 M

WRITE FOR SAMPLES OPPORTUNITY FOR DISTRIBUTORS

DON'T DELAY! ORDER NOW!
Paul A. Price Co.
220 BROADWAY NEW YORK 7, N. Y.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern
CUTS SERVICING TIME AND COSTS IN HALF



INTERCHANGEABLE SANI-CARRY GLOBE

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 Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices
LESS THAN 25 \$14.35
LESS THAN 100 \$14.15
100 OR MORE \$13.95

GUARANTEED NORTHWESTERN SPECIALS—Used
DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample . . . \$14.95
10 or More 12.95
#39 PORCELAIN, 1¢ 7.45
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Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
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#33 BALL GUM PORCELAIN, 1¢ \$7.45
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ADVANCE 21-A • Unit-C
STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, comb, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 35 1/2" wide and 1 1/2" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanism.

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Acme Sales Co.
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New York

Associated Industries, Inc.
5501 W. State St.
Milwaukee

Bonanza Manufacturing Co.
2980 Pico Blvd.
Los Angeles

Columbus General Machines Co.
5 E. Long St.
Columbus, O.

Falcon Distributing Co.
5676 12th
Detroit

Northwest Engineering & Manufacturing, Inc.
3114 W. 28th
Minneapolis

Southern Coin-O-Mat Distributing Co.
943 N. W. 7th Ave.
Miami 26

Wax-O-Matic Corp.
635 E. Market St.
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American Vendors, Inc.
107 S. Vermont
Los Angeles 4

Atlas Metal Works
P. O. Box 5208
Dallas

Atlas Tool & Manufacturing Co.
5147 Natural Bridge
St. Louis 15

Barnson Manufacturing Co.
1811 Agnes St.
Kansas City, Mo.

Bernitz Manufacturing Co.
2125 Indiana Ave.
Kansas City, Mo.

Bevco, Inc.
3110 N. 11th St.
St. Louis

Cavalier Corp.
343 W. First
Chattanooga

Central Tool Co.
Hartford, Conn.

General Vending Corp.
549 W. Washington Blvd.
Chicago

Highway Steel Products
1326 McKinley Ave.
Chicago Heights, Ill.

Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.

F. L. Jacobs Co.
1043 Spruce St.
Detroit

Lobee Pump & Machinery Co.
Gasport, N. Y.

Master Corp.
Rector Bldg.
Little Rock

Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago

National Gas Equipment Co., Inc.
Terrel, Tex.

The Neomat Corp.
1714 Holmes St.
Kansas City, Mo.

S. & S. Products Co.
P. O. Box 1047
Lima, O.

The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.

Selector Products Co.
3800 Park Ave.
St. Louis 10

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

Vendorlator Manufacturing Co.
400 Railroad Ave.
Fresno, Calif.

Westinghouse Electric Corp.
Syracuse

SOFT DRINK (cup)

American Vendors, Inc.
167 S. Vermont
Los Angeles 4

Automatic Products Co.
250 W. 57th St.
New York

Bradley-Edlund Corp.
432 N. Franklin
Syracuse

Cole Products Corp.
39 S. La Salle St.
Chicago

Crist Engineering Co.
1412 Evergreen Ave.
Plainfield, N. J.

Hupp Corp.
1250 W. 76th St.
Cleveland

Lyons Industries
342 Madison
New York

Majestic Enterprises, Inc.
9018 W. Olympic Blvd.
Beverly Hills, Calif.

Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago

Spacarb, Inc.
311 E. 23d St.
New York

Square Manufacturing Co.
3259 Broadway
Chicago

Standard Gas & Equipment Co.
Bayard & Hamburg Sts.
Baltimore

SuperVend Sales Corp.
134 N. La Salle
Chicago

Westinghouse Electric Corp.
306 Fourth Ave.
Pittsburgh

SOFT DRINK (hot, cold units)

American National Dispensing Co.
Cannon Ave. & Fourth St.
Lansdale, Pa.

Automatic Products Co.
250 W. 57th St.
New York 19

Bradley-Edlund Corp.
432 N. Franklin
Syracuse

Cole Products Corp.
39 S. La Salle St.
Chicago

Interstate Associates
3348 Motor Ave.
Los Angeles 34

Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia

Spacarb, Inc.
311 E. 23d
New York

SuperVend Sales Corp.
134 N. La Salle
Chicago

TYPEWRITERS

Pacific Electron Products Corp.
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Long Beach, Calif.

Self-Service Typewriter Co.
1601 Barnett Bldg.
Jacksonville, Fla.

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Frigid Fruit Co. (Apple)
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Yakima, Wash.

Fruit-O-Matic Manufacturing Co. (Fruit)
5225 Wilshire Blvd.
Los Angeles 36

The I. M. Miller Co. (Apple)
230 Miller Bldg.
Yakima, Wash.

Aspir-Vend (Aspirin)
Box 1652
Wilshire-La Brea Station
Los Angeles

Lewel Aspirin Machine Co. (Aspirin)
Fort Worth

Andrew Gorretta & Co. (Battery)
5209 Euclid Ave.
Cleveland

Automatic Book Vending Corp. (Book)
381 Fourth Ave.
New York

Andrew Gorretta Co. (Book)
5209 Euclid Ave.
Cleveland

International Mutoscope Corp. (Book)
4402 11th St.
Long Island City, N. Y.

Vendomatic Machine Corp. (Book)
34 West 33d
New York

Andrews Manufacturing Co., Inc. (Comb)
660 S. Rochester Rd.
Clawson, Mich.

(Continued on page 96)

...for greater variety...
...increased efficiency...
...low price...

operate the DuGrenier
Candy Man
5c CANDY BAR MACHINE

The CANDY MAN has everything you need in a candy machine...

It's COMPACT Requires a minimum of space and gives maximum service and satisfaction. Only 43" high, 11 1/2" wide and 12" deep.

It DISPLAYS And vends 12 varieties of candy and has a capacity of 72 bars. It sells more candy because it offers more brand varieties.

It's IDEAL For all types of locations—Operates profitably in those spots that do not warrant a higher priced unit. Many operators use two CANDY MAN vendors in top notch locations thus offering 24 brands and a capacity of 144 bars.

It's EASY And quick to load. Servicing is simplicity itself. The CANDY MAN is available in Silver Hammer, Two-Tone Blue, Two-Tone Green or Two-Tone Brown.

THE CANDY MAN PAYS FOR ITSELF IN LESS TIME THAN ANY OTHER MACHINE OF COMPARABLE CAPACITY AND VARIETY BECAUSE OF ITS LOW, LOW PRICE. WRITE TODAY FOR COMPLETE DETAILS AND NAME AND ADDRESS OF REPRESENTATIVE NEAREST YOU.

ARTHUR H. DuGRENIER, INC.
America's Foremost Manufacturer of Cigarette, Candy and Gum Merchandisers.

15 Hale Street Haverhill, Mass. Phone: 3-3855

CIGARETTE MACHINE OPERATORS
Write for illustrated literature on DuGrenier's outstanding line of electrically and manually operated cigarette machines in standard and "Shorty" heights—Also on our All-Coin Combination Manual model that accepts nickels, dimes and quarters and makes change.

Dime Candy or Nickel?

Despite increased wholesale costs, many ops disagree with theory that the dime bar will solve their increasing financial problems

By DICK SCHREIBER

RAPID, sizable increases in the wholesale price of candy—with additional increases likely this autumn—swung the vending industry's attention once again to dime bars. Having watched average wholesale prices climb from 2.5 cents to 3 cents, many a candy operator thought he saw the handwriting on the wall for nickel bars. If prices climb higher, reflecting the general inflationary trend, 5-cent candy might well become as outmoded as a nickel cup of coffee.

But the industry at this point is still far from agreed that dime bars will solve its problems. In fact, vigorous opposition to dime bars seems likely to develop. Even those operating companies which have already made their decision to experiment with dime candy, and converted part of their equipment to handle the coin, admit privately they are not sure of the outcome.

Changing such a well-established and well-publicized price as nickel candy depends partly on factors outside the industry and partly on such internal conditions as competition—in this case competition between candy manufacturers and between candy operators. This second factor is as important in its way as the question of public acceptance.

How the public reacts to dime bars in machines is the first hurdle operators must meet. If volume falls off

sharply, the larger margin in dime candies would be wiped out or, at least, be reduced in terms of net to no more than the profit on 5-cent items.

A more basic decision rests with the candy manufacturers: Will they, in their efforts to show a profit, concentrate on dime merchandise, on nickel merchandise, or both? Most operators believe the continued availability of good nickel candy—no matter how thin and skimpy the bars may be—will keep dime bars from becoming big sellers in machines.

This argument is predicated on the belief the public is so used to nickel bars it will continue to buy them even tho the dime bars represent considerably more in proportion to the retail price. A solid, educational sales job might convince the public, but neither the candy nor the vending industry has started such a program.

Typical of the cautious note candy manufacturers strike when discussing dime versus nickel goods is this statement of Harry R. Chapman, chairman of the board of the New England Confectionery Company: "We also have to remember that as long as the government continues to coin nickels, they (the nickels) are going to be the most popular unit of sale for candy. While there may be a fairly steady sale of dime bars, it would not be in the mass volume ex-

CANDY PRICE CHECKLIST

- Candy prices, already an average ½ cent higher, will go still higher this fall. Prices on candy's basic ingredients, plus higher labor costs, will force up wholesale price levels.
- Manufacturers of candy bars who do not already have dime bars on the market are ready now to introduce a dime merchandise line.
- There are no indications the candy manufacturing industry will consider discontinuing nickel items. Both dime and nickel merchandise will be offered to the public.
- Some candy operators have already converted a part of their equipment to dime bars in an effort to determine public and competitive reaction.
- This fall, other operators will convert equipment to dime goods; many will use one or two columns of dime merchandise, keeping the remainder for nickel bars.
- To stave off any increase in the retail selling price of their bar goods, manufacturers are considering making further reductions in size and weight. This will not, however, enable them to hold wholesale prices at their present levels if costs continue upward.

perienced by nickel candy. Therefore, we must watch our step so we are not outsmarted by items which compete and which can still be sold for a nickel."

Another New Englander, Walter Guild, managing director of the New England Manufacturing Confectioners' Association thinks the industry is definitely headed for a return to the war-time dime bar. "It is in the offing and many firms are only waiting for the big leaders in the industry to come out with a 10-cent price," he said. "Some manufacturers may be forced to go to a dime even before the leaders."

Candy operating companies, too, are watching the larger vending firms for a clue to the future. As in the candy manufacturing business, however, the large vending machine companies give no indication of agreement. Automatic Canteen is reported to have converted some of its machines to dime operation, with additional machines still in process of being changed over. But the conversion thus far shows no evidence of being total. Canteen, presumably, intends to experiment with dime merchandise to determine public reaction.

With candy manufacturers showing no inclination to swing over unanimously to dime bars—stopping production of nickel goods—most operating companies which get into dime candy during the next year will do so on a limited basis. They will want to discover for themselves:

1. How the public takes to dime candy—thicker, heavier, quality bars for a nickel more.
 2. What effect competition will have on the dime price; a competitor might easily use nickel bars to wean away locations.
 3. How effective an educational and sales job their organization can do on the larger, more expensive bars.
- Many side issues are involved.

When operators of cup drink machines first went from a nickel to a dime in motion picture theaters, they were pressured into passing along the biggest share of their new-found profit to locations in the form of increased commissions. Any move to increase candy commissions, because of the increased retail price, would defeat dime bars immediately.

Commissions may enable some operators to stock nickel bars at a profit, because commission represents the single adjustable factor in operating costs. Some aggressive candy operators have already moved to lower commission schedules, clearly showing their locations that increased costs make lower commissions inevitable if service is to be continued.

Adjusting commissions, like increasing the retail selling price, ought to be accompanied by a well-rounded campaign designed to acquaint location management with the reasons which make those commission revisions necessary. Without such a program, an operator may find himself at a competitive disadvantage.

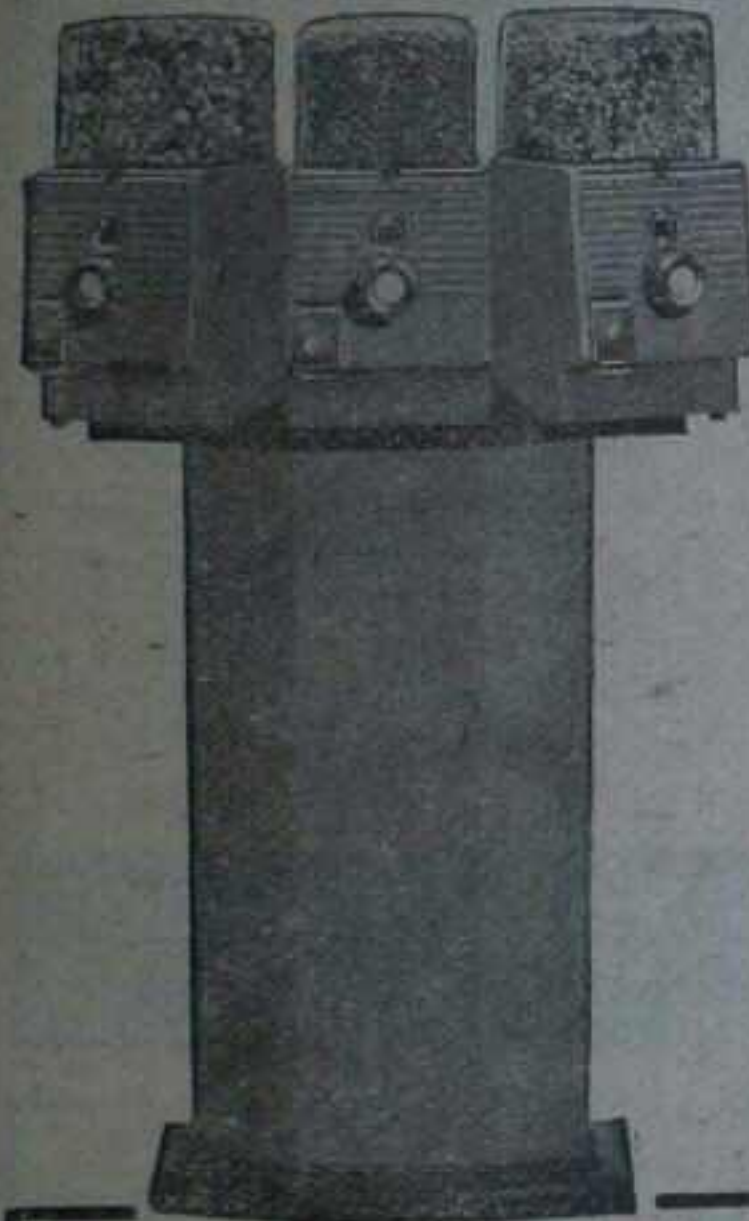
Other than adjusting commissions, and tightening their operation throughout in order to insure maximum efficiency, candy operators have only one other "in-between" course, and that is to set up split-price routes. By experimenting, the operator may be able to determine where dime candy will make the maximum sales. Those stops may be stocked entirely with dime goods.

Turning over one or two columns within the machine to dime goods, leaving the remainder to sell nickel items, may be the answer in other locations. Still other types of outlets may have to be kept on nickel bars entirely. Many operators of candy equipment have already had experience with split-price routes in cigarettes. Whether that experience can be repeated in candy remains to be proved.



WITH DIME bars again being discussed, candy equipment handling both nickel and dime merchandise in separate columns proves practical and timely.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern
CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

**Milk Venders Can Be Profitable
If They Are Operated Properly**

(Continued from page 85)
ment that employees as a rule don't have enough milk, got executives asking questions.

"Milk vending to their surprise is not so new as it sounds. The business was started prior to World War II. In New York, City Milk Company operated a regular dairy and milk vending service and had the only electrically operated machines.

"At approximately this time, Ideal Manufacturing Company began manufacturing a milk-vending machine operated manually by a coin device and vending a half-pint of milk for a nickel. About 1939, City Milk Company operated in the Brooklyn Navy Yard with an electrically operated vending machine. It was successful.

Machine Situation

"But getting machines, a problem now, was a real problem then. After World War II, the pioneering City Milk Company took this problem to the Bath Iron Works in Maine and gave Bath an order for milk vending machines. Six months later, however, Bath got overloaded with work from the navy.

"City Milk Company finally went to Rowe Manufacturing Company which agreed to take over the manufacture of the machines and take the balance of the machines still at Bath's plant in Maine. One year later Rowe came out with the first (their own) automatic milk machine using the Bath machine as a model.

"Today, electrically operated milk machines are making an appearance. New Jersey, New York and Pennsylvania have most of them. Others are located in California, Chicago, Cleveland and Philadelphia."

Building a Route

Near Pittsburgh, Milk Vending Service Company operates almost 100 machines on two routes located within a radius of 30 miles. Locations are mills, educational institutions, and large offices where there are a consistent number of employees, a cafeteria, and where people bring their own lunches.

Milk vending machines are placed next to drinking fountains or carbonated drink stands. The competition finds carbonated sales fall off slightly, Rosen points out; bottled water refills are less frequent; people feel it

is far better to drink milk than just plain water.

"Altho it's the exception," says Rosen, "we have placed machines in locations, then have removed them because the volume wasn't satisfactory, only to have employees protest. When management believed the location ultimately would pay off, they've had us reinstall the machine and until its receipts picked up they've paid the difference.

Electric Operation Speedy

"Milk vending has a tremendous future. Progress is slow and careful. We have a man in charge of machine operation, a supervisor, and a mechanic. Milk Vending Service will move ahead as fast as it can get locations and take care of them properly.

"With electrically operated machines this care is very important, for milk-vending business comes in spurts; people operate these machines during rest periods and lunch hours. Thus if 50 people in a factory suddenly want milk, they want it in five minutes. So the milk machine must operate quickly and right."

Manual operation, on the other hand, is slower, Rosen explains. Its speed depends on how fast the person makes his choice and takes a commodity, and there are instances where only a dozen people get around to making their purchase in half an hour.

"Speedy electric machines can make a transaction every two seconds, and for this reason Milk Vending Service uses them exclusively," he said.

In five years, Rosen believes, practically 75 per cent of milk-vending machines will be electrically operated; for right now as soon as employees have seen a number of machines and know they are available, they insist that management install them. They're coming in, like TV!

Hires Names Sales Manager

PHILADELPHIA, Sept. 30.—The Charles E. Hires Company announced the appointment of John D. Moore as sales manager. He was formerly associated with the Campbell Soup Company in a like capacity.

WRITE FOR CATALOG

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 5.55
 - Toy Watches, 2 gross 2.50
 - Stone Set Rings, 2 gross 1.95
 - "Hep Cat" Buttons, 1,000 5.95
 - Plastic Colored Rings, 1,000 2.50
- We are factory distributors for all leading makes of VENDING MACHINES.

**VICTOR
5¢ ALL
CHARM
VENDOR**



The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities 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.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—1¢ or 5¢ play. Real Money Maker! 22" High 18" Wide 5" Deep



Simple mechanism guaranteed trouble-free.

\$32.50
EA.

1/3 DEPOSIT ON ALL ORDERS

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**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
- Plastic Bowling Pins 4.25 per 1,000
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F.O.B. Jamaica, N. Y.

Immediate Delivery

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FREE—FREE

Two weeks' FREE TRAINING in servicing and operating routes of Victor 1¢ vendors with each purchase of 100 or more TOPPERS at \$10.50 each. Terms. Complete Victor line on display. Sample Victor, \$11.75. Lowest prices on ball gum, nuts, Candies & charms.

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CRACKER VENDOR
four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2". Has large merchandise display and self-illuminating Plexiglas sign.

MODEL 700

Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

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\$13.45

Topper Standard With Plastic Globe
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JUMBO 1" BALL GUM
\$13.95

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CIGARETTE MACHINES

- UNEEDA, 8 Cols. \$ 95.00
- UNEEDA, 6 Cols. 85.00
- Uneeda Model 500, 9 Col., 350 Cap. 85.00
- P-X, 10 Col., 425 Pack Cap. ... 90.00
- Uneeda Model "E", 8 Col. 59.50

SALE !!

MODEL W

DuGrenier 9 Col. 308 Pack Cap. \$62.50

ROWE ROYAL

10 Col., 420 Pack Cap. \$85.00
8 Col., 320 Pack Cap. 80.00

CANDY MACHINES

- Candyman, Like New, 72 Cap. \$55.00
- VENDIT, 150 Bar Cap. 47.50
- UNEEDA, 105 Bar Cap. 75.00
- SHIPMAN STAMP VENDOR (like new) 15.00

25¢ 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.

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New . . . Reconditioned . . . As Is
166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK

RECORD ASPECTS

(Continued from page 81)

MGM	49
King	28
London	9
Coral	8
Specialty	2
Rondo	1
Swingtime	1
No Answer	17

Comment:

Decca, which has pioneered in servicing juke box operators, is easily the top diskery in this respect, according to a tabulation of ops in *The Billboard's* nationwide poll. During the past six months, other majors have tried to hypo their service to ops, but thus far no company has been able to come close to Decca. The diskery tallied a total of 311 points in the current tabulation. Second and third, in the order named, were Capitol with 177 and Victor with 163. Mercury beat out Columbia, scoring 66 as against the latter's 61.

In *The Billboard's* last juke box operator poll, published in March, Victor and Capitol's positions were reversed, the former scoring second and the latter third. The relative positions of Mercury and Columbia, in the last poll, were the same as they are currently.

Other diskeries receiving votes were MGM with 49; King, 28; London, 9; Coral, 8; Specialty, 2 and Rondo and Swingtime, one each. The latter three labels did not appear in the results of the last tabulation.

Question:

Of the record companies, which three give you the best and fastest service?

Answer:

Decca	235
Capitol	159
Victor	114
Mercury	76
Columbia	62
MGM	50
King	46
Coral	14
London	6
Four Star	2
Specialty	2
Dana	1
Rondo	1
Swingtime	1
No Answer	35

Comment:

Diskeries scoring top positions on this question are the same which took the nod for best all-round service. Thus, Decca leads strongly with 235 points. Capitol holds second place comfortably with 159, as against Victor's 114. Mercury tops Columbia for fourth place, scoring 76 against 62. MGM and King, in the order named, follow with 50 and 46.

Among the remaining labels which received votes, Coral, the Decca subsidiary, tallied 14; London, 6; Four Star and Specialty, two each, and Dana, Rondo and Swingtime, one each.

Question:

Of the record companies, which three send you the most helpful salesmen?

Answer:

Decca	114
Capitol	90
Victor	55
Columbia	51
Mercury	51
MGM	44
King	35
Coral	16
London	10
Tempo	3
Four Star	2
Atlantic	1
No Answer	76

Comment:

Decca, which leads diskeries in other aspects of servicing operators, also takes the nod as the company which sends ops the most helpful salesmen. The diskery scored 114 points to take the top spot, as against 90 for Capitol and 55 for Victor. Columbia and Mercury are tied for fourth, with 51 each. Among the other labels, MGM scored 44 to beat out King with 35. Coral, London and Tempo had 16, 10 and three points respectively. Four Star and Atlantic scored two and one points respectively.

Question:

Of the record companies, which three have the most helpful and informative release sheets and direct mail?

FOOTBALL CHARMS

Fit the Season!

**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 Plated10.00 M
Gold Finish10.00 M

Service & Quality
For Over 40 Years

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ILLUS. CATALOG
OF ALL TYPES OF
MACHINES

TOPPER
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Lots of 100. \$10.50
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JUMBO
1" Ball Gum Vendor.
Best Location Getter
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Immediate Delivery.

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JUMBO
1-Inch Ball Gum
Vendor opens a new
field. You can locate
as fast as you fill.
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U-SELECT-IT
CANDY MACHINES
U-Select-It, 72 Bar Size. Each\$27.50

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Write for low prices all makes.
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**SANDY
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another
truck to
haul his
money
since using



**LEAF GUM
ALL SIZES**
140 — 170 — 210 & Jumbo
27c per pound
FREE DELIVERY on 100 lbs. or over.
FULL CASH with order.

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Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

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NUT VENDOR OPERATORS
For Top Quality Use
KING O' NUTS BRAND
Salted Nut Meats

Complete Assortment
Packed Bulk and in Tins

PRINCESS PECANS, INC.
Camilla, Georgia

Answers:

Decca	267
Victor	175
Capitol	156
Columbia	74
MGM	28
King	25
Mercury	22
Coral	13
Specialty	3
London	2
Four Star	1
Hit	1
Rondo	1
No Answer	35

Comment:
Decca again takes the top spot here, operators voting the diskery No. 1 in furnishing the most helpful and informative release sheets and direct mail. Company tallied a total of 267 points, comfortably outpacing the opposition. Victor on this aspect of the survey scores second, with 175 points as against Capitol's 156. Columbia tallies 74.

MGM leads the remaining labels, scoring 28; King, 25; Mercury, 22; Coral, 13; Specialty, three; London, two, and Four Star, Hit and Rondo, one each.

Question: How often do you order current hit pop records?

Answers:

About once a week	91
About twice a month	30
About twice weekly	27
Daily	6
About once a month	5
No answer	11

Comment:
There is considerable variation in the buying habits of operators, but returns on the poll indicate that the usual frequency of ordering is "about once a week." Ninety-one ops stated they ordered current pops in this manner. Thirty ops stated they ordered "about twice a month." The next largest number of returns, 27, indicated they ordered "about twice weekly." A small number of ops are at either extreme. For instance, six stated they order "daily," and five said "about once a month." Reasons for the variance in ops' order habits are several. To some degree, the sales habits and methods of diskeries are responsible. Also, some ops, owing to heightened competition, have found that it pays to order with greater frequency. Too, the rapidity with which disks and tunes catch on in certain areas of the country varies, and this naturally is reflected in the frequency of ordering.

Question: Please check just two of the following sources of information that are the biggest help to you when buying records. Check only the two that are the most important to you.

Answers:

Trade paper editorial features	86
Actual machine count	66
Local requests	50
Your own personal opinion	35
Trade paper advertisements	31
Distributor and/or manufacturer release sheets and direct mail	26
Record salesman advice	10
Your local disk jockey or radio station	8
No answer	8

Comment:
Following thru on results of *The Billboard's* Juke Box Survey of March, 1950, the operators again indicated that trade paper information, combining editorial and advertising features, is the most important single guide in selecting records for purchase. Again trade papers were about two to one over the nearest other source—actual machine count—and it was indicated that the machine count oftentimes is determined by testing records which are selected from study of trade paper reports and ads.

Ops have been turning to the trades primarily because these papers afford them the information they require in the most rapid and complete form available on a regular basis. This primarily because operators frequently aren't in close enough contact with record company representatives to keep in complete touch with up-to-the-minute record information.

The overwhelming acknowledgment of the trade papers as a top source of information adds further weight to the theory that they are growing into a key position for operators now that good programming has been established as a major factor in building profitable operations.

Question: In your opinion, which single record company runs the most helpful trade advertising?

Answer:

Decca	50
Victor	29

(See RECORD ASPECTS on page 98)

Region 2 Meet Explores Profits; Lunn Chairman

(Continued from page 85)
Raymond H. Lynn, beverages; Robert K. Hawthorne, Ford Gum & Machine, penny-bulk, and Bernie Schuer, Vendomat Company, Baltimore, candy.

A lively discussion on 10-cent candy by Schuer brought comments by Fred Magenheimer, of Mason Au Magenheimer Confectionery Company. He said the cocoa bean price squeeze was so uncertain that it was impossible to predict what would happen to the 5-cent candy bar. He also indicated that price rises were dictated by two factors: (1) Rising costs of raw materials, and (2) a possible price freeze.

Schuer declared himself dissatisfied with 10-cent candy as the answer to today's problems. He reported that his firm is experimenting with side-by-side 5 and 10-cent machines. Further, he advised operators to reduce commissions and relocate machines into more profitable spots. Schuer warned that the operator would be "in as bad condition" if the 10-cent bars did not allow a greater profit margin.

Red Feather Campaign
Aaron Goldman, G. B. Macke Company, Washington, and national NAMA public relations chairman, reported on the success of the Red Feather tie-in campaign. His statistics revealed that 300 operators are participating in 225 cities; that 25,000,000 matches, 10,500,000 cups, 108,000 large stickers and 170,000 postage-stamp size stickers have been purchased by operators for the campaign beginning October 1.

William Cook, of the Buffalo Community Chest, commended the vending industry for its efforts.

S. C. Darling, NAMA exec director, ended the morning session with a report on the accounting study program.

Machines Shown
A feature of the noonday luncheon was a lobby exhibit of vending machines with Buffalo ad clubbers indicating much interest in the various types shown.

The afternoon session was given over almost completely to a lecture on how to develop a sales presentation conducted by Ralph D. Myrick, sales manager of a sales analyzing firm and sales training instructor at the University of Buffalo. His discourse leaned to the psychology of the sales approach.

Darling again took the floor to report on current legislative activities and also explained the NAMA group insurance plan for operators.

Ernie Fox, Austin Packing Company, Baltimore, and chairman of the convention committee, exhorted operators to attend the Chicago show.

A surprise at the banquet was the presence of the 95-year-old father of Ford Mason, who, in acknowledging the presentation of a plaque, revealed that his father, the Rev. Ford, had designed the original Ford machine.

Indicating the activity of the regional group in planning the one-day session was the presence of many Buffalo and Lockport, N. Y., political and civic dignitaries. These included the mayor and council president of Buffalo, both of whom addressed the operators.

Rowe Reports Income

NEW YORK, Sept. 30.—Consolidated income reports of the Rowe Corporation for the six-month period ending June 30 show net sales totaling \$14,439,399, as compared to \$12,630,756 for the same period last year. The net income for the first half of 1950 was \$435,299, as compared to \$414,882 for the first six months of 1949.

NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Half

Less Than 25 ... \$14.35
Less Than 100 ... \$14.15

AVAILABLE IN 1c OR 5c PLAY. PLEASE SPECIFY WHEN ORDERING. IMMEDIATE DELIVERY!

BRAND NEW IMPS

Either 1c or 5c Play
Cig. or Fruit Reels

\$21.50 Ea.



"HIT-A-HOMER"

The grandest, newest counter game—legal everywhere! Available in 1c or 5c play. Scores Home Runs, Walks, Strike-Outs. Plenty of action! 22" high, 18" wide 5" deep

\$27.50 EA.

Write for quantity prices!

SPECIAL DEAL FOR JOBBERS!

CHARMS, MDSE. AND SUPPLIES

WE CARRY A COMPLETE STOCK OF

CHARMS PEANUTS
PISTACHIOS BALL GUM
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 COMPLETE 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



Vend

THE MAGAZINE OF AUTOMATIC MERCHANDISING

"The Magazine of Automatic Merchandising"

"I want to take this opportunity to tell you just how pleased I am with VENDOR. VENDOR seems to answer so many questions that go through every operator's mind. Every month I look forward to receiving my copy, like a kid does an all-day sucker. VENDOR is as necessary to a vending machine operation as a carburetor is to an automobile."

Harold A. Steuber

Steuber Service Co.
Long Beach, Calif.

VENDOR 10-7

2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I inclose \$3.

Name

Address

City Zone State

Vending Machine Manufacturers—1951

(Continued from page 91)

White Distributing Co. (Comb)
1326 Green St.
Rockford, Ill.

Frosted Food-O-Mat (Corsage)
1135 Third St.
Oakland, Calif.

Kayem Products, Inc.
(Dental-Vitamin Kit)
735 N. Seward.
Hollywood

Finn Corp. (Hair Oil)
1621½ Vinton St.
Omaha

E. Boettcher & Sons Tool & Engineering (Handkerchief)
Box 53
Bridgeport, Mich.

Tux Handkerchiefs & Vending Machines (Handkerchief)
3115 Coleman Rd.
Kansas City 2, Mo.

Insurograph, Inc. (Insurance)
Brown-Marx Bldg.
Birmingham

E. B. Metal Products Co. (Kleenex)
227 E. 144th St.
Bronx 51, N. Y.

Vend-Rite Manufacturing Co. (Kleenex)
1536 N. Halsted St.
Chicago 22

Vending Company of New York (Kleenex)
599 10th Ave.
New York

Manufacturers Agents Sales Co. (Lotion)
P.O. Box 544
San Francisco

Hawkeye Novelty Co. (Matches)
1754 E. Grand
Des Moines

Andrews Manufacturing Co., Inc. (Newspaper)
660 S. Rochester Rd.
Clawson, Mich.

Auto-Newsy, Inc. (Newspaper)
616 Whitworth
Renton, Wash.

Serveu Vender, Inc. (Newspaper)
1401 Middle Harbor Rd.
Oakland, Calif.

Lehigh Foundries, Inc. (Nylons)
Vendor Division
Easton, Pa.

Rowe Manufacturing Co. (Nylon)
31 E. 17th St.
New York

P. J. Pencil Sales Co.
Glenside, Pa.

Vend-Rite Manufacturing Co. (Pretzel)
1536 N. Halsted St.
Chicago

Jeff Distributors, Inc. (Perfume)
4719 W. Washington Blvd.
Los Angeles 16

Warner & Sons (Voice Recorder)
300 N. Lake St.
Pasadena, Calif.

Wilcox-Gay Corp. (Voice Recorder)
Charlotte, Mich.

Auto-Photo Co. (Photo)
1450 S. San Pedro St.
Los Angeles

International Mutoscope Corp. (Photo-Voice Recorder)
4402 11th St.
Long Island City, N. Y.

Discomat Corp. (Phono Record)
1270 Sixth Ave.
New York

Advance Machine Co. (Sanitary Napkin)
4641 N. Ravenswood Ave.
Chicago

Hospital Specialty Co. (Sanitary Napkin)
1991 E. 66th St.
Cleveland

Sanitex Co. (Sanitary Napkin)
14182 Meyers Rd.
Detroit 27

Twin-Tex Vendors Mfg. Co. (Sanitary Napkins)
12653 S. Irving St.
Blue Island, Ill.

Automatic Industries, Inc. (Sun Tan Lotion)
King of Prussia, Pa.

Hayes, Jakes & Brittain Vending Co. (Sun Tan Lotion)
Old Hickory, Tenn.

Races Manufacturing Co. (Sun Tan Lotion)
1315 Surf Ave.
Brooklyn

Teckni-Craft Corp. (Suntan Lotion)
1009 Russell St.
Nashville, Tenn.

General Register Corp. (Ticket)
36-20 33d St.
Long Island City 1, N. Y.

Trans Meter Corp. (Ticket)
62 William St.
New York

Races Manufacturing Co. (Ticket)
1315 Surf Ave. Brooklyn

Automatic Towel Cabinet Co. (Towel)
c/o Rankin P. Peck

205 E. Adams Ave.
Detroit
(Delivery date: Indefinite)

A. Norman Depew (Vitamin)
7518 Fountain Ave., Hollywood

MISCELLANEOUS SERVICE

Kool Sleep, Inc. (Air Cooler)
Cambridge, O.

Pay-Pull Manufacturing Co., Inc. (Bottle Opener)
720 San Pedro Ave.
San Antonio

Dime-A-Wake Corp. (Clock)
Las Vegas, Nev.

McDowell Manufacturing Co. (Foot Stimulator)
Pittsburgh 9

Consolidated Productions, Inc. (Hair Dryer)
540 W. Congress St.
Detroit 26

Electric-Aire Engineering Corp. (Hair Dryer)
209 W. Jackson Blvd.
Chicago 6

L. E. Scott Co., Inc. (Lighter Fluid)
277 Water St.
Warren, R. I.

Aciform Corp. (Massage)
Gyro-Lator Division
1057 W. Grand
Chicago 22

Resston Automatic Vibrator (Massage)
Massage Machine Corporation
P. O. Box 186
Ansonia Station
New York

American Locker Co., Inc. (Parcel Locker)
211 Congress St.
Boston

Stitch-In-Time, Inc. (Sewing Machine)
Watts Bldg.
5th and E Sts.
San Diego

Aldrich C. Brown (Shaver)
2211 27th Ave.
San Francisco

Glowspar Co. (Shaver)
601 S. Vermont Ave.
Los Angeles

Mountaineer, Inc. (Shaver)
417 Liberty St.
Springfield, Mass.

A. H. Pitchford Co. (Shaver)
5 Craig Court
Pittsburgh

American Telescope Co. (Telescope)
Evansville, Ind.

Electronic Devices (Telescope)
1120 S. Michigan Ave., Chicago

Tower Optical Co. (Binoculars)
South Norwalk, Conn.

Advance Machine Co. (Toilet Lock)
4641 N. Ravenswood Chicago

Nik-O-Loc Co. (Toilet Lock)
110 N. Illinois St. Indianapolis

H. V. Bright Turnstile Co. (Turnstile)
4619 Ravenswood Ave. Chicago

VICTOR'S TOPPER LINE



IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

•
Dominates
Any
Location
•

The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY . . . the most important factor in successful automatic vending . . . makes everyone a potential customer for VICTOR'S REVOLVING SUPER-MARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

TOPPER DELUXE VENDORS are also available in Single . . . Double . . . and Triple units.

•
See SUPER MARKET
TODAY
at your distributor
•

ONLY
\$59.⁵⁰

Complete

"TOPPER"
Reg. U. S.
Pat. Off.

VICTOR VENDING CORP. 5701-13 W. Grand Ave.
Chicago 39, Ill.

Sandy Mac Tight says . . . "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."



ANOTHER GOOD BUY IS

The TOPPER

TOP VALUE - LOW PRICE

Ask any operator using "Topper" Vendors and you will find that these machines cannot be equaled in either performance or low price!

4 or more, \$11.25 each

100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20 week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

ROY TORR

LANSDOWNE, PA.

Ciggie Volume Up 22% for Op With Premium Program

HARTFORD, Conn., Sept. 30. — Self-Service Sales, 1,500-machine cigarette route headquartered here, has redeemed more than \$40,000 worth of merchandise since it launched its premium program last May, Alexander Warner, owner, disclosed this week.

The coupons, issued and redeemed by a subsidiary company, are distributed, one per pack, with all cigarettes sold thru the route's venders. Warner said the extra cost of the program has been more than absorbed by the added volume racked up.

He disclosed sales were running about 22 per cent above comparable months prior to the program's start. Cost of the premium set-up is covered by a 6-7 per cent rise, he asserted.

Several other operating companies in this area are also using the vend premium coupons.

Vending's New Crisis To Theme NAMA Meeting

(Continued from page 85)

themselves with timely topics. The 'shrinking nickel' will be a major subject during candy and beverage sessions, while cigarette operators will hear a panel of experts discuss conversion and the problem of maintaining volume of sales with a reasonable profit.

In contrast to former years, the convention will get under way Sunday morning, November 12. At that time the 15th Annual NAMA meeting will take place. This will be the annual report to the membership by officers

NAMA announced this week that first returns for advance registrations for the 1950 convention and exhibit at the Palmer House here November 12-15 have been exceptionally heavy, with over 1,000 registrations already made. With October 21 the deadline for securing advance registrations, officials urge that they be made immediately so as to take advantage of dollar and time savings offered. Forms may be had by writing NAMA at 7 South Dearborn Street, Chicago.

and the executive director on the association's activities during the past year. Previously, this portion of the program took place on the morning of the first full convention day.

Highlighting the Sunday morning session will be a talk by John W. Mock, independent consultant, on the subject; *Mr. Automatic Merchandiser: Do You Run Your Business or Does Your Business Run You?* Mock has undertaken several surveys for NAMA during the past year and was heard by vending machine operators at the association's Chicago and Baltimore regional meetings last spring.

Also on Sunday will be the official opening of the exhibit. Appropriate ceremonies will take place at the Palmer House Exhibition Hall and on the seventh floor of the hotel, where approximately 140 exhibitors will show their products to the more than 5,000 vending machine operators who are expected to attend.

Monday, Tuesday and Wednesday will be known as "Beverage Operators' Day," "Candy Operators' Day" and "Cigarette Operators' Day," respectively. Altho there will be operator panels on various subjects, the round-table or panel type of program is being dispensed with this year. However, facilities will be available for operators to get together informally to discuss their problems at other times and places than during the regular morning business hours.

Three vending operators will act as presiding officers at the morning vending sessions. Session chairman of "Candy Day" will be William Fishman, Automatic Merchandising Company, Chicago and Detroit. Arch Riddell, Harmony Service, Pasadena, Calif., will head the cigarette session, while E. J. Williams, Spacarb of New England, Boston, will conduct the beverage session.

Officials point out that under the 1950 program set-up it will be possible for venders who operate a diversified business to attend each individual convention session. Often, during past conventions, two sessions in which the operator was interested ran concurrently.

It is also planned to hold a "New Horizons" session one evening of the convention. During this part of the program, the vending of such specialties as milk, fruit, hot and cold sandwiches, juice, etc., will be discussed.

Additional speakers and their specific subjects will be announced shortly by the convention committee.

Chi Meter-Minded

CHICAGO, Sept. 30.—The city council finance committee is expected to rule Monday (2) on the recommendation of the city purchasing agent on a bid of \$850,837 from the Duncan Parking Meter Company for installation of the first 15,000 meters in the city. According to L. Sorenson, city traffic engineer, there is a demand for 45,000 parking meters in Chicago.

The first installation is expected to take in an estimated \$1,125,000 a year, with \$700,528 annually coming out for policing, maintenance and collection services. Meter sites are still to be determined.

Get Your Vending Machine Requirements

Before the war forces price advance. We have the entire ADVANCE line, and can supply Sanitary Napkin, Book or Box Match, Penny or Nickel Gum, or any other item made by Advance.

Also Leaf Rain-Bio Ball Gum, 3/4", 210 or 170 count, 1 to 3 cases 25¢ each, \$8.75; four or more, \$7.75, F.O.B. Paducah, 200¢ or more prepaid from factory. Full cash with order on prepaid shipments. All others 5% discount for full remittance with orders of \$10.00 or more.

T. O. THOMAS CO.

1572 JEFFERSON
PADUCAH, KY.



THE NATION'S FINEST

Feather-Touch All-Electric

Smokeshop '612'

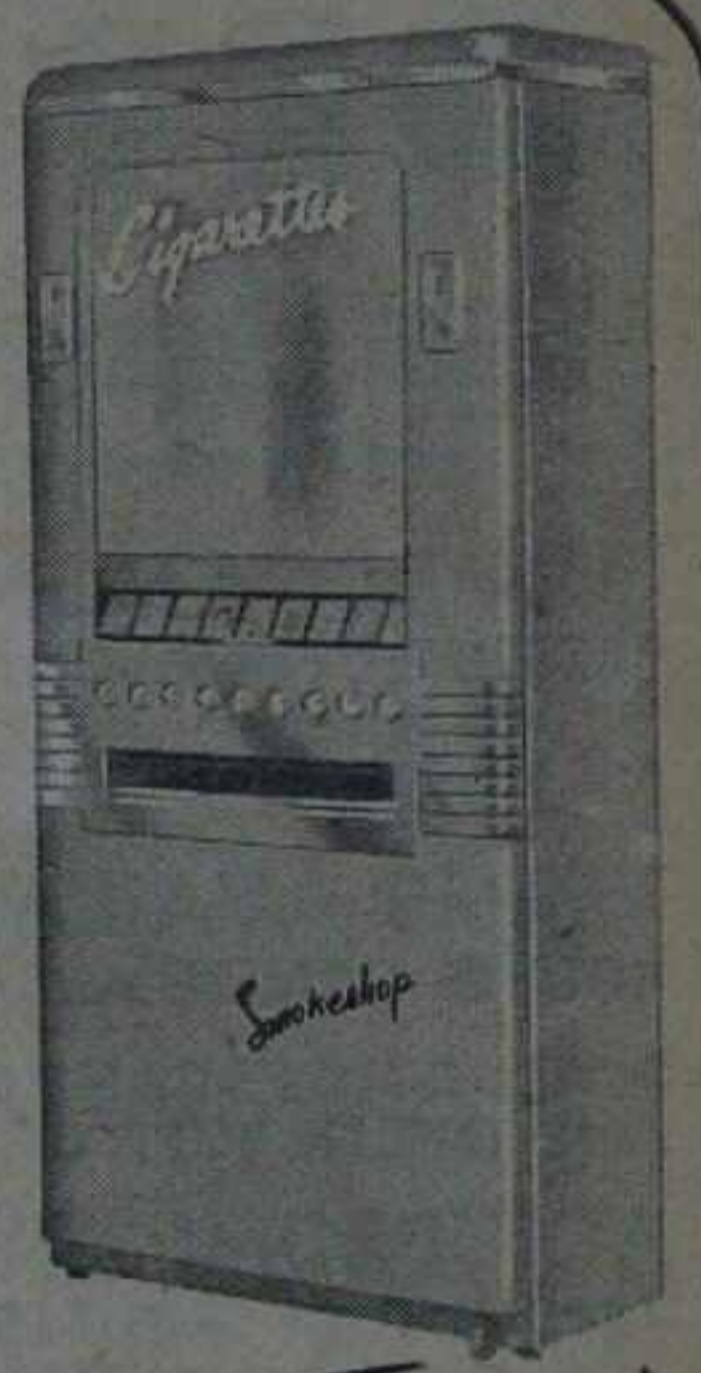
Four Models To Satisfy All Locations

REGAL • ROYAL • CUSTOM
DELUXE LITE-UP

Take this ad to your nearest distributor or tear out and mail to us

Get details on why the SMOKE-SHOP "612" is your best cigarette machine buy. REGAL straight quarter operation. Other models accept nickels, dimes and quarters.

AUTOMATIC PRODUCTS CO.
250 WEST 57th STREET
New York 19, N. Y., PLaza 7-3123



REGAL SMOKESHOP '612'
STILL ONLY
\$209.50
F. O. B. Minneapolis, Minn.
Straight Quarter Conversion

DISTRIBUTORS
A Few Choice Territories Still Available

IT'S TOPPS

So Round
So Firm
So Good

BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

TOPPS CHEWING GUM
Incorporated
227 - 37th Street, Brooklyn 32, New York
SOuth 8-8900

WANTED

Operators for sensational new Handkerchief Vending Machines.

These machines have been tried and proven to be a great success.

PROTECTED TERRITORIES NOW OPEN

Sole Distributors for U. S.

WRITE IMMEDIATELY TO

NATIONAL HANDKERCHIEF VENDORS

265 W. 1st Street
Dubuque, Iowa



From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, chrome-trim, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Distributors!

Choice Territories Still Open! Write, Wire, Phone! East & Midwest: M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh — AT 1-6478

AK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

RECORD ASPECTS

(Continued from page 95)

Capitol	22
Mercury	4
Columbia	2
King	2
Four Star	1
MGM	1
Specialty	1
Billboard	1

ATTENTION, OPERATORS

IN OR NEAR

DETROIT

Your Chance of a Lifetime!

ADD A PROFITABLE, ESTABLISHED

"ON LOCATION" SCALE ROUTE TO YOUR PRESENT OPERATION. PRICED FROM AS LITTLE

AS \$30.00 PER SCALE AND UP.

TERMS AVAILABLE. LARGE OR SMALL ROUTES CAN BE ARRANGED.

SCALE ROUTES CAN BE OPERATED ALONG WITH ANY OTHER TYPE OF COIN MACHINES.

ACT PROMPTLY — ONLY A LIMITED AMOUNT OF ROUTES ARE STILL AVAILABLE. FOR DETAILS

WIRE or WRITE

DEPARTMENT "B"

PEERLESS WEIGHING and VENDING MACHINE CORPORATION

29-28 Forty-First Ave.

Long Island City 1, N. Y.

BRAND NEW VENDER

WATCH IT POP WHILE YOU WAIT

Just deposit coin—place bag under chute and in 90 seconds you are enjoying the best bag of popcorn you have ever eaten.

IT'S COMPLETELY AUTOMATIC

It's unique—absolutely different—scientifically engineered with sound efficient and simple working parts. It's revolutionary to the entire industry. It's a huge money maker for route operators or individual owners.

Airports, Union Depots, Bowling Alleys, Theatres, Bus Terminals, Taverns, Employees' Recreations, Drug Stores are only a few of the excellent type of profitable locations.

NEEDED

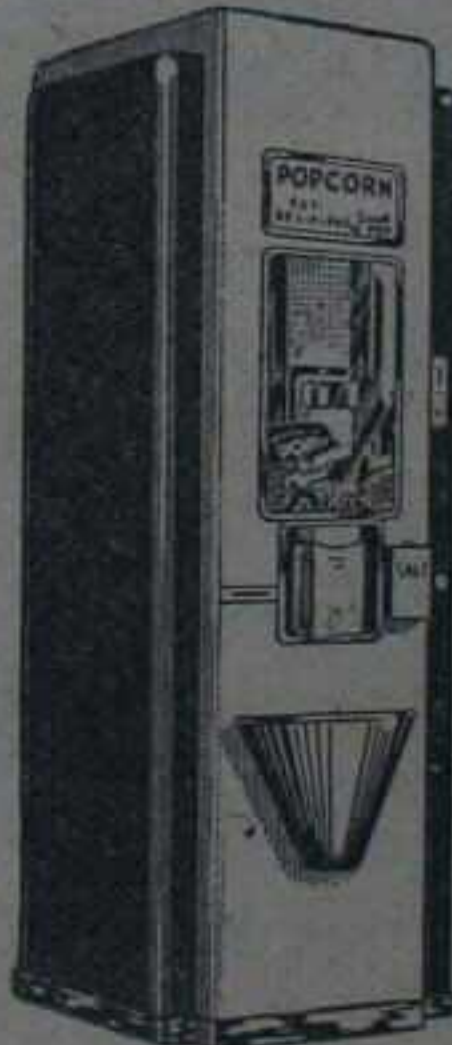
REGIONAL DISTRIBUTORS—SALESMEN

Limited openings are available for exclusive territories on this marvelous new invention. Competition is no problem as there is absolutely nothing like it on the market today. There are no limits to the sales and location possibilities for this colorful new vender.

This is your opportunity for an extremely profitable and unseasonable connection. Write immediately giving complete qualifications and sales experience. We are not interested in persons with an earning power of less than \$10,000.00.

MANUFACTURED BY

JAYHAWK POPCORN COMPANY, ATCHISON, KANSAS



None	3
No Answer	54

Comment:

Decca easily takes the top spot as the diskery which runs the most helpful trade advertising, according to operators. Of those answering this question, 50 voted thusly. Victor and Capitol were runners-up, scoring 29 and 22 respectively. Mercury edged out Columbia and King, tallying four against two each for the last-named labels.

Question:

Who buys the records for your juke boxes?

Answer:

You as owner of the route	127
Your servicemen	22
Someone in your office	20
No answer	7

Comment:

The operator generally handles record purchases himself, according to returns on the current operator's poll. Of those answering, 127 stated they, the owners, handled purchases. The trend was noticeable in the last survey, which appeared in March, and the reasons for it are obvious. One of the chief reasons is that programing has become a very important factor in juke box operation—particularly in view of the increase of multi-selection phonos. An operator who leaves the selection of records to his serviceman, or to office personnel, runs the risk of losing touch with his locations and with artist and repertory developments on the manufacturing end of the business.

Only 22 stated that purchases were handled by their servicemen, and 20 said the records were bought by office personnel.

Question:

Where do you buy your records?

Answer:

Wholesale from distributors	152
At less than retail price from retailers	51
At regular retail price from retailers..	3
No answer	1

Comment:

According to survey returns, the percentage of ops who now buy from retailers rather than distributors has increased in the last six months. Tabulations indicate that 151 buy from distributors; 51 buy from retailers at less than retail prices, and three buy from retailers at regular retail prices. The ratio of ops buying from retailers as against those buying from distribs, therefore, is now about one to three. In the last operators survey, six months ago, the ratio was about one to four.

Many ops for a long time have felt that they have not been receiving proper consideration from distribs. The returns on the current survey indicate that the contact, if anything, is weakening slightly. Major diskeries, during the past year, have announced efforts to give operators better service. Whether these efforts have been successful may be indicated in the next survey.

Question:

When purchasing records, which of the following methods best describes your procedure?

Answer:

Go to record distributors' offices	96
Order by mail, telephone or wire	70
Wait for salesman to call	13
No answer	3

Comment:

Evidence here seems to indicate strongly that operators still receive scant attention from distribs, despite efforts of manufacturers to correct the situation. Ninety-six answering the question say they go to the office of the distributor to buy disks. Another 70 ops order by mail, telephone or wire. Only 13 ops wait for a salesman to call. Columbia has been the most recent of the majors to hypo its relations with operators, the diskery having appointed Robert B. Arkin, recently with Decca, as sales manager of a newly created music operators' department.

Question:

Approximately how many records do you buy for your entire operation each week?

Answer:

Average purchase per operator, 141.33 ..

Comment:

The magnitude of the juke box operator field as a purchaser of disks and as an exploitation medium for disks is tremendous. There's no other word for it. Figuring that the average operator buys 141.33 disks per week, as is indicated by the results of the survey, it is safe to assume that the industry purchases upwards of 600,000 disks per week. The estimate is conservative, and the total may in actuality surpass this figure considerably. It is believed that there are at least 400,000 music machines on location at the present time.

Question:

Which record companies turn out the best all-round record from the standpoint of wearing and reproduction qualities?

Answer:

Victor	257
Decca	212
Mercury	117
Capitol	99
MGM	97

(See RECORD ASPECTS, page 100)

Price, Costs Major CM Problems

American Intros New Protective Shuffle Coating

UNION CITY, N. J., Sept. 30.—Development of a new chemical preparation to serve as a protective coating on board playing surfaces was announced this week by the American Shuffleboard Company. Called "Magic Glaze," it is claimed to "practically eliminate" the need for paste and powdered wax while providing the qualities of speed, shine and protection.

Frederick Jordan, sales manager, asserted use of the preparation will reduce surface friction at least 50 per cent, thus prolonging the life of the finish on board tops. He said it can be applied to the average long-board in about three minutes.

To be marketed only thru American distributors, Magic Glaze will be promoted by national advertisements and direct mail. It is available in pint and quart containers.

Mich. Congress In Annual Meet At Grand Rapids

GRAND RAPIDS, Mich., Sept. 30.—The Michigan Table Top Congress held its annual convention at the Pantlind Hotel here last week. In attendance were over 800 shuffleboard operators, location owners and players.

Among the operators on the convention floor were Don Host, Grand Rapids, and Whitey Warner, Saginaw. Host recently organized 48 locations in the Grand Rapids area in four men's leagues and one for women. All five loops started their fall schedules last week.

Exhibitors at the Pantlind included the American Shuffleboard Company, represented by Ken Poulsen, field director of American Shuffleboard Leagues, Inc. (ASLI).

See New Interest In So. Bend Play

SOUTH BEND, Ind., Sept. 30.—Altho league organization has been late getting under way in this area, renewed interest in the sport as a whole, and league play specifically has been noted the past two weeks.

Among those working for the formation of loops in South Bend are operator Bob Shipley and the players making up Ervin's Duck Inn team. As in other sections play on the long-boards fell off in the summer and until Shipley started his spade work there was some indication that play would not improve noticeably. However, with the coming of cool weather the situation took a decided upturn and locations which did not appear to be interested in becoming league members are now signing up for play. Shipley expects the league skeds to be in full sway by mid-October.

The Duck Inn team was unbeaten in last year's league play.

The Extra Touch:

Detroit Operator Increases His Route Scope by Concentrating On Service, Location Relations

By H. F. Reves

DETROIT, Sept. 30.—"It's the extra service that the customer doesn't demand but will nevertheless appreciate that I try to give him." This is the business approach of a Detroit shuffleboard operator who has found that over a period of two years it has paid dividends.

In 1948, Joseph Brilliant, owner and manager of the Brilliant Music Company, at that time handling juke boxes, entered the shuffleboard field by buying 10 machines. Today he is the owner of 100 Rock-Ola-manufactured boards located in bars and bowling alleys in the city. His firm is located at 4606 Cass.

"We operators in Detroit have reached the point where our market is temporarily saturated," Brilliant declared. "Our sales are very slow and that means business now is maintaining what locations we have. And that in turn means keeping the location owner satisfied. Put yourself in the place of a man who is going to have one of your machines in his establishment. If a game is installed and thereafter the only service call is a weekly stop to pick up the profit, pretty soon, and understandably, too, he will be wondering why it isn't more profitable for him to own his own game. In fact, for a while, many location owners were buying games until they learned the cost of keeping a board in good shape."

Brilliant has each of his boards

checked thoroly for the thousand and one things that can cut down on their efficiency. Sensitive tops are checked for warpage; dirt and foreign matter accumulated with a week's play are removed, and the board is polished and waxed. If a board is worn out it is replaced by a new one, and the old one is returned to the factory for refinishing.

"All this is necessary," Brilliant explained, "because if the games are neglected both the operator and the location owner will lose revenue. The former will lose his locations and the latter will lose his customers. A shuffleboard player can get pretty sore when his game is made ragged by faulty boards. Our job is to keep him happy and coming back to play more."

Build Game Interest

Brilliant feels that next to providing first-rate equipment, the best way to keep the customer coming back is to build up his interest in the game. Operators can accomplish this by active promotion of shuffleboard leagues. Brilliant, an important figure in Detroit league activity, believes that "leagues are the best promotion for and certainly the best insurance against the possibility of shuffleboard dying in this or any other city. Once the customer is introduced to the game correctly and becomes an active participant, our trouble as operators are over."

PUCK PATTEN

Pittsburgh:

Ben Snipas, local American Shuffleboard distrib, returned last week from a three-month tour of Europe. Together with his wife, Wally, he visited Germany, Denmark, Switzerland and Austria. Snipas, an all-around athlete during his college years and an infantry captain in World War II, was greatly impressed by the need for recreation in the war-torn area. "There's an almost unlimited need for recreation in most of Europe," he said. "There is little the average person can do to amuse himself during leisure time. Shuffleboard would be an ideal medium for filling the void."

Chicago:

Gil Kitt and Ralph Sheffield, partners at Empire Coin Machine Exchange, will attend the premium show at the 71st Regiment Armory, New York. Show runs Monday thru Friday (2-6). On the days they are in New York, Stanley Levin will co-operate with Henry Polk and Howie Freer in handling visiting operators. Freer states that sales to foreign coinmen continue to climb, with latest shipments headed toward Belgium.

Bill Knapp has returned from a buying trip for Allied Coin Machine

Company. Meanwhile, his partner, Vic Weiss, tho pressed for time, did a good job in handling out-of-town coinmen.

Bernie Auerbach feels sure that World Wide has one of the best premium assortments in the trade. He says the firm's new premium catalog will be ready for mailing in a couple of days. Leonard Micon, of World Wide, is now a full-fledged Chicagoan. He has just purchased a home on the Northwest Side.

At First Distributors, Mel Finke, premium manager, was handling coinmen who wanted to get the latest in merchandise. Meanwhile, his bosses, Joe Kline and Wally Finke, were doubling their efforts as premium and shuffle game minded operators came in from Indiana, Iowa and Southern Illinois. . . . Over at Merit Industries, Col. Lou Lewis was burning the midnight oil setting up his premiums. Lewis has just completed a series of short buying trips to build up the inventory for his newly formed distributor house.

Union City, N. J.:

Howard James, tournament director for American Shuffleboard Leagues, Inc. (ASLI), reports strong support among board ops of the org's

Shuffleboard Situation Is Much Brighter

New Season In Strong Start

(Continued from page 85)

The times have worked to the advantage of this segment of the coin machine field, and operators are looking forward to the profitable operation of shuffleboards thru the 1950-'51 season. And there is ample proof in the opening weeks of the season to back up this optimism.

Shuffleboards are built for long service. Resurfacing is a service problem in the main, and only a stiff lumber shortage would curtail production of tops and the completed board. Supplies have held the price line fairly well to date, altho paper (used for score sheets) and metals used for weights, may have to go up in list prices. Labor (at the top level) is not a major factor here.

Brightest part of the shuffleboard picture, however, is the heavily increased play noted at the onset of the new season. Not only have the number of organized leagues increased, but play on transient boards also is up. Premiums have done much to bolster play, and this trend is only beginning.

Shuffleboard manufacturing has leveled off in the past year, as has the operation of shuffleboards. The field is now on the soundest business basis it has enjoyed since the coin machine industry became an active part of the picture. And it should now begin to pay dividends for those who weathered the '49-'50 storm.

Sly Puck Chuckers Outwitted by Gim

NEW YORK, Sept. 30.—More dimes-per-hour are feeding into sub-way return, Puck-Bowl games in the Broadway Playland Arcade here as the result of a clever improvement to outsmart potential cheaters.

When the games were first installed months ago, hep players could get their hands on both pucks by timing insertion of a coin just right, thus helping them build up high scores. And with the arcade paying out packs of cigarettes for high counts, this became an expensive problem. Management was forced to convert the units to single-puck operation, thus slowing down playing time by about 45 seconds.

Now, Playland mechanics have added a new switch in series with the original switch that releases the gate coil. And, sharp maneuvering to the contrary, players can only have access to one puck at a time, altho two are back in the game.

Result? Cheating has been eliminated, and the 45 lost seconds have been picked up.

program of post-season tourneys. The wind-up State and U. S. Championship meets serve to keep player interest high all season. Some 25 State events are planned for next May, James declared.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

T&B is The **New** Billboard beginning NOVEMBER 4:

RECORD ASPECTS

(Continued from page 98)

Columbia	80
London	26
King	11
Coral	3
Majestic	3
Tempo	2
No answer	11

Comment:

In the opinion of operators, Victor turns out the best all-round disk from the standpoints of wearing and reproduction. Diskery scored 257 points on this aspect of the poll. Decca tallied 212 to take second place, Mercury came in third with 117 and Capitol scored 99 to edge out MGM. Latter tallied 97 and beat out Columbia, which pulled a total of 80. In *The Billboard's* last operators' survey the top four places were held by the same diskeries in the same order.

Question:

Which of the following answers have had the most to do with reducing your record costs?

Answer:

Better tone arms	122
Better and longer wearing records	70
Better needles	50
Low-price record labels	11
No answer	2

Comment:

Technological improvements in the last few years have helped the operator to cut down his record costs. Most important single improvement in this direction, according to 122 operators, is the better tone arm. This feature, of course, reduces the pressure on disks and needles, thus making the disks last longer. Coincident with the improved tone arm is an improvement in the wearing qualities of records, and 70 operators listed this factor as one which aided in reducing costs. Another 50 operators mentioned better needles. Only 11 made note of low-priced record labels as a cost factor.

Question:

How do you dispose of used records?

Answer:

Sell them to the public yourself. 89

Sell them to used retail record store	58
Give them to charitable institutions	32
Scrap them	27
Other means	26

Comment:

Most operators profitably dispose of used records. Tabulations on this question indicate most sell them to the public, whereas a considerable number of operators sell them to used retail disk stores. Charitable institutions and collectors of scrap are other sources of disposal, but percentage-wise, these latter sources account for a small portion of the used disks. In connection with this question, it is interesting to note that many operators have record stores and handle new disks too (see next question). One thing is certain: The alert operator seizes upon used disks as an additional means of income.

Question:

Do you operate a retail record store?

Answer:

No	133
Yes	30
No answer	7

Comment:

The tie-up between the operator and dealer facets of the record business is illustrated by results on this question. Indications are that one out of every four or five operators owns a retail record store. The trend toward operation of stores by ops has been a natural one, stemming in part from the operators' desire to profitably dispose of used disks (see preceding question). Once the outlet was set up for disposal of used disks, the addition of new disks followed.

Vendall Readies New Candy Unit; Nov. Delivery

(Continued from page 85)

drastic design departure from previous models. With the eight columns holding 168 bars, individual capacity is broken down to 31 bars for three columns and a 15-bar maximum for five columns. Provision has been made to add a coin changer, on which Vendall is now working. The changer will permit split-column stocking to handle both nickel and dime bars.

The new cabinet is 65 inches high, 30 inches wide and 17 inches deep at the base. Above the delivery tray, which projects out under selector knobs, the cabinet is 13 inches deep. Waist-high delivery and eye-level display of merchandise are two design features.

Other changes over previous Vendall machines include large "empty" signs which replace the price sign on each column as they empty. The delivery tray is a large plate of one-piece aluminum, curved to break the fall of the product and permit easy pick-up by the customer. Depth of the tray has been increased to accommodate confections up to a maximum of 7 by 1 3/8 by 1 inch. The opening is protected to prevent reach-in pilferage.

Special Display

Cut into the top face of the cabinet is a three-dimensional sign, directly below which is a large 6 1/2 by 22 1/2-inch display window of 3/16-inch display glass. Illumination of both the sign and display window is offered as optional equipment. The display rack, attached to the door, pulls down for ease of loading and holds the bars on an angle so they stand upright.

The coin insert plate and return button are incorporated in one piece directly opposite the display panel. Coins returned drop into the right side of the delivery tray, beneath the return button. Standard cabinet finish is oxblood hammerloid, with five additional colors optional at extra cost.

To facilitate servicing, the entire mechanism can be pulled out on slide rails after unloosening one screw; this enables working on either the sides or back of the mechanism without removing from the case. The one-piece cabinet provides a storage space 30 by 17 by 20 inches.

Price of the new model is to be announced, with final production costs still to be figured before the figure is set, according to Alex.

Bally Starts New Shuffle-ChampRun

CHICAGO, Sept. 30.—Bally Manufacturing Company is back in production on Shuffle-Champ, the shuffle bowling game with rebound action and disappearing pins, George Jenkins, vice-president and sales director, announced this week.

Jenkins explained that in addition to having the latest in shuffle game features, Shuffle-Champ is equipped with a high totalizer. It adheres to regulation bowling scoring rules.

CHARLESTON, W. Va., Sept. 30.—Secretary of State has issued a charter to Valley Amusements, Inc., of Whitesville, W. Va. Authorized capital stock was set at \$50,000, and business is to commence with \$1,000. The incorporators were Stephan Lang, Geneva Lang and James Ridge, all of Whitesville.

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SPECIAL

26-piece silverware set with no-tarnish leatherette case.

They'll play hard to win this one and how!

ONLY \$6.95 each SUPPLY LIMITED

Other fast-moving gift items:

20" Cowhide Satchel	\$10.00	16-Pc. Cutlery Set	\$6.50
5-Pc. Dresser Set	6.50	Magic Maid Auto. Pop-Up Toaster	9.00
Lifetime Camera Kit	7.95	3-Pc. Cigarette Set	4.00
Time-Lite Phone	6.00	Large Table Lamp	6.75

TERMS: 25% DEPOSIT, BALANCE C. O. D.

WANTED

Wurlitzer 1015
AMI Models A and B
Late One-Balls

All Makes Shuffleboards .. \$79.50 & Up
Shuffleboard Scoreboards .. 59.50 & Up
Purveyor Wax .. (24) Case 7.20

GOOD EQUIPMENT AT LOW PRICES

SHUFFLE GAMES

Shuffle Alley	\$ 74.50
United Shuffle Alley with United Flying Pin Conversion	144.50
Strike (Exhibit)	159.50
Nationwide Shuffle Baseball (New)	129.50
Nationwide Shuffle Baseball (Used)	99.50
Exhibit Shuffle Bowl	49.50
Chicago Coin Classic	245.00
Universal Super Twin Bowler	245.00
Universal Twin Bowler	159.50
Shuffle Alley Express	185.00
Genco Glider	49.50

LATE 5 BALLS

Big Top	\$ 45.00
Merry Widow	39.50
Advance Roll	34.50
Total Roll	34.50
Maryland	79.50
Floating Power	79.50
Marjorie	34.50
Select-a-Card	144.50
Singapore	34.50

ONE BALLS

Champions	\$350.00
Citations	235.00
Victory Specials	49.50

SHUFFLEBOARDS, SCOREBOARDS WRITE FOR LOW PRICES

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PROVED 65% Less Abrasive *
SLICK Shuffleboard WAX
CONTAINS NO PLASTIC

PLAYERS prefer a smooth, accurate SLICK-waxed board.
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.
SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count

So called "waxes" composed of Plastic are harder than Shuffleboard tops—actually damage shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer.

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207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes, and Cleaners Since 1901

COINMEN YOU KNOW

Washington:

A timely arrival at their place of business in Alexandria, Va., recently enabled Mr. and Mrs. Joe McDonald to thwart a would-be burglar who had been tampering with their machines. The man knocked them both down but fled empty handed. The McDonalds do business under the firm name of Joe McDonald Enterprises.

Consolidated Terminal Corporation is now operating 18 coin machines dispensing ice in various forms, according to W. E. Bernd, a company official. Locations have been developed thruout the metropolitan Washington area. Some dispense 25-pound blocks, while others sell either cubes or crushed ice. The firm selects different types of locations for each product, the large chunks generally being reserved for areas where people have old-fashioned ice boxes. Other types are sold to supplement refrigerator facilities in areas where people do a lot of entertaining.

What to do about cigarette prices is still the big problem facing operators here, reported Sidney Lotenberg, of the Westway Vending Company. Current vending price is 20 cents, and most operators recently reported commission cuts to hold that level.

Biggest juke box possibilities among the current crop of Capitol Records are the Stan Kenton-King Cole waxing of "Orange Colored Sky," and two Ray Anthony disks—"Harbor Lights" with "Nevertheless," and "Marshmallow World," according to Wilma Beck of Nelson & Company, Capitol distributor. Other entries proving popular include Les Paul's "Goofus," Jo Stafford and Gordon MacCrae on "I'm in the Middle of a Riddle" and "Tea for Two," as well as Kay Starr's "Mama Goes Where Papa Goes (or Papa Don't Go Out Tonight)." For the Christmas season Capitol will plug King Cole's "Frosty the Snowman" and "Little Christmas Tree."

Bridgeport, Conn.:

A new program calling for concentration of production on volume locks and other builder's hardware items for the most effective use of critical metals was announced this week by the Stamford division of the Yale & Towne Lock Manufacturing Company, makers of locks for postage meter machines. The new program is an outgrowth of the present military crisis, according to Milo F. McCammon, general manager, who asked Yale & Towne customers to "help ward off inflation by buying for current needs only."

Joseph N. Friedman, coin machine operator, will be installed as grand chancellor of the Grand Lodge of Connecticut, Knights of Pythias, during the 83d annual convention to be conducted in the Stratfield Hotel here October 16-17.

Friedman, who has been active in Pythian circles for many years, is a past chancellor of Harry Cutler Lodge of Bridgeport.

Vital Statistics

Births

A son to Mr. and Mrs. Hy Steinberg, of Hartford, Conn., recently at Mt. Sinai Hospital, that city. Steinberg is associated with Reliable Coin in Hartford.

Chicago:

At the Williams plant on West Fillmore, Vice-President Sam Stern played host to many distributors who wanted a first look at the Georgia game. Many of the distributors were in town to attend the NCMMA meet at the Bismarck Hotel September 25. . . . At Universal Industries, Bill Ryan, recovered from his cold, greeted groups of out of towners. Among them were J. M. Hunt and George Duff, of Duff & Company, New York, and Bob Greenfield, in the same party. Firm has something new on the fire.

Distributors in town last week for their association meet made the factory rounds after completing their business at the Bismarck Hotel Monday. On hand at the Bell-o-Matic headquarters to greet the visitors were Vince Shay, president, Grant Shay, vice-president, and Midge Ryan, firm exec, who has been working with the reps for many years.

Purveyor Distributing Company president Herb Perkins, back from a (See CHICAGO on page 102)

Los Angeles:

Coin row was visited by many out-of-towners during recent weeks, with Chicago manufacturers' representatives leading the list. Among the visitors were John Haddock, president of AMI, and Eddie Ratejack, sales manager, who made the rounds Monday (18). They started in at Paul Laymon's and visited on up the street. Another from Chicago was Jack Nelson, Bally Manufacturing Company sales manager. Nelson made a brief visit to the city and stopped off to talk business with Laymon, who handles the Bally line in this area.

Also from out-of-town and visiting here on business was Robert Bear, special representative of Wurlitzer in North Tonawanda, N. Y. Bear made a swing thru the territory south of Los Angeles. On his return to the factory, he went by the way of San Francisco, stopping off there for a few days. This was Bear's (See Los Angeles on page 102)

Cincinnati:

Charles Kanter, president, Automatic Phonograph Owners' Association (APOA), was called back to Miami by the death of his father Wednesday (27). He had been ill for the past six months and was in a coma at the time of his death. He was 78 years old. Kanter left for Miami by plane Wednesday and returned Sunday (1).

The Automatic Phonograph Owners' Association (APOA) will hold its regular meeting Tuesday (10) at the Sheraton Gibson Hotel at 9 p.m.

When Jan Garber and his orchestra played at the Castle Farm here, Charles Kanter, APOA prexy, was his guest. Their song "Keep Your Eyes On the Stars" is still getting a nice play in and around Cincinnati.

Harry Hester, former vice-president of APOA, has returned from a trip to Dillsboro Springs, Ind., where he spent two weeks. . . . Mr. and Mrs. Milton Cole have returned from a trip to Denver where they visited Mrs. Cole's parents. Cole owns and operates the Ohio Specialty Company.

Paul Pusateri, also with Ohio Specialty Company, has returned from California where he visited his mother. . . . Robert Wood, who operates the Music Service, and his family have moved to Lebanon, O.

Detroit:

A. F. Nighbor, of the Sattley Company, will be in charge of the company's display at the Chicago National Automatic Merchandising Association (NAMA) convention, showing the company's line of coin counting equipment. . . . Henry Solomon, president of Edelco Manufacturing & Sales Company, has returned from a trip to the home offices of Wax-Ola Chemical Company in New Jersey, making arrangements for increased delivery of the company's shuffleboard waxes and other products to keep up with demand. Edelco recently took over national distribution for this line.

Lucien J. Frappier, who established the Juke Box Rental Service at 13953 Pient Avenue three years ago as an affiliate of the Wolverine Sales Company, has reorganized it as an independent firm under the name of Frenchies Juke Box Rental Service at the same address. Frappier had gone into regular location operation in the music field, as well as specializing in rental of machines for parties and special events, and reports business showing a pick-up currently.

Twin Cities:

Ed Birkemeyer, Litchfield, Minn., operator, and his serviceman still are nursing injuries received in an automobile accident near Litchfield about a week ago. Mrs. Birkemeyer, who had been suffering from arthritis had to get on her feet and take care of the route while the men were hospitalized. . . . Leo Bearth, St. Paul operator, was back on the job Wednesday (27) for the first time since his automobile accident several weeks ago near Alma, Wis. His wife still is confined to St. Joseph's Hospital, St. Paul, recuperating from injuries she received in the same smash-up.

Joe Engel, Pine City, Minn., former operator and tavern owner, appears to be interested in returning to the coin machine business, if his visit to a number of Twin Cities distributors this past week is any indication.

Pittsburgh:

M. J. Ballinger, manager of Acme Vending Machine Company, is looking for suggestions to offset TV's competition with phonographs. He says special requests from operators give him leads in detecting community tastes.

M. J. Abelson, Eastern sales rep for Oak Manufacturing Company, back from an East Coast trip, says, "we are trying to hold the price line as long as possible on Acorn venders."

S. Strahl, of American Coin-O-Matic, is studying today's market before taking a new step. . . . Ed Shore, manager of Atlas Novelty Company, back from two weeks' vacation at Atlantic City, is covering the territory on the Seeburg phone. Since August 1 he has been going out on the Williams Double Header and is well satisfied with returns despite its late appearance.

Bowling games have laid in many spots all summer without change. Now, says Sydney Reinwasser, manager of Pittsburgh Coin Machine Exchange, the picture is optimistic. "The cool (42 degrees) weather has brought in scores of out-of-town operators, more operators than we have seen in any one day all summer." The operators who have switched bowlers in locations have begun to see a big upturn, with the grosses tripled and quadrupled.

New York:

Joe Hirsch, recently named manager of the Associated Amusement Machine Operators of New York (AAMONY), reports that the org has increased its operator rolls by 20 per cent in the last two weeks. He figures about 70 per cent of all game route owners in the city now belong. Officers of AAMONY include Lou Rosenberg, president; Murray Lax, vice-president; Phil Greitzer, secretary; Jack Semel, treasurer; Joe Kochansky, financial secretary, and Dave Lowy, sergeant at arms. Teddy Blatt is attorney.

Joe Kolodny and Jerry Kaufman, of the National Association of Tobacco Distributors, will be featured speakers at an Eastern regional meet the wholesaler held last week-end at Lake George. . . . Zenn Kaufman, merchandising director of Philip Morris, was in Buffalo Tuesday (26) to attend the annual confab of Region II (New York State) of the National Automatic Merchandising Association.

Bill Alberg, of Brooklyn Amusement, has suffered a relapse and is back home nursing an old stomach ailment. . . . Lou Price, of County Enterprises, has purchased a new home in Nassau County. . . . Harry Brodsky, of Harbor Automatic Music, saw his daughter off on a trip to the South last week. She will attend school in Louisville. . . . Mrs. Max Iskowitz is hospitalized. Her husband is head of Maxwell Music.

Indianapolis:

Armstrong Automatic Vending Company is in its new location on East Washington Street. After abandoning the idea of dissolving Business Stimulators, formerly operated by Earl and Woodrow Armstrong, it was agreed to reorganize under the new name, and continue at the new location, placing phonographs on location on a rental basis. . . . Charles Settles, serviceman at Janes Music Company, is spending his vacation fishing in Wisconsin with Stanley Leverton, of the stock department at Southern Automatic Music Company. . . . George Burch, salesman at Southern Automatic, is vacationing.

Sicking, Inc., has placed new large neon signs in its windows. On display at Sicking, are Genco's five-ball pin game; Chicago Coin's Ace Bowler, Trophy Bowl and Bowling Alley conversion. Mrs. Lottie Burman, head of the concern reports business good. William (Bill) Marmer, head of Sicking, Inc., Cincinnati, visited over the week-end. . . . Business visitors buying games at Sicking were Don Knotts Jr., Elwood, Ind.; Wilburt Luke, Bismarck, Ill., and Mr. and Mrs. Clifford Cannon, Franklin, Ind.

Hartford, Conn.:

Ralph Colucci, of Seaboard Distributors, Hartford, was in New York to see some major league baseball games recently. . . . Mrs. Ann Hamm, chief bookkeeper at The Record Shop, downtown Hartford retail record store owned by Mr. and Mrs. Ralph Colucci, is observing her first wedding anniversary.

Abe Fish, of General Amusement Game and head of Connecticut State Coin Association, was a recent Waterbury, Conn., visitor. He chatted with a number of Waterbury coin operators on progress of the State-wide organization and invited coinmen from the Western part of the State to attend the scheduled October 26 State meeting at Hotel Bond, Hartford.

• FOR FULL DETAILS

See announcement on the center-fold of this issue.

TNB is The New Billboard beginning NOVEMBER 4:

AUTOMATIC COIN
Your Reliable Distributor



Limited Quantity—Brand New
MILLS
VEST POCKET
BELLS

NOW DELIVERING
MILLS SENSATIONAL
NEW 21-BELL

ALSO BRAND NEW BLUE BELL,
BLACK BEAUTY, TOKEN BELL,
BONUS BELL. Write for details

RECONDITIONED GAMES

BALLY SPECIAL ENTRY, FP	\$ 79.50
BALLY JOCKEY SPECIAL, FP	129.50
BALLY GOLD CUP, FP	169.50
BALLY CITATION, FP	269.50
BALLY CHAMPION, FP	389.50
UNIVERSAL PHOTO FINISH, FP	335.00
UNITED SHUFFLE ALLEY	89.50
BALLY TRIPLE BELL	225.00
BALLY DELUXE DRAW BELL	189.50
KEENEY TWIN BONUS SUPER BELL, 5¢-25¢	275.00
CHICAGO COIN PISTOL PETE	159.50
DALE GUNS, latest triple switch model	109.50

NEW EQUIPMENT

GENCO HARVEST TIME
CHICAGO COIN TROPHY BOWL
WILLIAMS GEORGIA
WILLIAMS DOUBLE HEADER
KEENEY DOUBLE BOWLER, 28 FT.
KEENEY LEAGUE BOWLER
KEENEY ELECTRIC CIGARETTE VENDOR

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

MILLS 10¢ or 25¢ 1948 BLACK GOLD HANDLOAD	129.50
MILLS 10¢ or 25¢ 1947 BLACK CHERRY BELLS	169.50
MILLS 10¢ or 25¢ 1948 JEWEL BELLS	269.50
MILLS 50¢ BLACK GOLD HANDLOAD	389.50
MILLS 50¢ BLACK CHERRY, 2/5	335.00
JENNINGS 10¢ DELUXE LITE-UP	89.50
REBUILT 10¢ JEWEL BELLS, IN NEW CABINETS	225.00

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ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES	\$12.50
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Write for Prices on Coin Counters, Coin Changers
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GENCO HARVEST TIME
UNITED 2-PLAYER REBOUND
UNITED 1-PLAYER REBOUND
CHICAGO COIN TROPHY BOWL
CHICAGO COIN ACE BOWLER

RECONDITIONED 1-BALLS

JOCKEY SPECIAL, F.P.	\$110.00
GOLD CUP, F.P.	150.00
CITATION, F.P.	250.00
FOTO FINISH, F.P.	340.00
CHAMPION, F.P.	340.00

UNITED SHUFFLE ALLEY

with Fly-Away Pins
\$135.00

RECONDITIONED SHUFFLE GAMES

United Shuffle Alley	\$ 90.00
Genco Bowl, League	85.00
Bally Bowler w/ Disapp. Pins	170.00
Chicoin Bowl, Alley, Double Player Reb.	140.00
Williams DeLuxe Bowler	175.00
Bally Speed Bowler	235.00
Chicoin Shuffle Baseb.	125.00

DISAPPEARING PIN CONVERSIONS

Motor Driven	
United	\$69.50
Chicago Coin	59.50
Genco	59.50

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Write for Catalog
and Prices

WANT TO BUY LATE 5-BALLS

Wurlitzer 1015's & 1100's
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"Original United Shuffle Alleys," "Bally Shuffle Bowlers,"
"Speed Bowlers," "Shuffle Champs"

A FREE Game Unit for Above Games

Proven on location, a price of one day's receipts will boost receipts
to 50%

SIMPLE INSTRUCTIONS

15 minutes to install—diagrams inc.

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COINMEN YOU KNOW

Chicago:

(Continued from page 101)

business trip to the West Coast, reports business there on the upgrade, with war plants now back on three shifts. Perkins says his remote counter game, Atom Jet, is going well with operators in Illinois, Wisconsin and Indiana. Tom McNeill, who held down the fort during Perkins' absence, has resumed his travels thru the three-State area.

Lou Wolcher, Advance Automatic, San Francisco, and MCMDA president is in Mount Zion Hospital, San Francisco, recovering from a broken leg sustained Saturday (23). . . Chicago Coin sales staffers led by Ed Levin and Sam Lewis were busy handling inquiries on two new shuffle games and a football five-ball in simultaneous production at the plant.

Col. Lou Lewis, head of the newly formed Merit Industries, states firm is off to a good start. He says several operators have inquired about Merit's service program. . . Dudley Rittenberg, CMI executive, spent a busy week handling legal inquiries from various parts of the country.

Visitors at J. H. Keeney & Company included Dave Lowy, Dave Lowy & Company, New York; Sam Taran, Taran Distributing Company, Miami; John Bilotta; Si Redd, Redd Distributing Company, Allston, Mass., and Herman Paster, Mayflower Distributing Company, St. Paul. Keeney Vice-President John Conroe states League Bowler, the four-player shuffle game, is getting good reports from the field.

Los Angeles:

(Continued from page 101)

first trip to the Coast. He couldn't get over the fact that motorists stop for pedestrians in marked cross walks.

William E. Happel, of Badger Sales Company, was skedded to report for navy duty at the Los Angeles headquarters September 28. Happel has been in the reserves since his discharge following World War II. . . Jack Leonard, head of the Badger Sales Company's parts department, left Friday (22) on a two-week vacation. He and his wife, Dorothy, drove back to Oklahoma City where they met Jack's father, Lou Leonard, who is with the Royal American Shows playing the Oklahoma State Fair in that city. The Leonards will be back about October 9. . . William R. Happel Jr., head of Badger Sales, off to the East and stopping off in Milwaukee and Detroit.

Edith Mason is the new addition to the secretarial staff at the Badger Sales Company. . . O. H. Heddergott, National Rejector Western representative, due to leave within the next few days for a business trip to the Northwest. The trip was planned sometime ago but had to be deferred because of business here. . . Anton Jeppson, Riviera operator, back on the job after a week-end in the San Jacinto mountains. Jeppson took his sleeping bag and roughed it for a

few days. Reports that each morning there was frost on the ground where he had spent the nights. The mountain range is near Palm Springs.

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Record Reviews

(Continued from page 82)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	POPULAR
LABEL AND NO.			
STANLEY FRITZ- THE KORN KOBBLERS MGM 10803	Let's Go Out to the Movies Lively corn novelty in the Kobblers' routine idiom is unlikely to register outside their average orbit.		67--66--66--68
	The Wang Wang Blues Straight, competent, danceable Dixie, tho not too inspired.		62--60--62--66
ERROLL GARNER Atlantic 673	There Is No Greater Love Garner turns another of his typically soulful keyboard conceptions of a fine standard. Should find a market among his wide jazz, cocktail market.		74--75--74--73
	I May Be Wrong Garner does a rhythm BB-ing turn with this oldie and this too will find its market among the jazz and cocktail piano buyers.		73--75--70--73
CHRIS COLUMBO (B. Maxted Ork) National 9116	Bonny Pennywhistle Lightweight kiditty material has little which could set it up for contention.		51--50--53--50
	Brown Eyes Light popcorn ditty doesn't impress in this dishing.		50--50--50--50
BING CROSBY (L. Murray Ork) Decca 27219	Beyond the Reef Lovely arrangement, topnotch Crosby and a lovely Hawaiian flavored ballad comprise a dishing which could bring in heavy returns.		87--88--87--87
	Harbor Lights With Hawaiian guitar setting, Bing's at his best in warbling this revived hit. Should give the Sammy Kaye rendition a run for the money.		88--89--88--88
BILLY ECKSTINE (R. Case Ork) MGM 10799	Be My Love Billy opens his tonsils wide to pound home this rich new ballad from "The Toast of New Orleans" flick score. Should find acceptance among the far-flung Eckstine following.		83--85--82--82
	Only a Moment Ago Pleasant new Billy Rose and Milton Ager ballad is delivered in subdued, tender fashion by Eckstine. If the song catches, this dishing will be among the winners.		83--83--83--83
JACK FINA ORK (A. Foster) MGM 10801	Always You Tasty dance adaptation of Tschalkovsky's "Romance" roots chunks of Fina's fancy BB-ing and a fine Alan Foster vocal.		70--71--69--70
	Once in a Lifetime Another adaptation of the familiar Thomas "Raymond" overture could have strong potential as a pop but treatment here is hampered with confinement to strict tempo.		69--70--68--68
DEAN HUDSON Bullet 1089	Yearning (Just for You) Hudson contributes his own tonsils toward a dance dishing of this neat ballad.		65--65--65--65
	Rose Room Smart, medium jump terp-conscious waxing of this fine oldie spots moments of jazz in a neat trumpet turn and some alto sax licks.		68--73--65--65
COUNTRY & WESTERN			
JACK DAY Coral 64058	Jolly Old Saint Nicholas One more in the "Here Comes Santa Claus" category. May get lost in the flood of high-powered promotions aimed at moppets.		71--70--72--70
	An Old Christmas Card A potent Christmas throbber for the country trade, warbled well by Day. Tune has pop potential as well.		79--80--78--78
BUDDY HOUSTON (J. Sisk & the Crystal Valley Boys) Crystal 284	Lip Stick on My Collar Neither ballad-with-beat nor the warbler's interpretation are of even passable interest; string combo is adequate.		40--40--40--40
	Tenor Guitar Polka (SHORTY MARQUIS) Guitar instrumental with rhythm backing is mildly interesting, but will have difficulty finding a market.		52--54--52--50
AUDREY WILLIAMS Decca 46264	I Like That Kind Rhythm blues jingle in a familiar pattern finds string orking much superior to thrush's singing, with unison response on refrain from the band.		54--54--52--56
	My Tight Wad Daddy Another blues, taken at slower tempo. Gal doesn't impress here either.		50--50--48--52
WILEY JORDAN- J. LANE'S ORK Bullet 719	God Bless You Darling Bary does an okay vocal on a catchy country torcher, joined on refrain by another warbler for duo harmony. Backing is a type of pop-mickey, strict tempo orking.		76--76--76--76
	I Feel Like the World Belongs to Me This side is more conventionally country—backing is real hillbilly. Tune is an okay torcher taken at a bounce.		74--74--74--74
GEORGE MORGAN Col 20747	I Know You'll Never Change Morgan gets a load of feeling into a routine country love ditty.		70--70--70--70
	Don't Be Afraid To Love Me Warbler is highly effective in his voice-breaking treatment of a simple, persuasive sentimentalizer.		75--75--75--75
CAROLINA COTTON MGM 10798	Boo Hoo Blues The cowgal queen delivers easily and pleasingly on this rhythm novelty, with a touch of yodel, smartly backed by organ and strings. Perfect job.		81--81--80--82
	Lovin' Ducky Daddy Another prettily piped and yodeled jingle with a light, sure beat.		73--73--72--74
LUKE THE DRIFTER MGM 10806	No, No, Joe Luke—alias for Hank Williams—gets off an anti-Red message with a bite. Tune and material are cleverly wedded, not forced like so many of the recent "patriotic" tunes.		83--83--83--83
	Help Me Understand Luke sells in his usual winning manner a rather routine tune and recitation on the subject of broken homes.		73--74--73--72

(Continued on page 104)

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Record Reviews

(Continued from page 103)

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
MERL LINDSAY (& His Oklahoma Night Riders) MGM 10795	Is It Too Late To Say I'm Sorry Dull male duet on a so-so rhythm ballad. String combo is satisfactory. Stealin' Sugar Tune is altogether winning—a catchy lyric and retentive melody smartly wedded. Rendition is fair.	50--50--50--50 70--70--70--70
HOWINGTON BROTHERS (and His Tennessee Haymakers) Atlantic 726	Alabama Jubilee Warbler and combo spark a smart rhythm-rocker to a fare-the-well. Material is fresh and convincing. I'm on Pins and Needles Medium beat novelty side isn't up to flip.	82--82--81--83 70--70--70--70
CHILDREN		
JACK BERCH V(45)47-0222	Sunday School Songs (Parts I & II) All the Happy Children; Yes, Jesus Loves Me; The Lord Is My Shepherd; Old Hundred; When Morning Gilds the Skies; For the Fruit Upon the Tree; Jesus As I Am, Thine Own to Be; I Would Be True; For the Beauty of the Earth; Now the Day Is Over. Package includes as melodious a bunch of hymns as may be heard on wax. Berch sings them as a medley in warm, vibrant style that should register okay with tots. Fine orking, too.	81--82--80--NS
GENE AUTRY (C. Cotner Ork) Col 38985	Guffy the Goofy Gobbler Pleasant little Thanksgiving-inspired tune, in typical Autry style, should click with his many moppet followers. Little Johnny Pilgrim Word-heavy Thanksgiving song tells the historic story vaguely. Lacks simplicity for tots.	79--83--83--70 67--70--70--69
GLENN RIGGS (& Norman Leyden Ork) V(45)47-0226	The Little Red Hen Attractively packed little 45 disk carries a simple, but full dramatic production of the popular tale, with good music and sound effects. The Tortoise and the Hare Another popular story-with-a-moral, effectively dramatized. Strong item.	80--80--80--NS 82--82--82--NS
GLENN RIGGS (& Norman Leyden Ork) V(45)47-0224	Chicken Licken Little nursery drama, as a standard item in a well-produced standard line, should see steady action. Goldilocks and the Three Bears Same comment.	78--78--78--NS 83--83--83--NS
GLENN RIGGS (& Norman Leyden Ork) V(45)47-0223	Little Red Riding Hood Umpteenth disk version of the ageless story is a sound, full production—colorfully packed. Somewhat scary, but should sell big in regular disk shops. The Gingerbread Boy Similar stuff, very well dramatized. Strong couplings.	83--83--83--NS 83--83--83--NS
SPIKE JONES & HIS CITY SLICKERS (Doodles Weaver) V(45)47-0221	The Man on the Flying Trapeze For school-age tots. Nonsense word-twisting version of the old tune should panic 'em, tho it could drive adults crazy. Blowing Bubble Gum More musical slapstick, with sllly kid voices.	84--85--83--NS 72--73--72--NS
INTERNATIONAL		
SIX FAT DUTCHMEN V(45)51-1172	Geneva Polka Rousing, thumping brass band polka has a catchy melody. Excellent orking and recording, with a pronounced juke beat. Dutch Boy Okay oom-pah waltz, danceably orked. Vocal is innocuous.	76--75--75--77 71--70--72--70
SEYMOUR RECHTZEIT Banner 583	Shpait by Nacht Unimpressive, windy song is warbled by a favorite of the Jewish theater. Licht Benchen (MIRIAM KRESSYN) Miss Kressyn, a too tight Jewish actress, demonstrates fine vocal assets as she runs the gamut from the dramatic to the gay as she does a ditty dealing with the candle lighting ritual of the Hebraic Sabbath.	45--45--45--45 50--60--50--40
MIRIAM KRESSYN-SEYMOUR RECHTZEIT Banner 584	Enjoy Yourself Poor technical recording and too rapid a tempo are the spoilers of this Yiddish version of the pseudo-calyppo hit of some months ago. Di In Ich A waltz ballad with strains of "Anniversary Song" as a verse or interlude is warbled in duet by the two Jewish theatrical faves. Again poor recording detracts.	40--40--40--40 45--48--44--44
RELIGIOUS		
ST. PETER'S CHOIR Coral 60278	Rock of Ages Fine standard hymn side. Big choir is recorded with a live church sound. Jesus Christ Is Risen Today Another standard is projected with spirit and musicianship.	78--80--76--NS 78--80--76--NS
THE WARD SINGERS Savvy 4019	When I Wake Up in Glory Fervent fem singers have an effective bit of Gospel material in this chopped-rhythm opus. Tell Jesus All Slow waltz provides a vibrant, penetrating wax effort. Our Father Five blind boys, aided by a slam-bang drummer, wall out a prayer opus of unusual strength. Should be a big one. Move in the Room With the Lord Bouncer effort, again utilizing the drum gimmick, builds to an overpowering rock. Sock spiritual coupling.	74--75--74--NS 77--77--77--NS 85--85--85--NS 82--82--83--NS
JACKSON HARMONEERS Peacock 1550		

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Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
RELIGIOUS		
MARY DELOACH Regent 1023	I'll Ride on a Cloud With the Lord Junior edition of Sister Tharpe, with guitar and male group, delivers a solid piece of material in competent, mild-mannered fashion.	70--70--70--NS
	Our Father Loves His Son More good material, sweetly sung, with a beat.	72--72--72--NS
CLASSICAL		
MARIO LANZA (J. Alexander Choir, R. Sinatra Cond.) V(45)49-1353, (78)10-1561	Be My Love The brilliant tenor cuts one of the new schmaltz tunes from his "Toast of New Orleans" flick. Should be a smash seller retail and juke-wise.	86--88--88--83
	I'll Never Love You Lanza's passionate piping keeps him a shade sharp much of the time, but that's unlikely to deter his flick patrons. Also in the "New Orleans" score.	80--82--80--78
GLADYS SWARTHOUT (RCA V Chorale & Ork; E. Leinsdorf, Cond.; R. Shaw- Choral Dir.) V(45)49-1251, (78)12-1213	BIZET—Entrance of Carmen-Habanera The popular Met-Opera thrush in a new edition of her most popular repertoire piece. Should be a big 45 item, with the aid of great modern recording.	82--81--83--NS
	BIZET—Seguidilla and Duet (RAMON VINAY) Tenor Vinay adds fire to Miss Swarthout's competent effort here.	77--76--78--NS
WILLIAM SCHATZKAMER V(45)49-1339, (78)12-1267	BACH—Organ Prelude in G Minor Pensive, powerful Bach, in the Siloti arrangement for piano, played in a manner reminiscent of the late Samuels, by an artist virtually unknown here.	66--68--65--NS
	BACH—"Little" Fugue in G Minor More familiar piece should have more appeal to 45 buyers. Warm and clean rather than explosive playing here.	72--74--70--NS
DOROTHY MAYNOR (RCA V Ork; E. Leinsdorf, Cond.) V(45)49-1279, (78)12-1251	DUPARC—Phidyle Diction and interpretation will never sell this one, altho the soprano's silken sound may suffice for a fair sale.	66--66--66--NS
	DUPARC—L'Invitation Au Voyage This one lacks authority and vocal vibrance.	65--65--65--NS
BOSTON POPS ORK- A. FIELDER, COND. V(45)49-1340, (78)12-1288	HALVORSEN—March of the Boyards The Boston Pops puts to wax another of its vigorous and robust readings of a familiar and rousing short work.	78--78--78--NS
	GOUNOD—Funeral March of a Marionette Less familiar, this dainty miniature should prove satisfying to the Pops' buyers. Needless to say, the performance is immaculate.	78--78--78--NS
BOSTON POPS ORK- A. FIELDER, COND. V(45)49-1341, (78)12-1289	The Christmas Festival (Parts I & II) A potpourri of carols and seasonal ditties were put together by Leroy Anderson for a thoroughly satisfying concertized treatment of the thrice-familiar material. Disk should prove to be a strong annual Christmas entry. Good stuff for seasonal spins by pop deejays.	84--85--83--NS
MARIO LANZA (RCA Victor Ork & Chorus; C. Callinicos, Cond.) V(45)49-1338, (78)12-1286	ADAM—Oh, Holy Night Lanza delivers a robust and tingling rendition of this standard Christmas hymn with the benefit of a high grade big ork and chorus background. The Lanza legions will love this.	86--87--85--NS
	RECER—The Virgin's Slumber Song, Op. 76 Lanza tries his hand at a tender hymnal song, does an acceptable job but doesn't excite. Again a first rate ork-chorus assist enhances.	75--76--74--NS
NAN MERRIMAN (R. Linley) V(45)49-1276, (78)10-1550	PONCE—Estrellita Miss Merriman's reading of this standard melody is uneven and unimpressive.	65--65--65--NS
	D'HARDELOT—My Message Her singing is truer in the warblin of this rich song.	65--65--65--NS
SPIRITUAL		
REV. KELSEY MGM 10797	I'm a Soldier Raucous sermon resolves into a romping, hand-clapping revival shout. Live, exciting church side.	72--70--73--NS
	After a While LENA PHILLIPS A member of Rev. Kelsey's congregation shows considerable talent in a sweetly-piped, tho non-startling hymn.	68--68--68--NS
LATIN-AMERICAN		
NORO MORALES Decca 21319	Rio Bamba (rumba-mambo) Highly danceable, piano-heavy side is tailored to the tastes of Yankee hip-grinders.	79--80--80--76
	El Bombero (guaracha mambo) Faster dance side has equally pronounced beat. For both native and Yankee rhumbaddicts.	77--77--77--76
	Sabrosoa (guaracha) Bright, highly danceable rumba side. Thrash shouts along in wild afro style.	75--76--75--72
MYRTA SILVA V 23-5176	Hemos Terminado (bolero) Rhythm is less pronounced on this slow ballad side, with lesser appeal to Yankee rumbags.	62--62--64--60

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(Continued from page 76)

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 ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.
 BALTIMORE 13—The Winters Distributing Co., 1713-15 Harford Ave.
 BUFFALO 3—Alfred Sales, Inc., 881 Main St.
 CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St. W.
 CHARLOTTE 2, N. C.—Brady Distributing Co., 522 E. Trade St.
 CHICAGO 18—Coven Distributing Co., Inc., 3181 N. Elston Ave.
 CINCINNATI—T-L Distributing Co., 1321-23 Central Parkway.
 CLEVELAND 3—Northern Music, Inc., 8307 Euclid Ave.
 COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 1727 Harden St. (Branch)
 COLUMBUS, O.—Northern Music, Inc. (Branch)
 DALLAS 1—Commercial Music Co., Inc., 1501 Dragon St.
 DENVER—Draco Sales Co., 2005 W. Alameda.
 DES MOINES 14—Brandt Distributing Co., Inc., 784 Ninth St.
 DETROIT—Angott Distributing Co., Inc., 2516 Puritan Ave.
 EL PASO—Walker Sales Co., 2401-7 E. Alameda.
 HAVANA, Cuba—Bush Distributing Co.
 HOUSTON—Steele Distributing Co., 3300 Louisiana St.
 INDIANAPOLIS—Midland Music Distributors, Inc., 409 N. Noble St.
 JACKSONVILLE, Fla.—Bush Distributing Co., 508 Delwood.
 KANSAS CITY 8, Mo.—Central Music Distributing Co., Inc., 1523-25 Grand Ave.
 LOS ANGELES—Paul A. Laymon, Inc., 1429 W. Pico Blvd.
 LOUISVILLE—Cruze Distributing Co., Inc., 122-24 S. Seventh St. (Branch)
 MEMPHIS 3—Williams Distributing Co., Inc., 1082 Union Ave.
 MIAMI—Bush Distributing Co., 286 N. W. 29th St.
 MILWAUKEE 8—United, Inc., 4227 W. Vilet St.
 MINNEAPOLIS—Lieberman Music Co., 1124 Hennepin Ave.
 MOOSIC, Pa.—Sterling Service, Rocky Glen Park.
 NASHVILLE—Cain-Callouette, Inc., 1500 Broadway.
 NEWARK, N. Y.—Bilotta Distributing Co., 224 N. Main St.
 NEW ORLEANS 13—F. A. B. Distributing Co., Inc., 1019 Baronne St.
 NEW YORK 18—Young Distributing, Inc., 599 10th Ave.
 OKLAHOMA CITY—Commercial Music Co., Inc., 1004 N. Walnut St.
 OMAHA 2—Central Music Distributing Co., Inc., 2562-64 Harney St.
 PHILADELPHIA 30—Active Amusement Machines Co., 686 N. Broad St.
 PITTSBURGH 19—Music Distributing Co., 2227 Fifth Ave.
 PORTSMOUTH, Va.—O'Connor Distributors, Inc., 400 Water St.
 RICHMOND, Va.—O'Connor Distributors, Inc., 2320 W. Main St.
 ST. LOUIS 3—Brandt Distributing Co., Inc., 1809-11 Olive St.
 SALT LAKE CITY—Knudsen Music Co., Inc., 201 E. 2d St.
 SAN ANTONIO—Commercial Music Co., Inc., 901 E. Houston St.
 SAN FRANCISCO—Emarey Distributing Co., 348 Sixth St.
 SEATTLE 99—Hart Distributing Co., 906 Elliott Ave., W.
 TUCSON, Ariz.—Maestro Music, Inc., 121 E. Broadway.
 WASHINGTON—The Winters Distributing Co. (Branch)



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 Balance \$10 Monthly
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- Genco 10' Bowling League With Fly-Up Pins 149.50
- Genco 8' Bowling League With Fly-Up Pins 139.50
- Genco Glider 39.50
- Spares and Strikes 39.50

UNITED SHUFFLE ALLEY EXPRESS

Like New \$199.50

- United Shuffle Alley—First Model \$ 49.50
- United Super Shuffle Alley 99.50
- United Shuffle Skill 39.50
- Williams Twin Shuffle 59.50
- Universal Twin Bowler 199.50
- Chicago Coin Classic 199.50

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WAXOLA SHUFFLE ALLEY POWDERED WAX**
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- Chicago Coin All-Star Hockey 44.50
- Evans Ten Strike 44.50
- Genco Bing-A-Roll 44.50
- Seeburg Ray-O-Life Guns 44.50
- Champion Hockey 44.50

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855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

Varied Background Supplied Schaffer With Arcade Know-How

(Continued from page 72)

business for himself as an arcade photographer and dart game operator.

Form Partnership

In 1916 he got together with William F. Schork in a partnership that continued until Schork's death in 1942, and after that with Schork's sons, Fred and Bill. It was in 1916 that the young partners bought the Automatic Vaudeville, an amusement emporium on 14th Street with a Penny Arcade on the ground floor and a movie theater one flight up. The lease was sold in 1923 to make room for a department store.

Several other ventures marked their career, but the highlights were the launching of Hubert's Museum on 42d Street in 1925 and the Broadway Sports Palace, a giant installation several blocks north, in 1933.

Hubert's, at first a purveyor of freak and novelty acts alone, in 1929 moved its live talent (including the original Flea Circus) to the basement and stocked its 4,000 square feet of floor space on the street level with coin amusement equipment.

The Sports Palace, with 12,000 square feet of floor space on two levels, has always been devoted primarily to coin machines. In both places shooting galleries have been and still are prime attractions.

Enter Pin Games

Until 1936, Schaffer recalls, the arcade business here was almost entirely a penny operation. But as pin games rose in popularity they became necessary fixtures in arcades, and the novelty five-ballers crowded out equipment that had long been the standard. Running an arcade became a merchandise business, he says, as high score pay-offs became the accepted practice.

This trend found Schaffer a reluctant follower, but for competitive reasons he had to go along. The old equipment was stored away against the day they were to return as strong in appeal as ever. This came about suddenly in 1941, when authorities banned pin operation within the city.

The return of the old-time devices, hauled out of storage and put back to work, pleased Schaffer greatly. He always has been an advocate of selling amusement alone. The pins, with their allure in arcades pegged to the bait of merchandise prizes, created a burdensome problem in inventory control. Pilferage, too, accounted for considerable loss in an operation of the size he and Schork were running.

Use Old Equipment

Walk into Hubert's or the Sports Palace and the one fact that strikes home most forcibly is the age of much of the equipment. It is not unusual to see movie or fortune telling devices that date back almost 75 years still operating smoothly and snaring coins. These, plus games produced 25 and more years ago, comprise a large segment of the arcades' equipment.

They seem to have a recurring appeal for each new generation, and they are worked until they fail, then repaired and returned to duty until they practically fall apart before being retired. To keep them in spare parts, long unobtainable thru normal channels, Schaffer runs his own specialized machine shop.

Placements

This is not to say that his arcades sport no new pieces. There are plenty of them and they usually occupy the most prominent positions, near entrances where traffic is heaviest. Operating mostly at a nickel a play, they should bring in at least \$2 a day to justify their position, Schaffer says. That is if

they are of average size. Larger nickel games should pull better.

Penny and two-penny units are spotted further in the stores' interiors. To "pay" for the floor space they occupy, they should earn about \$1 a day.

In general, machines near the front of his stores do 25 per cent more business than those toward the rear, Schaffer reports. People come in to play the more flashy pieces they can see from the street and then work their way around the arcade, spending pennies as they go.

He has found that men and boys patronize most heavily the athletic machines, shooting galleries and Skee Ball games, while women favor fortune-telling devices and novelty games.

Shooting Galleries

The shooting galleries, incidentally, have proven an accurate barometer for measuring war jitters, he relates. Before and during each of the two world wars he has operated arcades, patronage of the galleries has zoomed. With the onset of the Korean crisis, more and more persons are paying to check their skill with a rifle. But, he observes, there really hasn't been much of a drop in shooting business since the end of World War II. This he attributes to an unsettled international situation that yet remains to be resolved.

Generally, however, weather is the most important single factor affecting

business at Hubert's and the Sports Palace. Cool summer days are the best. While resort arcades suffer, it boosts attendance at the Times Square installations. The arcades are open to transient traffic from 9 in the morning to 3 a.m.

Coin Problem

With arcade operation a cash business and coins of varying denominations circulating among Schaffer employees in great volume, keeping tabs on income is a major headache. It used to be that Schaffer relied on a rule-of-the-thumb guide. For every dollar changed into pennies, gross daily take should be at least \$1.15, also in pennies. If income fell below this norm, established thru experience, management would start checking for loopholes.

Today all top earners are collected daily to lessen temptation of potential pilferers. A more exact method of controls is being worked out by Schaffer, the two Schork boys and Schaffer's own son, Eugene, who are taking on more of the burden of supervision.

Says Schaffer: "It's finally come to the point where I only have to put in about 50 hours a week on the job."

BETTER BUYS FOR LESS

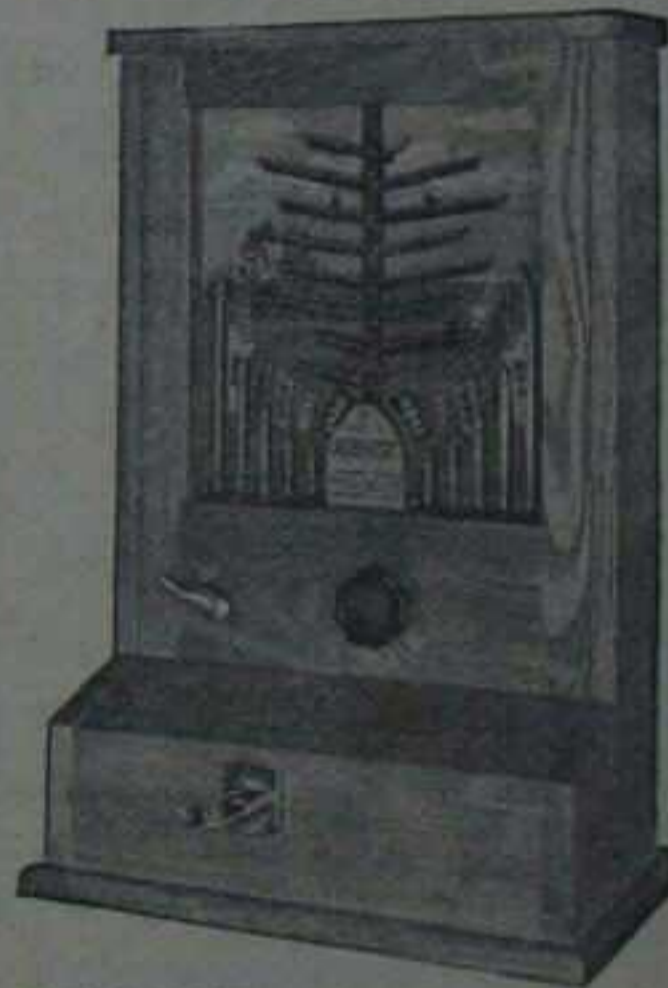
Utah	\$89.50
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1-2-3	64.50
Swanee	49.50
Temptation	44.50
Gizmo	39.50
Screw Ball	34.50
Trade Winds	34.50
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Speedway	34.50
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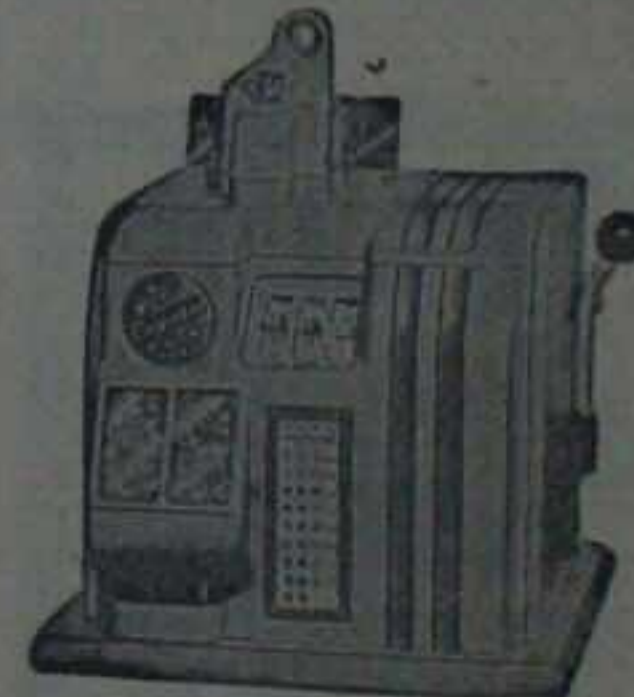
ATOM—Counter game. 10c play. Available in 1c or 1-5 combination. Cig. or fruit reels.



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All equipped with coin dividers, straight penny and nickel or dime play.



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PHONE: RAndolph 6-2807

Coin Machine Exports

June, 1950

Country	Total		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Value	No.	Value		No.	Value		No.	Value	
Canada	377	\$ 70,047	94	\$ 28,059	\$298	—	—	—	283	\$41,988	\$148
Venezuela	101	55,186	94	52,701	561	1	\$ 505	\$505	6	1,980	360
Japan	112	26,764	10	6,240	624	100	19,966	199	2	558	279
Belgium	168	21,847	14	7,898	564	—	—	—	154	13,949	91
Cuba	71	21,784	69	21,139	306	—	—	—	2	645	323
Salvador	22	10,808	22	10,808	491	—	—	—	—	—	—
Panama	10	6,855	10	6,855	685	—	—	—	—	—	—
Nicaragua	11	5,910	11	5,911	537	—	—	—	—	—	—
Honduras	10	4,414	10	4,414	441	—	—	—	—	—	—
Guatemala	7	3,625	7	3,625	518	—	—	—	—	—	—
Dominican Republic	6	3,387	6	3,387	564	—	—	—	—	—	—
Mexico	18	3,256	4	2,050	512	4	706	176	10	500	50
Bermuda	3	2,650	1	760	760	2	1,890	945	—	—	—
Netherlands Antilles	4	2,506	4	2,506	626	—	—	—	—	—	—
Hong Kong	7	1,255	—	—	—	—	—	—	7	1,255	178
Netherlands	20	1,060	—	—	—	—	—	—	20	1,060	53
Portugal	10	1,000	—	—	—	—	—	—	10	1,000	100
Ireland	9	975	9	975	108	—	—	—	—	—	—
Pakistan	1	766	1	766	766	—	—	—	—	—	—
Switzerland	1	702	1	702	702	—	—	—	—	—	—
Costa Rica	1	571	1	571	571	—	—	—	—	—	—
Philippine Republic	4	559	—	—	—	—	—	—	4	559	139
Other Countries	6	1,399	—	—	—	3	586	195	3	813	271
TOTALS	979	\$247,326	386	\$159,366	\$413	110	\$23,653	\$215	501	\$64,307	\$128



\$139⁵⁰
BRAND NEW
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FAST PLAY — ATTRACTIVE NEW BACKBOARD — TROUBLE-FREE DISAPPEARING PIN CONVERSIONS

For Chicago Coin's Bowling Alleys

Both conversions installed on location in a few minutes. No soldering. No parts added.

DISTRIBUTORS—Some territories still available. Phone—Wire—Write:

EDELCO MFG. & SALES CO.

1436 Franklin St. Phone WOODWARD 3-9248 Detroit 7, Mich.

Music and Game Sales Set Pace On Export Biz

(Continued from page 72)

Cuban operators imported 69 jukes for \$21,139.

Operators from nine nations imported 501 games for \$64,307 in June. Canada's coinmen represented two-thirds of this market. Canadian interests spent \$41,988 for 283 new and used games and more than doubled May purchases, which were valued at \$19,866. Only other nation making volume purchases of amusement devices in June was Belgium, which accounted for 154 games with \$13,949.

In the automatic merchandising field, Japanese activity was the main factor. Operators in this Far East nation bought 100 venders for \$19,966. Total sales for all five countries buying this type product aggregated \$23,653. In the previous month, nine nations bought venders and spent \$77,106 for 616 units, tops for 1950 thus far.

Average Prices

Average prices in both the vending and games divisions advanced some 50 per cent, indicating that foreign operators were concentrating on new and late used models. Music prices were off slightly but remained well above the yearly average.

Pointing up the steady redevelopment of Europe as a coming outlet for U. S. manufactured coin equipment were five nations, some of which were making their first postwar purchases. Belgian and Switzerland have been on the export list of manufacturers several times in the past, but Ireland, Portugal and The Netherlands were among the newcomers.

Pittsburgh Coin Building New 2-Story Headquarters

PITTSBURGH, Sept. 30. — Pittsburgh Coin Machine Exchange here is erecting a new two-story brick building, 40 by 100 feet, with 8,000 square feet of floor space, at Fifth and Moultrie.

"The building will be the super-market of the coin business east of Chicago," said Meyer F. Popkins, owner.

The first floor will have an 80-foot showroom with a music and novelty-games department. Offices, complete parts department, work room, and storage will be on the second floor. Ramps will connect these departments with an off-the-street dock for 30-foot trailers coming to the rear. Patrons will use a 20 by 40-foot private parking area in the rear.

SHUFFLE ALLEYS

Chicago Coin Shuffle Baseball	\$119.50
Chicago Coin Bowling Classic	174.50
Chicago Coin Bowling Alley with Light-Up Pin	109.50
Gottlieb Bowlette	69.50
Universal Super Twin Bowler	179.50
Chicago Coin Trophy Bowl	Write
Chicago Coin Ace Bowler	Write

FIVE BALL

Just 21	\$49.50
Serenade	39.50
Ballerina	34.50
Wisconsin	32.50
Trade Winds	34.50
Bowling Champ	69.50
Screwball	29.50
Mardi Gras	42.50
Trinidad	29.50
Robin Hood	34.50
Hot Rods	89.50

ONE BALL

Champion	\$309.50
Citation	194.50
Jockey Special	64.50

1/2 Deposit, Balance Sight Draft
General Distributing
 1225 N. Broad Ave. New Orleans, La.

LOWEST PRICES IN THE COUNTRY!

1 new Exhibit Pony Express	\$265.00
2 Wurlitzer 1015, ea.	244.50
1 Seeburg 146M	244.50
3 Wurlitzer 500K, ea.	49.50
2 Seeburg Colonel E's, ea.	45.00
1 Wurlitzer 750M	110.00
1 Wurlitzer 800	79.50
1 Seeburg Lo Tone	69.50
2 Wurlitzer 850, ea.	79.50

Total Roll, \$15.00; Chico Roll Down, \$15.00; Williams Twin Shuffle, \$65.00; Rock-Ola Shuffle Junie, \$64.50; United Alleys with Fly-Back Pins, \$125.00; Chico Pistol, \$64.50; Dale Guns, \$64.50; 20 Peanut Machines, 1c & 5c, \$2.50 each for all; Bally Undersea Raider, \$49.50; Goatee, \$49.50; Wurlitzer 145 Steppers, \$10.00 ea.; Packard Boxes, \$12.00 ea.; Seeburg pre war Boxes, \$3.00 ea.

No charge for crating. 1/2 deposit with order.
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REBUILT SHUFFLEBOARDS	
United Shuffle Alley with fly-away pins, rebuilt	\$125
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Chicago Coin 2-Player Baseball (floor sample)	\$125
Exhib' 2-Player Hockey (floor sample)	125
Shuffleboard Specialists	
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ONE BALLS	MISCELLANEOUS EQUIPMENT
Universal Winner (New) Write \$349.50	Gottlieb Just 21 \$ 84.50
Bally Champion 209.50	Genco South Pacific 144.50
Bally Citation 79.50	Chicago Coin Super Hockey 84.50
Bally Jockey Special 54.50	Mills Throne 44.50
Bally Special Entry 39.50	Wurlitzer 300 39.50
Bally Victory Special	Wurlitzer 24 Record 44.50
	Seeburg Colonel 74.50
	United Shuffle Alley (W.C.) 139.50
	United Super Shuffle Alley 74.50
	Rock-Ola Shuffle Lane (W.C.) 74.50
	Genco Bowling League, 9 Ft. 10.00
	Imp's Counter Game 10.00
	Liberty Counter Game 10.00
	A-B-T Target Counter Game 10.00

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- KEENEY—LEAGUE BOWLER
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- CHI COIN—TROPHY BOWL
- CHI COIN—ACE BOWLER, Free Play
- UNITED—SINGLE REBOUND

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- UNITED—SHUFFLE ALLEY ... 89.50
- Genco—BOWLING LEAGUE ... 99.50
- CHI COIN—SHUFFLE BASEBALL 149.50
- KEENEY—TEN PINS ... 125.00
- GOTTIEB—BOWLETTE ... 119.50
- Genco—GLIDER ... 100.00

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- Genco—HARVEST TIME

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- Universal—WINNER
- Bally—TURF KING

1 BALLS (Used)

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- CITATION ... 229.50
- GOLD CUPS ... 149.50
- SPECIAL ENTRY ... 69.50
- HOT ROD ... 259.50
- VICTORY DERBY, C.P. ... 129.50

KEENEY ELECTRIC CIGARETTE VENDOR WITH CHANGER ... \$294.50

LATE FLIPPER GAMES

- JUST 21 ... \$149.50
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- TENNESSEE ... 69.50
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- FLOATING POWER ... 79.50
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- 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¢ Brown Front ... Write
- 5¢ Now 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
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NEW SAFES

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- SINGLE, REVOLV-A-ROUND ... \$132.00
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DISAPPEARING PIN CONVERSIONS

- United—SHUFFLE ALLEY
- DELUXE ... \$ 79.50
- United—SUPER SHUFFLE ALLEY 89.50
- United—DOUBLE SHUFFLE ALLEY 89.50
- Universal—SHUFFLE TOURNAMENT ... 399.00

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NCMDA Widens Membership Rules at Chi General Meeting

(Continued from page 72)

pective members must submit written applications and then receive unanimous approval from the general membership before being inducted.

Another amendment receiving sanction at the morning session revised the directorate term system. Previously all directors were elected annually. With the new amendment three directors serve for three-year terms, three for two years and the remaining three for a year. The members also approved earlier committee action setting up four quarterly meetings to replace the annual convention program. Dudley Ruttenberg, executive secretary of Coin Machine Institute (CMI) spoke briefly on CMI policy to wind up the session.

Besides Wolcher, others re-elected to NCMDA executive posts were David S. Bond, Trimount Coin Machine Company, Boston, vice-president; Irvin Blumenfeld, General Vending Sales Corporation, Baltimore, secretary, and J. D. Lazar, of B. D. Lazar Company, Pittsburgh, treasurer. The new board includes Wolcher, Bond and Blumenfeld for three-year terms; Lazar, Leo Weinberger, Southern Automatic Music Company, Louisville, and Joe Ash, Active Amusement Machines Company, Philadelphia, two years, and J. R. Pieters, King Pin Equipment Company, Kalamazoo, Mich., Gilbert Kitt, Empire Coin Machine Exchange, Chicago, and William Marmar, Sicking, Inc., Cincinnati, one year.

Secretary Blumenfeld stated that with the addition of four new members unanimously approved by the membership Monday NCMDA now has 34 members. The new ones are H. Z. Vending & Sales, Omaha, headed by Hymie Zorinsky; A. P. Sauve & Son, Detroit, headed by Art Suave; Lieberman Music Company, Minneapolis, headed by Harold Lieberman, and All Coin Amusements Company, Miami, headed by Joseph Mangone.

At the post luncheon session Monday, members heard a discussion by Herb Jones, president of the American Coin Machine Manufacturers' Association (ACMMA), on the aims of ACMMA.

The final business session of the day was devoted to committee reports which emphasized the original objectives of NCMDA have moved steadily toward realization, espe-

cially those concerning territory assignments, parts numbering and pre-testing equipment. These improvements, it was pointed out by committee heads, have been brought about by the co-operative attitude of game manufacturers.

Tentative dates for the winter meet were announced as January 5, 6 and 7 in Miami.

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CHICAGO, Sept. 30.—Chicago Coin Machine Company has started deliveries of Pin-Lite Shuffle Alley, owners Sam Gensburg and Sam Wolberg announced this week. Firm also shipped distributor samples of Fighting Irish, a football five-ball game.

A one or two player game, Pin-Lite has an 8 by 2-foot playfield and features illuminated plastic pins with fly-away action. Because of its rebound puck return principle and rapid scoring mechanism, average playing time for a single complete game is approximately 45 seconds. Scoring is on the actual number of pins hit basis except for strikes and spares which register 30 and 20 points respectively. It is equipped for dime play. Lighted pins add realism to play. When pucks slide over scoring area lighted pins in path of the puck fold back and away, leaving impression pins were directly contacted.

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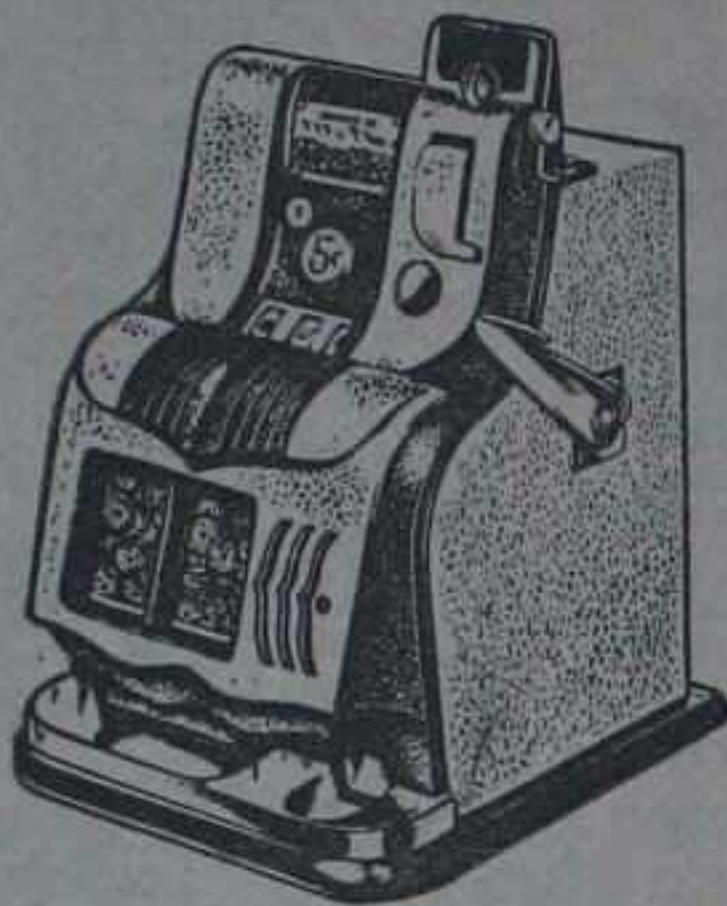
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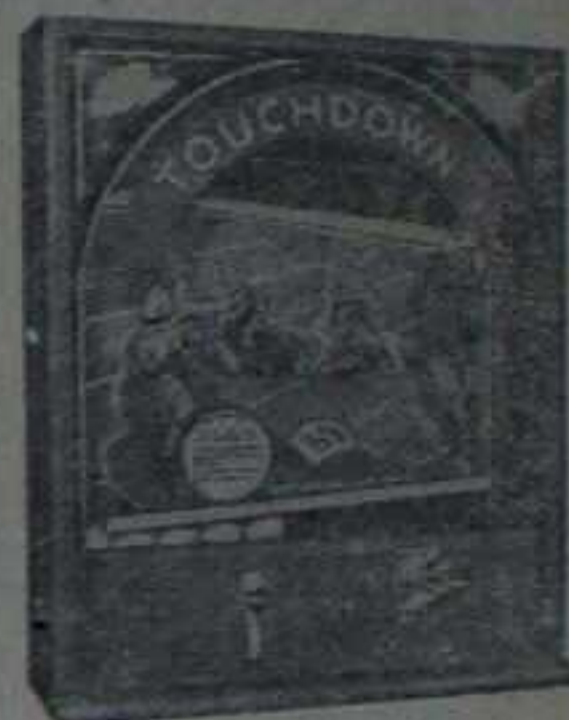
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Bally DeLuxe Draw Bells	Wurlitzer 1015's
Bally Spot Bells	Wurlitzer 1100's
Bally Multi-Bells	AMI Models A & B
Bally Hot Rods	Seeburg M-100's
Keeney Bonus Supers	Send Your List and Prices Now!
Univ. Arrow Bells	
Univ. Feature Bell	
Kentuckys	

CLOSEOUT—BRAND NEW!
DAVALS 5c GUSHER



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\$39.50
WHILE
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Distributors
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CHICAGO 22, ILL.

CONSOLES

Arrow Bells	\$429.50
Double Up	179.50
Reg. Draw, R.B.	124.50
DeLuxe Draw	159.50
Multi Bell	279.50
Reserve Bell	139.50

SHUFFLE ALLEYS

United Shuffle Alley	\$ 79.50
Rock-Ola Shuffle Lane	69.50
Keeney Ten Pins	74.50
Universal Twin Alley	124.50
Chicago Coin Bowling	124.50
Chicago Coin Baseball	124.50

PIN GAMES

Star Series	\$159.50 Hot Rods	\$119.50
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WILL TRADE ANY ABOVE MACHINES FOR CLOVER BELLS.
Rock City Amusement Co.
NASHVILLE 2, TENN.

125 SIXTH AVE., N.

SLOT AND CONSOLE MECHANIC WANTED
TO WORK IN THE MIDWEST

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188 W. Randolph St.

IT'S MONARCH for QUALITY and QUICK DELIVERY!

"POP CORN SEZ"—Best 10c Corn Vending Machine made! NOW AT A FRACTION OF ORIGINAL PRICE! Thoroughly reconditioned and resprayed. LIKE NEW! BIG RETURN on small investment. Immediate Delivery. Write for prices. Special prices to quantity users, Jobbers, Distributors.

DISAPPEARING PIN CONVERSIONS

For Chicago Coin, United and Others. Motor Driven. Immediate Delivery

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SPECIAL! BALLY HI-ROLLS	\$59.50	ADVANCE ROLLS	\$17.50
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New Shuffle Games

Chicago Coin Trophy Bowl	
Chicago Coin Ace Bowler (F.P.)	
United Twin Rebound	
United Shuffle Alley Rebound	
United Shuffle Sluggo	
Keeney Bowling Champ	
Keeney League Bowler, 4 Players	
Williams Double Header	

Reconditioned Shuffle Games

United Shuffle Alley, Late w/ Disappearing Pins	\$ 79.50
Bally Bowlers	149.50
w/ Disappearing Pins	79.50
Genco Bowling League	159.50
Chicago Coin Bowler	69.50
w/ Disappearing Pins	149.50
Genco Glider	199.50
Bally Speed Bowler	44.50
United Shuffle Alley Express	245.00
	235.00

Write for latest list new and reconditioned 5-Balls, 1-Balls, Consoles, Arcades, Bells, Etc. Terms: 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.

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Also available in console model

"SWEEPSTAKES"

THE MACHINE THAT LEADS THE INDUSTRY FOR BEAUTY... QUALITY... STAMINA... EARNINGS

Look at it! The Jennings SWEEPSTAKE Chief—most beautiful, most efficient and most durable coin machine on the market today. Not one jackpot but FIVE! A different symbol for each jackpot as shown on the award card below. The new jackpot front displays the coins to excellent advantage. Built with famed Jennings' one-piece "Chief" mechanism that saves you out-of-order calls. Get the most out of your locations.

The SWEEPSTAKE is beautiful—it's liberal—it will please you and your customers. A better coin operated machine of this type was never made by us or others. You can put it in competition with any other make and use it for 10 days. If not satisfied, return promptly to us and we will refund purchase price.

BE SURE TO READ THIS!

Many weeks ago we realized we should do our part in the defense effort. We have already started to convert to war work. Last time we made a complete conversion in 3 months, and we want to do it more quickly right now. You know what this will mean—after our conversion for World War II, no machines were made—the time may come when we will have no equipment to sell, but we do hope to be able to supply some parts.

Materials are now critical and this situation will not improve. Now is the time to renew your equipment and make certain you have the latest and best. This means SWEEPSTAKES!

When we curtail production, which we expect will be around October 15, a new price list will go into effect. Now is the time for you to act --- order --- TODAY! Machines will not sell for less.

See your Jennings Distributor or write direct for prices and full details.



If machines in your locations are operated by someone else, be sure they see this ad.

O. D. JENNINGS & CO. 4307-39 WEST LAKE ST. CHICAGO 24, ILLINOIS



By Popular Demand! **STRAIGHT NOVELTY PLAY!**

Chicago Coins

Newest **SHUFFLE-TYPE BOWLING GAME**

PIN-LITE

WITH LITED "FLY-AWAY" PINS

45 SECONDS PLAY
SPEEDY REBOUND ACTION
8 FEET IN LENGTH
1 OR 2 CAN PLAY - 10c & 20c



AND FOR THE *Only* BOWLING GAME WITH FREE PLAY

IT'S OUR **ACE BOWLER**

Featuring **FREE PLAY!**

Plus **LITED "FLY-AWAY" PINS**

1 OR 2 CAN PLAY! 10c AND 20c
-45 SECOND PLAY!



AND OUR LATEST 5-BALL

FIGHTING IRISH

NOW BEING DELIVERED

THE BEST FOOTBALL GAME WE EVER MADE . . . NUFSED!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
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It's the Old West...brought to life again with the Rootin'-Tootin'-Shootin'

DALE SIX SHOOTER

Exhibit's

With **REALISTIC LIVE-ACTION TARGETS**

EXHIBIT LEADS AGAIN WITH THESE NEW FEATURES

Here's the Old West Gone Modern
Action-Packed Stage Coach Robbery...
in a space-saving, smartly designed,
ultra-modern cabinet that will give
added play appeal on any location.

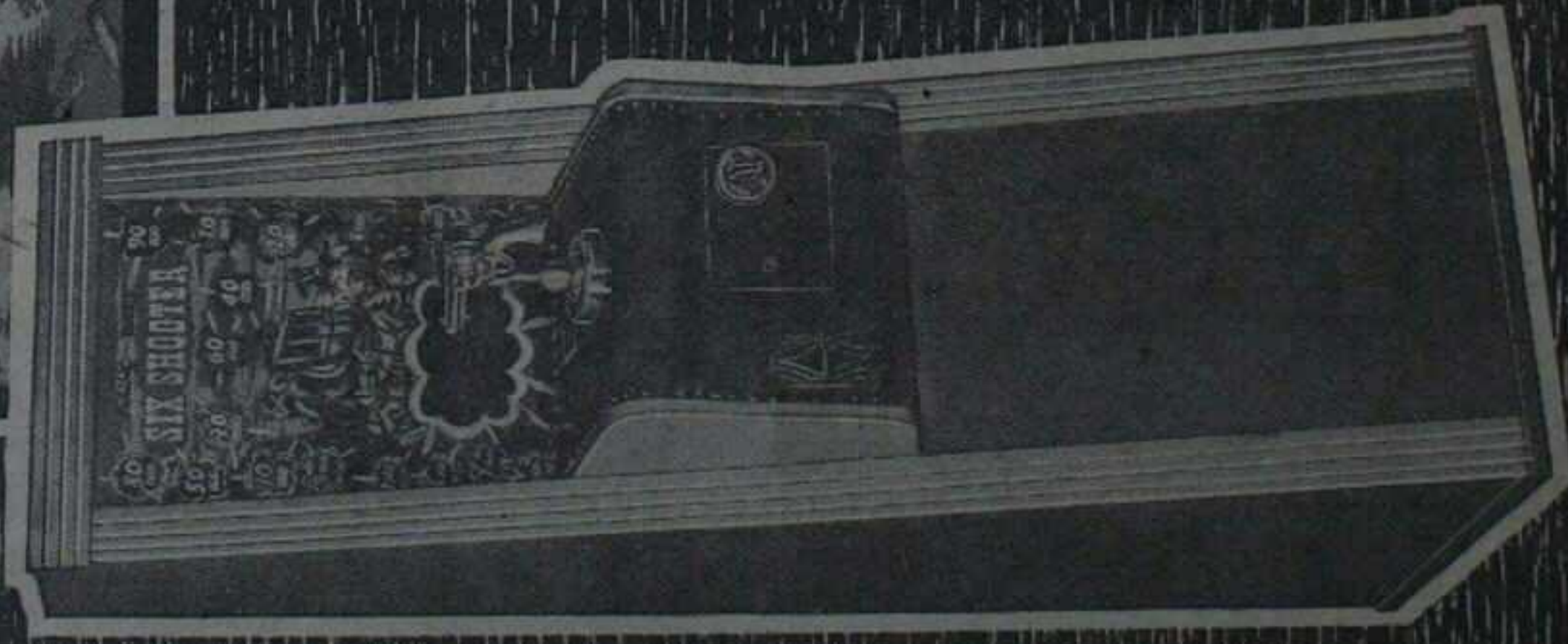
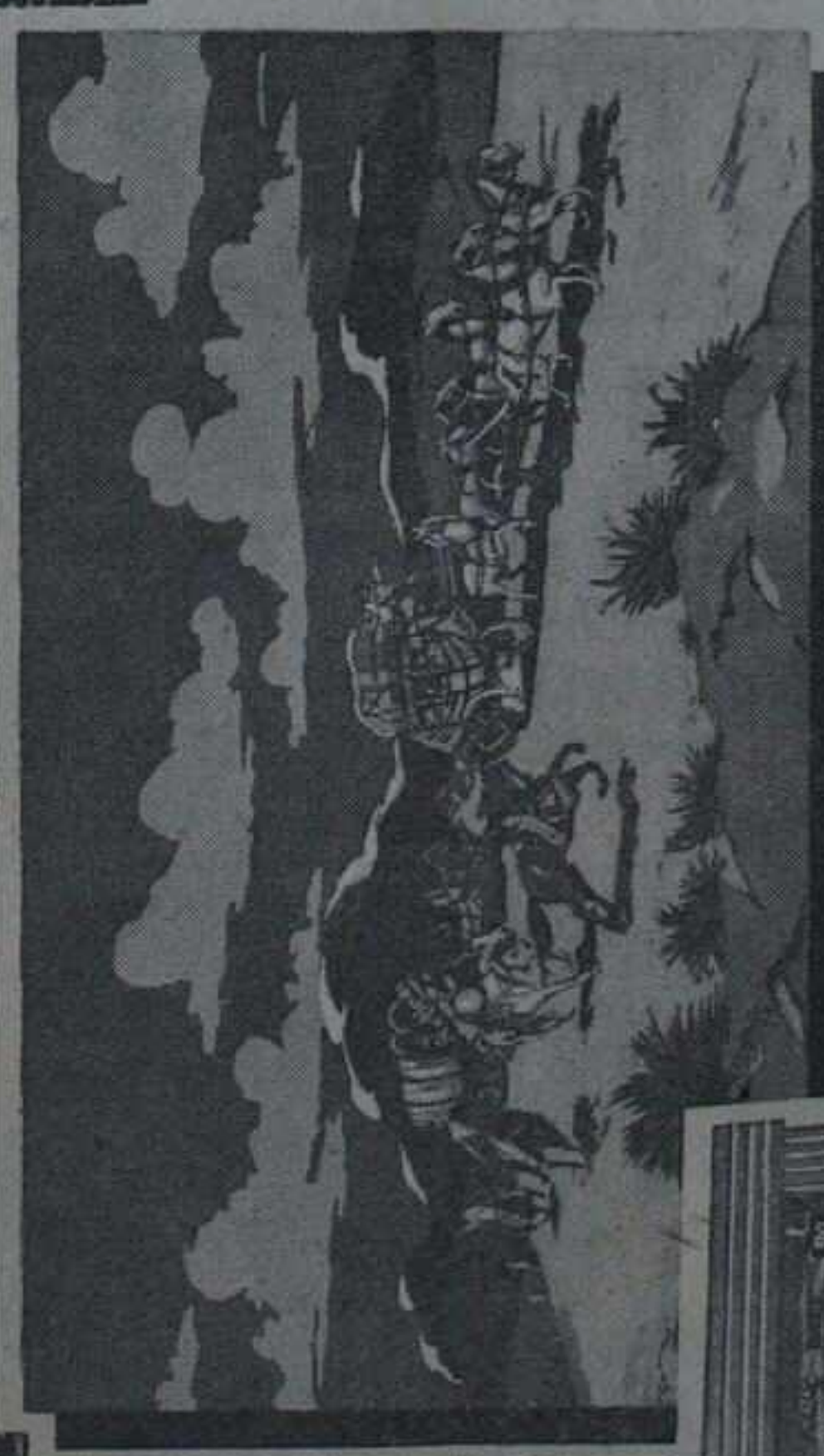
ADAPTABLE TO ANY TERRITORY
Scoring can be adjusted for straight high score or "Shoot-Til-You-Miss." As "amateurs" become "experts," scoring can be made progressively more difficult.

STURDY, LONG-LIFE MECHANISM
with New and Novel Features for **SIMPLIFIED SERVICING**

MOVING TARGETS WITH EXCLUSIVE AUTOMATIC VARI-SPEED ACTION
Speed of targets varies during entire play for added player interest.

STAGE-COACH BANDITS FALL OFF THEIR GALLOPING HORSES
as hits are scored with the realistic action of the Western Six-Shooter.

EXCLUSIVE "SHARPSHOOTER" TICKET VENDOR
Automatically vends printed proof tickets at option of operator for long-lasting player interest.



THE EXHIBIT SUPPLY CO.

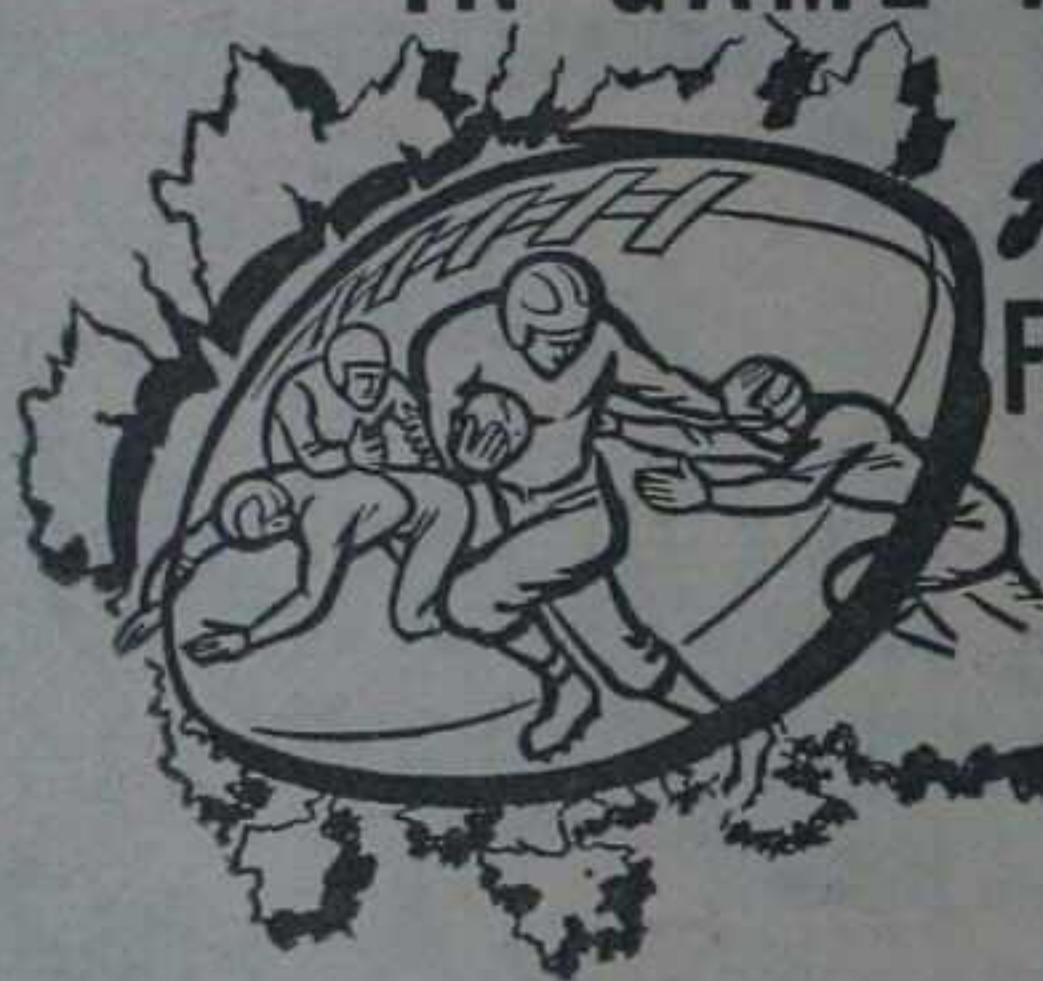
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THE 4 Horsemen

THE MOST AMAZING
SCORING COMBINATION
IN GAME HISTORY!



Action Packed
FOOTBALL THRILLER!
Produced By
GOTTLIEB!

4 **WAYS TO WIN!**
1—POINT SCORING
2—BACKFIELD SEQUENCE
3—NUMBERED SEQUENCE
4—HIGH SCORE

4 "POP" BUMPERS
FLIPPERS
REPLAY ROLLOVERS

- ★ "Pop" Bumpers begin scoring points when corresponding Backfield Rollovers are made.
- ★ Completing Backfield Sequence lights green Side Rollovers for 2 Replays.
- ★ Completing Numbered Sequence, 1 to 11, lights red Side Rollovers for 3 Replays.
- ★ Replays awarded for Points and High Score.

BLOCKING GATE
Assures Extended Ball Action!

Get Out in Front at the Kickoff!
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NOW!!

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1140-50 N. KOSTNER AVE.
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"There is no substitute for Quality!"

NEW!

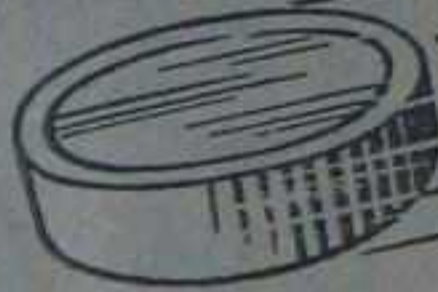
10c PER PLAYER
4 PLAYERS: 40c



1-2-3-OR

4

PLAYERS



Fastest Rebound of all!

45 SECONDS AT MOST FOR EACH GAME

NOT A CHANGE OVER...IT'S A COMPLETE GAME

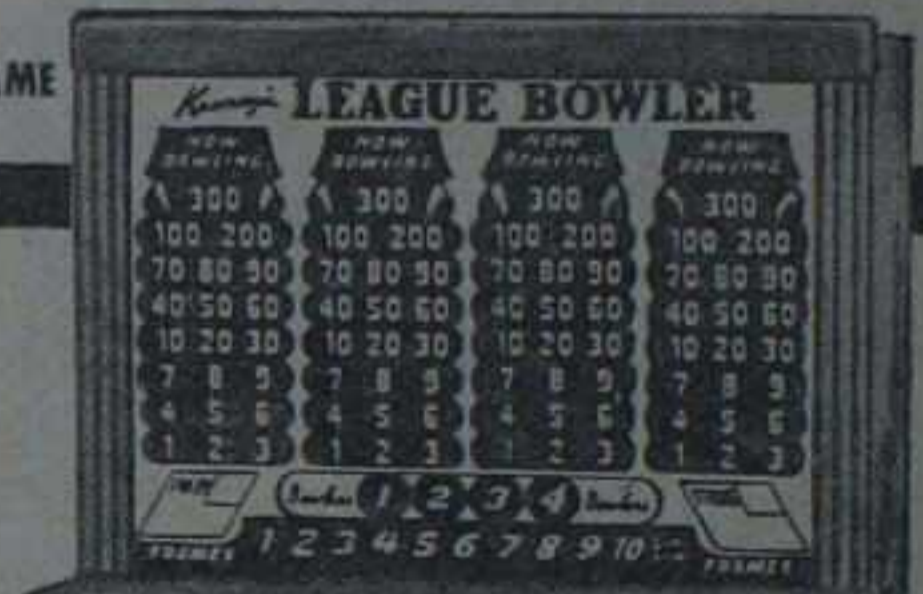
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100%



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ALL ELECTRICAL COMPONENTS EASILY ACCESSIBLE IN LITE BOX OR ON HINGED BACK DOOR OF LITE BOX.

HANDSOMELY
DESIGNED
STREAMLINED
CABINET

REALISTIC
UPRIGHT PINS

THAT DISAPPEAR AND
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RICH PROFITS
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LEAGUE BOWLER

Available in Size:
8 FT. LONG—2 FT. WIDE

THIS IS IT!

See YOUR
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IT HAS *Everything!*

OH! THERE NEVER WAS A GAME LIKE *UNIVERSAL'S*

"WINNER"

TAKE ADVANTAGE OF THESE PLAY-INVITING
ENTRY FLASH
FEATURES FOR GREATER PROFITS THAN EVER!

- * **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
- * **EXTRA NEW SELECTIONS**... Boot—Saddle—No. 4's, etc., advance for better advantages and **STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!**
- * **LITES FEATURE RACE**... Gives player an additional method of "buying" Feature Race!
- * **ADVANCES ODDS**... One of the greatest incentives for additional play!
- * **PURSE AND SHOW SECTIONS SCORE WIN ODDS**... the familiar feature that players try for after obtaining other advantages!
- * **ADDITIONAL SELECTIONS:** 3, 4, 5, singly or in combination.

**UNIVERSAL SCORES FIRST
IN THE MONEY WITH...**

"WINNER"



UNIVERSAL'S
"WINNER"
HAS THESE BIG FEATURES

- MYSTERY TYPE ADVANCING ODDS
- ADDED ENTRIES—GAME-TO-
GAME CARRY-OVER
- A-B-C-D BUMPER
- AUTOMATIC BALL-LIFT
- ILLUMINATED PLAYFIELD
- SPELL NAME
- FEATURE RACE
- ARMOR PLATE

New!

KICK PLATE ON FRONT DOOR

Immediate Deliveries from YOUR UNIVERSAL DISTRIBUTOR!



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TODAY!**



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- ... ATTRACTS NEW PLAYERS!
- ... HOLDS THE REGULARS!
- ... GETS MORE PLAY!
- ... EARNS MORE PROFIT!



FOUR DIFFERENT styles of backglass, appearing and disappearing like magic, could not be more powerful in play-appeal! Press a button . . . and your favorite features pop out at you in concentrated brilliance on the backglass. Selections! Odds! Double Scores! Feature! The revolutionary new Player's Choice idea permits every player to play the game his way . . . to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest earning-power in pinball history.

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UNITED'S

Shuffle Alley Rebound



OFFICIAL BOWLING SCORING

EXTREMELY FAST PLAY

SINGLE PLAYER

**THE PREFERRED
HINGED PLAYFIELD
FOR EASY SERVICE**

SMOOTH, QUIET OPERATION

SEE YOUR DISTRIBUTOR

TWO SIZES:
10 FT. BY 2 FT.
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