

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 24, 1949



The Honorable Luix Munoz Marin, governor of Puerto Rico, accepts from Noro Morales the first copy of the maestro's newly released MGM record, "Rum and Soda." The tune, written by the top-flight Puerto Rican-born orchestra leader, is the latter's contribution to the Puerto Rican government's promotion drive for increased popular recognition of the island's rum. With the island's basic economy largely dependent upon that product, this wedding of Tin Pan Alley, the rum producers and distributors and the soda industry represents a unique milestone in the history of all concerned. Noro Morales and his orchestra, featuring the chic Nita Del Campo, on September 15 reopened the China Doll, New York, where last season they set a longevity record for dance bands. They appear at the Broadway night spot fresh from a series of theater dates.

*Capture*  
TOP RECORD SALES!!!



Al "Cactus" NEVINS  
Guitar

BIG REWARD  
for Dealers, Ops and Disk Jocks Everywhere  
**THE  
THREE SUNS**  
HAVE TAKEN TO THE HILLS!!!



MORTY "Trigger" NEVINS  
Accordion

... with a pairing of top country tunes on

**RCA VICTOR RECORDS**

**GIVE ME SOME SUGAR,  
SUGAR BABY**

COUPLED  
WITH

**SOFT LIPS**

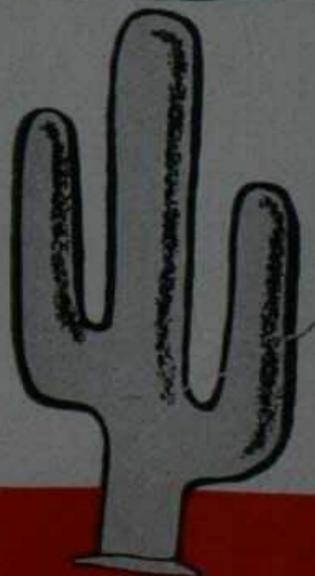
RCA VICTOR 20-3536 (78 rpm)  
RCA VICTOR 47-3025 (45 rpm)

*Extra!!!*

VOCAL DUET BY

**ELTON BRITT  
AND  
ROSALIE ALLEN**

Favorite Country and Western  
Song Favorites Across the Nation



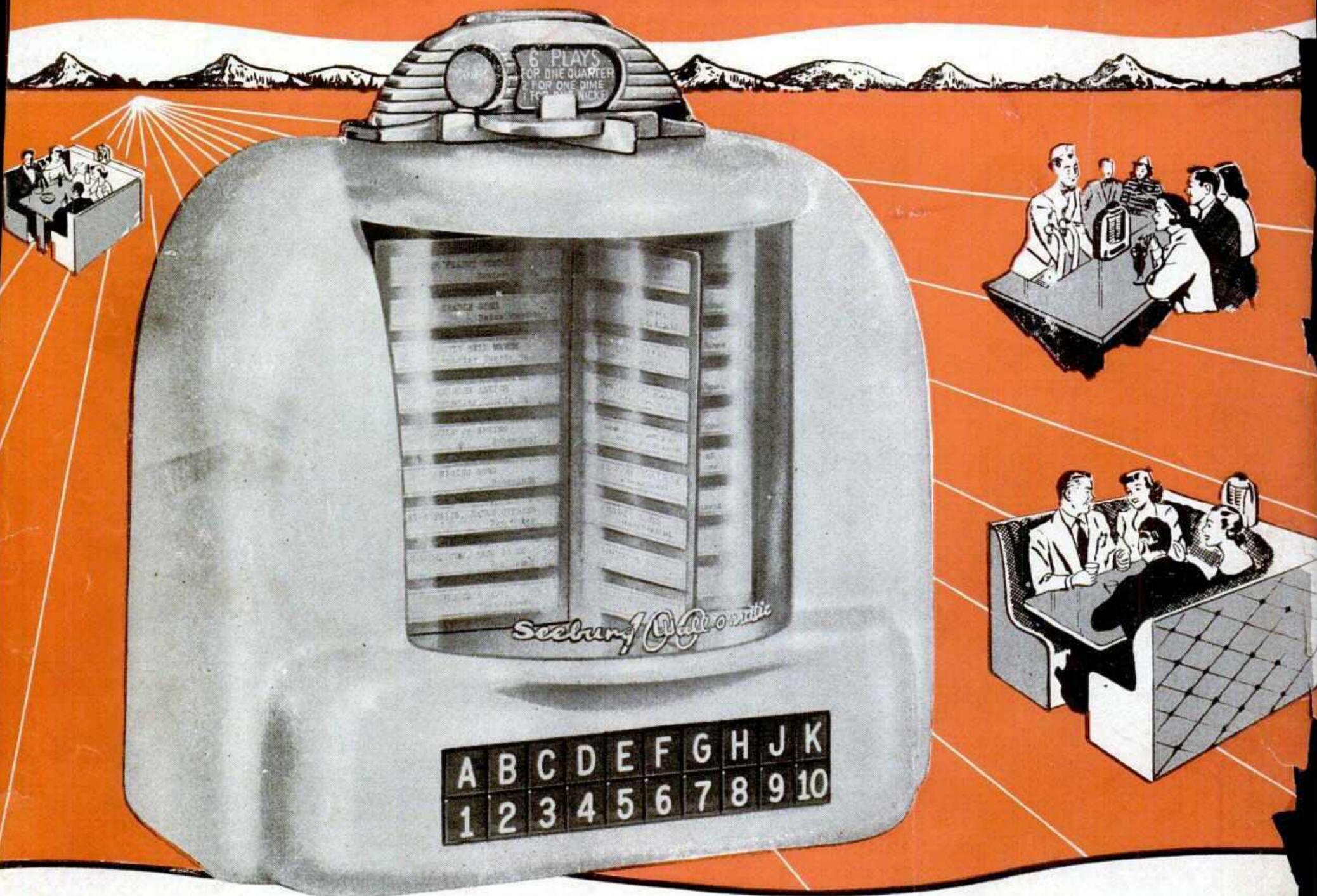
ARTIE "Two Gun" DUNN  
Organ

PERSONAL MANAGEMENT: HERB KESSLER

DIRECTION: MUSIC CORPORATION OF AMERICA



# 100 SELECTIONS.. WHERE?



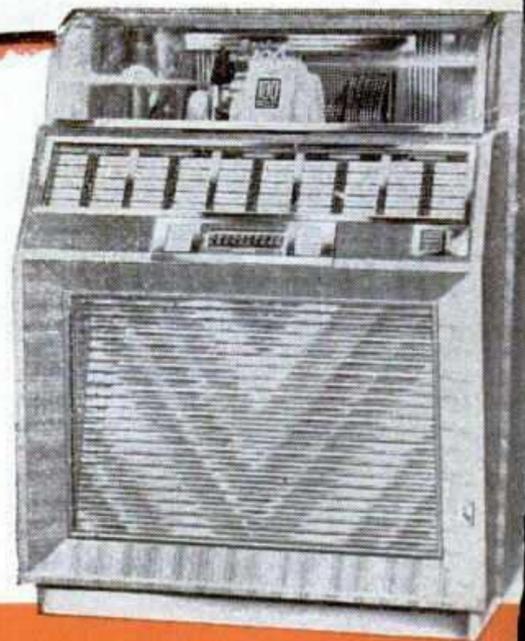
# 100 SELECTIONS.. ANYWHERE!

## ...WITH THE *Wall-o-matic* 100

You've never seen anything to match the performance of the Seeburg Wall-O-Matic "100"—the most amazing remote selection system ever developed. It offers:

- \* 100 selections of music—cataloged under musical classifications such as "Popular Tunes," "Old Favorites," "Waltzes and Polkas," "Classical Selections," etc.—visible in 5 groups of 20 selections each.
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DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago, Ill.

The Select-O-Matic "100". The most revolutionary music system ever developed. 100 selections—all visible at one time. Plays 10 and 12-inch records. Complete visible performance of mechanical "brain" creates unprecedented public interest. New styling beauty. An engineering triumph that reduces service to a minimum.

SEE YOUR SEEBURG DISTRIBUTOR FOR THE FULL STORY ON THE NEW SELECT-O-MATIC "100"

# AGVA-AFM FEUD HITS RADIO

## Heat Growing As ASCAP-TV Huddle Nears

### Cuffo Extension Likely

WASHINGTON, Sept. 17.—Pressure for settlement of a television music pact is reaching nervous peaks in both the American Society of Composers, Authors and Publishers (ASCAP) and in the TV industry as TV-ers prepare to huddle here next Friday (23) on a per-program formula (*The Billboard*, September 17). Urgency is being evidenced in backstage discussions on both sides of the fence, but the timetable for possible settlement is highly uncertain.

It is felt that an extension of the cuffo TV music deadline beyond the currently scheduled September 30 zero hour is inescapable unless the ASCAP board is able to get prior authority from the Society's membership to wrap up a deal without polling individual members. Reports are stirring that the board is sounding out members on the possibility of getting such a grant of authority. A membership poll on a final pact could delay settlement for weeks.

Inside word is that ASCAP rank-and-filers are registering impatience over the indecisiveness of negotiations which have strung out for months between the board and spokesmen for the TV industry. ASCAP's board is consequently under heavy pressure to reach a satisfactory settlement, but the board is hamstrung by the Society's own time-consuming rules and procedure.

#### TV-ers Side

On the TV industry side, station operators are highly disturbed by the (See *ASCAP-TV Huddle* on page 16).

# Survey Backs Repeal of Excises

## Cong. Library Booklet Timed Well for Drive

### All Showbiz Gets New Hope

WASHINGTON, Sept. 17. — A strong new boost for repeal of amusement excise taxes is seen in a booklet just issued by the Library of Congress's legislative reference service summarizing the movement for repealing the levies. High significance is attached to the timing of the booklet's issuance. The study was made primarily for members of Congress, and congressional leaders have already pledged themselves to give early consideration to the subject next session. The study emphasizes (See *Survey Back Excise* on page 15)

#### An Editorial

## It's Time for Unions To Wise Up

The *Billboard* has no axes to grind and certainly doesn't favor one talent union over another. We are primarily interested in the welfare of the performer, whether he uses his voice or an instrument.

Several hard-to-take points stand out in this jurisdictional fight between the American Guild of Variety Artists (AGVA) and American Federation of Musicians (AFM). This fight now threatens to embroil all of showbiz, causing the loss of huge amounts of money to musicians, performers, cafe ops and theater men.

Those who will lose the most and gain the least in such a battle are the very people the unions are supposed to help.

The current struggle ultimately reflects on the unions' impotence to safeguard the interests of their members. It also mirrors the inadequacy of a leadership which should make and not lose jobs.

The current struggle threatens not only current employment but future employment as well. Vaudeville is budding, even tho it's a far cry from the two and three-year routes of years ago. It is now giving work to thousands of musicians and actors. If the present battle isn't resolved quickly, the whole revival of vaude may be nipped in the bud.

Who is responsible for this threat to employment? It can't be blamed on management. It must be blamed on the unions, who ironically are supposed to foster employment.

Dewey Barto, head of AGVA, represents thousands of AGVA people. James C. Petrillo represents thousands of musicians. The inability of both sides to sit down and peaceably discuss the jurisdictional quarrels is a disgrace to the high office the execs hold. Barto blames Petrillo; Petrillo blames Barto's lack of authority. We are not concerned with who is right.

Labor has grown up in recent years. It is time some of the elected leaders of showbiz unions realized it.

## Hypo Seen for Chi Showbiz With End of Printers' Strike

CHICAGO, Sept. 17.—All elements of show business, but especially radio stations, legitimate theaters, night clubs and vaude houses, will benefit from pending cessation of the strike of printers which has plagued local newspapers here for the past 22 months. A check of local newspapers revealed that when the strike is

over greater space will be devoted to showbiz and more flexible deadlines will allow easier placement of stories and more timely articles. Altho strike is supposed to end officially in about two weeks, one newspaper amusement editor said he thought it would be at least a month before papers were able to make the switch (See *Printers' Strike End* on page 48)

## Unions' Battle May Carry to Flickers, Too

### Vaughn Monroe Test Case

NEW YORK, Sept. 17. — Radio shows and possibly picture commitments will be affected next by the battle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM).

This development is the outgrowth of a demand made on Vaughn Monroe, now at the Philly Click, by Dick Jones, Philly AGVA rep, to pay up dues now claimed to be in default for a year. At the same time Monroe's singing group, the Moonmaids, were also asked to get AGVA cards.

The reply given was that James C. Petrillo, AFM topper, had ordered all AFM members to quit AGVA and they were acting under his orders. Jones conferred with AGVA head Dewey Barto, and after huddles held Wednesday (14) a new strategy was decided upon.

Under the charter of the Associated Actors and Artistes of America (Four A's), all members of the sister unions in that org are subject to discipline by the parent body. Among the unions in the Four A's are the American Federation of Radio Artists (AFRA), Screen Actors Guild (SAG) (See *AGVA-AFM Feud* on page 41)

## AFM-TV Web Huddle Oct. 5 On Pic Music

NEW YORK, Sept. 17.—James C. Petrillo, president of the American Federation of Musicians (AFM), and representatives of television networks and stations will get together Wednesday, October 5, to discuss a contract covering fees for musicians on kinescope and film programs. The meeting, forecast in the September 10 issue of *The Billboard*, was set up at the behest of the telecasters, who feel that current restrictions surrounding the use of kinescope material, and the lack of a scale covering musicians on film generally, is impeding the progress of television programming. The telecasters' committee scheduled to meet with Petrillo will be informally chaired by (See *AFM-TV Huddle* on page 11)

## Capitol to Joe: 'Come on, Kiddo!'

HOLLYWOOD, Sept. 17.—A new wrinkle in the wax industry, a diskery is anxious over the outcome of a pennant race. Capitol Records is rushing production of its Joe DiMaggio kidisk package to hit the market in time for the World Series. American League leading Yankees clinching pennant will assure Cap additional thousands in sales. Present plans call for New York and St. Louis markets to get the *Little Johnny Strike Out* disk by series time, inasmuch as DiMaggio's stature should be at its peak then. Series week, Cap feels, should result in more than 100,000 album sale. Furthermore diskery sees year-round potential for the package and expects it to be one of its fastest moving items during the Yule season. Album was written by John Jacob Loeb and produced by Cap's kidisk chief Alan Livingston.

## Sept. 26 Vote On Copyright Pact Forecast

### U.S. Predicts UNESCO Action

WASHINGTON, Sept. 17.—Fate of the proposed world copyright pact will be decided at the September 19-October 5 meeting of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, with the copyright vote tentatively slated for September 26, State Department officials told *The Billboard* yesterday (16). Specifically up for a vote by the 47-member nations will be the recommendations for handling pact procedure made by a conference of international copyright experts last month (*The Billboard*, Aug. 22) (See *Copyright Pact* on page 16)

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# Conventions Bring Gold to L. A.

## Conclaves Give Showbiz Purse Huge \$\$\$ Boost

### Niteries Biggest Winners

HOLLYWOOD, Sept. 17.—Los Angeles continues to mount in importance as a convention center, attracting hundreds of thousands of delegates who pour out-of-town millions into the local showbiz purse. With 1949 having rounded only its third quarter, year's conclave attendance is about 14 per cent above the 1948 total and is expected to be higher by year's end. Thru July the city had 123 conventions, bringing 76,564 delegates. Since July 31 56 additional conventions have been skedded with an expected attendance of 69,585. Hence, the "assured attendance" stands at 146,149, with more to be added as other conclaves go on the L.A. list for 1949.

Surveys by the Chamber of Commerce of spending at Los Angeles conventions show an average of \$128.07 per delegate. Thus the assured attendance to date means that \$18,717,300 will be poured into L.A. trade channels during 1949. Final figure for 1949 is expected to reach the \$20,000,000 mark by year's end.

### Nitery Moola

Chamber of Commerce study revealed that 11 cents of each delegate's dollar falls into the showbiz till, with a full 6 cents of the 11 going to niteries. Using the Chamber's figures, 1949 delegations will net local showbiz a minimum total of \$2,200,000, with nitery ops ringing up \$1,200,000 of that sum. In addition, an estimated \$400,000 will be spent locally by conclaves for acts and musicians to entertain delegates during convention banquets. About 70 per cent of conventions use some form of live talent, ranging from a small dance band to a six-act show. Conclave entertainment budgets vary from \$1,000 to beyond the \$25,000 mark. Size of convention does not predetermine entertainment expenditures. Some of the smaller groups are best talent buyers.

### See Big 1950

Convention-wise, L.A. is expected to reach the book bracket in 1950. Outstanding conclaves now set include American Legion, October 8-12; National Shrine, June 20-23; American Petroleum Institute, November 13-16; National Association of Credit Men, May 14-18; National Electrical Contractors' Association, among a number of other national events.

For 1950 the Chamber reports that 47 conventions already have been booked of which 25 will be national (Conclaves Bring Coconuts page 48)

## Garden's '47 Profit Soars Over Million

WASHINGTON, Sept. 17.—Profits of the Madison Square Corporation in its 1947 fiscal year were nearly double those of 1946, according to figures released this week by the Securities and Exchange Commission (SEC). Profits after taxes in 1947 amounted to \$1,246,000 compared with \$649,000 in '46. Net worth of the corporation increased from \$3,799,000 to \$4,093,000.

Rentals of the arena totaled \$7,668,000 in 1947, while 1946 brought in \$5,734,000. Increased revenue permitted the Garden to hike total common stock dividends from \$328,000 in 1946 to \$561,000 in 1947.

## RCA Sells 12,000 Red Seals Right After Music Pic Preems

HOLLYWOOD, Sept. 17.—Do pic tie-ins aid disk sales? RCA Victor has cause to think so. At Philadelphia, during the week-end following premiere of *That Midnight Kiss*—film debuting tenor Mario Lanza—more than 12,000 Red Seal Lanza singles were sold in the Philly area. A noteworthy week-end sales mark for pop platters, it is doubly impressive on the Red Seal side of the catalog. Metro-Goldwyn-Mayer premiered the Joe Pasternak technicolor production at Philly September 2. In addition to introing Lanza, the pic co-stars Kathryn Grayson and Jose Iturbi, backed

by a high-budget cast including Ethel Barrymore, Keenan Wynn, J. Carrol Naish and Marjorie Reynolds.

To tie in with the film, RCA Victor recorded Lanza in his soundtrack selections for a Red Seal album bearing the pic name. Flick and disk book were jointly skedded for release early in October, but Metro switched the pic's release date to a month earlier. Victor had platters ready but albums had not as yet been completed. To cash in on the film's promotional sales push, Victor de-

## TV, Its Threats, Promises Spotlited at TOA Confab

HOLLYWOOD, Sept. 17.—Television, its threats and promises, dominated the Theater Owners of America (TOA) convention (September 12-15). Warning came from Marcus Cohn, TOA video consultant, that tele is already proving itself as a potent competitive force and is not to be taken lightly. He told exhibitors to move into theater video now before their b. o.'s lose too much ground to the home screens. Cohn pointed to tele as an industry that spent a billion dollars during the last three years on home entertainment and told flicker men to waste no time in getting on the tele ball.

Eric Johnston, head of the Motion Picture Producers' Association, added to TOA's tele scene, informing exhibitors that the movie industry will not be caught short by video. He said tele will open a new vista for theater ops and referred to petitioning of the Federal Communications Commission for theater channels as an indication that the film industry is not asleep.

Theater tele took the spotlight, with equipment demonstrations by Paramount and RCA. Para's system, projecting a film recording of a telecast 20 seconds after it occurs, was priced at \$15,000 to \$25,000, depending upon demand and number manufactured. RCA showed its instantaneous projection system, also priced at \$25,000. Quality of Para's system was similar to good kinescope. RCA's was a trifle dimmer, but also resembled good kine. For Para demonstration, KTLA were 299 and \$8,586,000.

originally skedded a specially staged boxing match but resorted to showing a canned seg after one of the boxers failed to appear. For the RCA demonstration, KFI-TV shows were picked up.

For the most part, exhibitor reaction seemed marked by indifference towards the demonstrations. However, this may be due more to poor program material used rather than to theater video as a whole.

Charles Skouras, head of 20th Century Fox's theater division, told exhibitors Fox-West Coast Theaters will invest \$3,000,000 in equipping 24 Coast house's for video. Skouras predicted tele will replace the second feature in theaters. Si Fabian (Fox-Brooklyn) said tele can only make money for theater men if special events can be secured on an exclusive basis. Furthermore, telecast of an event will have to be shown at theaters while the event is on. Delayed tele versions would not do, he claimed.

### Showbiz Construction Drops

WASHINGTON, Sept. 17.—The volume of new showbiz construction fell off sharply in June, the Bureau of Labor Statistics reported this week. New buildings started in June totaled 233, with an over-all valuation of \$8,615,000, compared with May figures of 241 and \$12,365,000. Comparable figures for June, 1948, were 299 and \$8,586,000.

## D. C. Sesqui \$\$\$ Up to Senate Action Again

WASHINGTON, Sept. 17.—A proposed \$3,000,000 outlay for the national capital's 1950 sesquicentennial celebration is once again being considered by the Senate Appropriations Committee, altho the proposal has already been defeated on the House floor. The revived move for consideration of the outlay for a gigantic exposition and celebration was inspired by showman Carter T. Barron, executive vice-chairman of the National Capital Sesquicentennial Commission, who argued for the outlay at a hearing of the Senate Appropriations Committee earlier this week. The Sesquicentennial Commission has blueprinted an extensive program of entertainment in celebration of the 150th anniversary of the capital. Plans include construction of an outdoor amphitheater at a cost of nearly \$700,000.

The Senate early this year approved a \$2,000,000 grant for the celebration, but the House twice killed the proposed outlay, once in the Appropriations Committee and once on the floor. It is considered doubtful that the House will change its position even if the proposed appropriation again gets Senate approval, but some supporters of the outlay believe there is

(See D. C. Sesqui \$\$\$ on page 48)

## CBS Places Cowden In Hausman Vacancy

NEW YORK, Sept. 17.—The Columbia Broadcasting System (CBS) this week appointed John Cowden as general manager of the sales promotion and advertising department, filling the vacancy caused by Louis Hausman's step-up into Victor Rattenner's position.

Filling in for Cowden will be Thomas Means, the new director of CBS promotion service. Also at the web, Neal Hataway has resigned as director of program promotion, effective January 1. Charles Oppenheim will take over for him.

## The Billboard

The World's Foremost Amusement Weekly  
Founded 1894 by W. H. Donaldson  
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The Billboard also publishes  
Vend, the monthly magazine of automatic merchandising  
Turnover, the monthly magazine for radio, television, record and phonograph dealers.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**YOU'RE BREAKING MY HEART**
- No. 1 Sheet Music Seller  
**YOU'RE BREAKING MY HEART**
- No. 1 Most Played on Disk Jockey Shows  
**SOMEDAY, V. Monroe Ork., V (78) 20-2510, (45) 47-2986**
- No. 1 Disk via Dealer Sales  
**YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271**
- No. 1 Disc in the Nation's Juke Boxes  
**SOMEDAY, V. Monroe Ork., V (78) 20-2510, (45) 47-2986**
- No. 1 Most Played Juke Box Country and Western Record  
**SLIPPING AROUND, E. Tubb, D 46173**
- No. 1 Best Selling Retail Country and Western Record  
**LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352**  
and **WHY DON'T YOU HAUL OFF AND LOVE ME, W. Raney, King 731**
- No. 1 Most Played Juke Box Blues and Rhythm Record  
**BABY GET LOST, D. Washington, Mercury 8148**
- No. 1 Best Selling Retail Blues and Rhythm Record  
**BABY GET LOST, D. Washington, Mercury 8148**
- No. 1 Sheet Music Seller in England  
**RIDERS IN THE SKY.**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 39.

# WGN, YANKEE TO QUIT MBS?

## MBS, Minus Talent Coin, Hyps Block Programing

NEW YORK, Sept. 17.—Minus the expenditure of any heavy coin for talent and shows, the Mutual Broadcasting System (MBS) is revamping its schedule to accent block programing, it became evident this week. William Fineshriber, the program chief, went after the housewife audience when he slotted his new (starts September 26) program *Ladies Fair*, emceed by Tom Moore, back to back with *Queen for a Day* to make for a solid hour of audience participation shows across the board from 2 to 3 p.m. daily.

The same thing is being done by putting a new news commentary program which begins September 26 next to the recently shifted *Mutual Newsreel*. The two will run from 10 to 10:30 weekday nights. The former show in the first 15 minutes will use guest commentators beginning with William S. Shirer, who will be followed by Frank Edwards, Cecil Brown, and John B. Kennedy.

The net's schedule is already studded with mood programs and there will be more of the same. On Saturday night there are now two hours of audience participation shows beginning at 7:30 and ending at 9:30. *Quick as a Flash*, *20 Questions*, *Take a Number* and *Meet Your Match*, which was recently shifted there from Thursday evening, comprise the foursome.

### Week-Day Blocks

Monday night's two hours of mysteries starting at 8:00 are *Straight Arrow*, *Peter Salem*, *Murder by Experts* and *Secret Missions*. From 5 to 6 p.m. across-the-board the web offers a solid hour of kid programs. On Monday, Wednesday and Friday, the schedule includes the *B Bar Ranch*, followed by *Tom Mix*. On Tuesday and Thursday there are *Straight Arrow* and *Captain Midnight*.

The web is going in for music mood programing on Friday night for an hour and a half and evidently will try to build that evening with music. Russ Morgan and his ork will start at 8 p.m., followed by a name band and the Air Force ork.

The new adventure program, *I Love a Mystery*, which goes into the 7:45 to 8:00 spot across the board,

## WHCU Gives Kudos To 6 Weekly Sheets

ITHACA, N. Y., Sept. 17.—Six New York State and Pennsylvania weeklies received WHCU (Ithaca) Press-Leadership Awards at the third annual Cornell University dinner here last week. The banquet was attended by 96 representatives of 43 weeklies in the two States which co-operate in the production of WHCU's Sunday Show, *Radio Edition of the Weekly Press*.

For the second straight year the \$500 prize for "editorial leadership" went to *The Corning* (N.Y.) *News*, the \$250 second prize to *The Ontario County* (N. Y.) *Times-Journal*, and the \$100 third prize to *The Dundee* (N. Y.) *Observer*. For "promotion of local community progress" *The Wyalusing* (Pa.) *Rocket* won first prize of \$500; second prize of \$250 went to *The Moravia* (N. Y.) *Republican-Register*, and third prize of \$100 to *The Candor* (N. Y.) *Courier*.

Mike Hanna, general manager of WHCU, has stated that the contest will be expanded next year to take in more county weeklies in the two States.

sets up the MBS's evening mystery logs.

The net would like to set up comedy mood programing, but a shortage of cabbage means the essential program ingredient will have to wait.

## Coulter Gets Y&R Radio Job Franco Lammed

NEW YORK, Sept. 17.—Young & Rubicam this week promoted Frank Coulter Jr. to succeed the recently resigned Carlos A. Franco as manager of the radio media department and time buyer. Franco held the position for about 10 years.

Coulter, who was Franco's assistant, has been with the agency since 1940. Before that he was with N. W. Ayer for 14 years. Young & Rubicam has not filled Coulter's position, nor have Franco's plans been announced.

Franco's resignation follows the recent shift of Sylvester (Pat) Weaver, former agency AM-TV chief, to head up the National Broadcasting Company's (NBC) tele operation.

## De Neuf Sparks Rural Net Push

ITHACA, N. Y., Sept. 17.—The Rural Radio Network (RRN) gets its fall push for business underway with the appointment of Donald J. De Neuf, new assistant general manager, who will spark expansion plans. Mike Hanna remains as general manager, but because of the broadening of Cornell University's AM-TV interests he will have less time to devote to the RRN.

De Neuf's first task will be the lining up of six or eight affiliates to make the services of the web available to more farmers. Currently the net is dickering with a New York station for affiliation, since it has a sponsor that would like to beam a program into Long Island, a farm area. WGAF was the last New York affiliate of RRN.

Since Hanna took over in March, the web has cut its deficit from 40G a month to 17G. He thinks that by next fall the RRN will be out of the red and showing a small profit.

## Agencies Nix Paid Listings; Hit Chi Papers' Log Charges

NEW YORK, Sept. 17.—Top advertising agencies in radio have decided to oppose the policy recently inaugurated by Chicago daily newspapers of charging for radio listings, it was learned this week. The decision was made at a meeting attended by representatives of 10 of the largest agencies in the field.

The Chicago papers inaugurated this policy a few months ago, with *The Chicago Tribune* taking the lead. The dailies eliminated their highlight boxes and, instead, made available one-column space in which advertisers could list the firm or trade name, and a blurb, in connection with their own specific programs. Unpaid listings, as before, identify pro-

## Det. Reporter Asks TV To Co-Operate

DETROIT, Sept. 10.—A need for careful planning for television coverage of sports events in relation to the other communications media was voiced by Harry Leduc, veteran sports writer of *The Detroit News*, as an aftermath of events at the silver cup motorboat races held on the Detroit River here. Pointing out that television men were, perhaps for the first time, given a special area in addition to the camera platform, similar to the space reserved for press and radio, Leduc indicated that advance coordination of handling was necessary.

Some newspaper editions had to miss out on pictures while photographers waited for the video men to get thru and, in at least one key instance, there was no one to guide the interviewees over to the press section after video got thru with them.

## Kenny Baker Collects 20G

HOLLYWOOD, Sept. 17.—Kenny Baker has been paid \$20,000 by the William Morris (WM) Agency, Stellar Radio Productions (WM's package) and the Frederic Ziv Company in settlement of a claim against them. Baker was ready to go to arbitration with his gripe.

The singer had stated that he had an individual contract with the orgs to make transcriptions which couldn't be repeated without his permission. It was his claim that the three outfits had reused the platters without notifying him, as per agreement.

## Gimbels Inks Truex, Indicates New Trend

NEW YORK, Sept. 17.—Gimbels department store this week has decided to sponsor *The Truex Family* over WPIX, New York, from 7:30 to 8 Thursday evenings beginning October 13.

The situation comedy will star actor Ernest Truex, his wife, Sylvia Field, and other members of his immediate family.

Success of the program is considered important, because it may open up TV for other department store advertising.

grams without mention of trade names.

### Agency Position

The position taken by the agencies, who met unofficially but who, nevertheless, agreed on policy, is that if Chicago stations want to pay for listings, they may but that the agencies will oppose any such move by their own advertiser clients. The agencies are, obviously, concerned lest other papers follow the Chicago pattern. The first paper in the country, according to report, to start the paid listing policy was *The Miami Herald*.

The agencies have no plans for formalizing their attitude on the theory that to do so might produce restraint of trade claims.

## Stockholders Confab in Chi Talks Move?

### Net's Revenue Dwindles

NEW YORK, Sept. 17.—WGN Chicago, owned by *The Chicago Tribune*, and the Yankee Network, both stockholder members of the Mutual Broadcasting System (MBS), were this week reported considering withdrawing from the network. According to reports, indications that such a move was under consideration were given at this week's board of directors' meeting in Chicago. It is also reported that the directors spent considerable time discussing Mutual's position in today's radio picture.

Frank White, president of the network, stated flatly today that WGN and Yankee, the regional New England network, have not pulled out of their Mutual affiliations. At the same time, he refused to confirm that the two stockholders had such action under consideration.

However, reliable reports state that the present state of network radio in combination with the growth of television has led WGN and Yankee to re-examine their Mutual commitments. Mutual in dissent, has been an "innocent bystander" in the network business picture, losing accounts to its competitors as a result of growing competition for revenue. At the same time, because of budget limitations and commitments of its key outlets, it has found it difficult to build new shows and stars.

White also refused to speculate on the possible effect the withdrawal of Yankee and WGN might have on Mutual's future. He repeated the statement he made following this week's meeting in Chicago, at which time he declared that the board had approved program plans outlined to its new program vice-president, William F. Fineshriber (see separate story this issue). However, it was held significant that the directors plan to meet again in New York early in October. One source stated that, in the interval, Mutual stockholders are planning to study the future television possibilities for the network as a guide to future action.

Some stockholders in Mutual feel that because of its extensive coverage in small markets, the network has a far better chance in AM than its competitors. The reason is that these markets will be the last to feel competitive pinch in television. (See WGN, Yankee Quit on page 11)

## 3 Win \$702 Claims On Xmas Jingles

NEW YORK, Sept. 17.—The claim of the American Federation of Radio Artists (AFRA) against Harry Goodman for repeat fees on Christmas jingles was settled this week by the award of \$702 to the three actresses involved. The award is presumed to be the final payment, even tho the jingles may be broadcast for many years to come.

The transcriptions were made in 1947 and used again in 1948. It was the contention of AFRA that the reuse entitled the artists to a repeat fee. Goodman, however, claimed that the transcription contract allowed him to use his platters for six months and since these were jingles announcing the days until Christmas they could be used only once a year.

## Clampdown on FCC Giveaway Edict Produces Biz for RF

CHICAGO, Sept. 17.—The temporary federal court injunction here against the Federal Communications Commission (FCC) anti-giveaway rules has resulted in a flood of new business for his giveaway shows, Walt Schwimmer, president of Radio Features, local package org which started the case, said late this week. Ruling in favor of Radio Features, which stops the FCC from applying sanctions against stations using giveaways, was handed down early this week by United States District Judge Michael L. Igoe, and was followed by a like ruling in New York, where three networks obtained a show cause order against the FCC. Judge Igoe also ruled that permanent injunction proceedings would be heard before a three-judge Federal Court here October 7. Decision of the three-judge court, no matter what it is, is expected to be appealed immediately to the Supreme Court.

Schwimmer said that after the ruling was announced, he received a "flood" of congratulatory wires and letters from stations all over the country. Many said that they felt this was just the beginning of the end and that, eventually, the Supreme Court would remove the giveaway ban. Many also stated, Schwimmer said, that they were proceeding with their giveaway programing as a result of the ruling and were making new sales pitches to sponsors, whereas, until the ruling, they were standing still on giveaway sales. Messages also stated that sponsors threatening to cancel giveaway programs now were planning to remain on the air.

Radio Features received requests from 21 stations for its *Tell-o-Test* program after the ruling, Schwimmer stated, making this week one of the best sales periods in the program's history. As a result of this new surge of acceptance and business, Schwimmer plans to open a New York sales office next week. Head of the office has not yet been picked.

Another effect of the favorable ruling, it was learned, was removal of network complaints directed against Schwimmer. The nets, it is reliably reported, were burned at Schwimmer because they felt he endangered re-

## AM Music, Sports, News Vie With TV

NEW YORK, Sept. 10.—Longhair music, news and sports on radio gives television the strongest competition, according to a report prepared last week by The Pulse, Inc., for WOR, covering June. The study also reveals that drama, popular music and quiz programing takes it on the chin most from the visual medium.

Dramatic shows, which accounted for 34.8 per cent of the audience in radio homes, were particularly hard hit, attracting only 26.3 per cent of the listeners in TV homes, the survey stated. This is the second such report prepared, the other having been made in January.

## DL Sales Service Job Goes to Ostby

HOLLYWOOD, Sept. 17.—Norman Ostby, one-time assistant to American Broadcasting Company (ABC) Western division Veepee Don Searle, will join Don Lee Broadcasting System (DLBS) as sales service manager, the net announced last week. Ostby will fill the berth formerly held by Carlton Adair, who was upped to the new post of program service manager for Don Lee.

Don Lee further announced the shift of John Hurley, assistant to stations relations Veepee Pat Campbell, to the net's publicity-promotion department.

sults of their case by starting court action here. They contended that they had massed the top legal brains in the country in the East for the New York Federal Court hearings and felt a case against the FCC could be best made there. But when Radio Features received its favorable decision, the nets changed their attitude. Now they are reported to be prepared to come into court with more sweeping anti-FCC demands.

It is certain also that the Eastern hearings will be affected in another manner by the outcome of the case here. Igoe ruled against giveaways on AM and FM but gave no relief for TV shows. This was because Radio Features failed to show they had any TV plans or operations that were being hurt by the ban. Consequently, it is certain that net attorneys will definitely try to get any restraining order or removal of the ban applicable to TV, too.

## Y&R Pitches AM to Jello

NEW YORK, Sept. 17.—Young & Rubicam is pitching daytime radio at the Jello division of General Foods, which has indicated an interest.

Among those programs being considered are *Club Matinee*, the new Garry Moore program on the Columbia Broadcasting System, and the new Buddy Rogers show which is to go on over the American Broadcasting Company. The sponsor is already heavy in nighttime radio.

## AFL Mulls Sponsor Of MBS News Show

NEW YORK, Sept. 17.—The American Federation of Labor (AFL) this week was considering sponsorship of a new program of news commentaries to begin on the Mutual Broadcasting System (MBS) September 26 from 10 to 10:15 p.m. across the board. The AFL will await the show's reception, with the chance being that it will pick up the tab January 1 if it gets a rating.

The program will rotate its commentators each week. The initial newscaster will be William L. Shirer, to be followed by Frank Edwards, Cecil Brown and John B. Kennedy in succeeding weeks.

## WCFL and WGN Giving Chi 2d-3d 24-Hr. Outlets Next Wk.

CHICAGO, Sept. 17.—By September 27 three stations here will be on a 24-hour-a-day schedule as WCFL starts all-night operations September 26 and WGN goes round-the-clock next day. At present, only WIND, local indie, is programing 24 hours. WCFL, Chicago Federation of Labor 50,000-watt independent, announced the move as part of its new policy of aggressive programing. The *Chicago Tribune's* 50,000-watt, WGN, will air six nights a week from 1 a.m. to 6 a.m. with a program set up by the Mail Order Network (MON).

For WGN, sponsors will be provided by the MON, but so far station execs do not know how many will be on the show. The program will feature Uncle Erv Victor, former KMOX (St. Louis) hillbilly, who is being imported to handle the new assignment here. Victor will handle commercials and play disks selected by MON headquarters. The station is practically turning over the time period to MON and taking its cut

## Station F-L-I-T

WASHINGTON, Sept. 17.—A Brazilian inventor is setting up a large-scale short wave radio station for the express purpose of killing insects, Commerce Department stated this week. The inventor is Dr. Geraldo Woertenbag, who expects to bag bugs by wholesale lots in just 30 seconds. Commerce has no information as to what type of programs will be used, but it is suggested soap operas are a natural.

## McCoy To Emcee "H'w'd Calling"

HOLLYWOOD, Sept. 17.—Jack McCoy last week landed the permanent emcee slot on National Broadcasting Company's (NBC) giveaway ainer, *Hollywood Calling*, after taking over the berth on a trial basis from George Murphy. Reaction from both the net and Gruen Watch Company, bankroller of half the one-hour show, won the steady job for McCoy, who was a dark horse contender when Murphy was dropped at the bankroller's insistence several weeks ago.

Al Hollander, exec of the Louis Cowan Productions office, remains on the Coast indefinitely to produce the show, altho Hollander will relinquish control when a producer suitable to the skein and sponsor is found.

## CBS's 10:30 Wed. Offered Schlitz

NEW YORK, Sept. 17.—The Columbia Broadcasting System (CBS) this week offered Schlitz beer the much sought 10:30 to 11 Wednesday night spot for the *Halls of Ivy*, a situation-comedy the beer company is considering sponsoring. The show stars Ronald Colman as a college professor and is being produced and written by Don Quinn.

In the event the deal goes thru, *Lum and Abner*, now close to sponsorship, would be put into the Friday evening 9:30 to 10 time. That would mean the shift of Abe Burrows.

Putting Colman into the Wednesday evening comedy line-up would bolster the already formidable CBS program schedule which now includes Groucho Marx, Bing Crosby and Burns and Allen.

## RCA and CBS Show Profit Gains in '47

WASHINGTON, Sept. 17.—The Radio Corporation of America (RCA) 1947 profits after taxes showed a 75 per cent rise over 1946, reaching a net of \$18,770,000, according to figures released by the Securities and Exchange Commission (SEC) this week. At the same time, the SEC reported that profits for the Columbia Broadcasting System (CBS) totaled \$9,588,000 in 1947, an increase of \$3,792,000 over 1946. CBS, however, wrote off some 90 per cent of the profits increase to pay for taxes due in 1948.

The RCA gross income, which included its manufacturing as well as broadcast revenue, amounted to \$312,678,000 in 1947 as compared with \$236,146,000 the preceding year. Selling, general and administrative expenses ate up \$36,815,000, while such expenditure in 1946 totaled \$30,679,000. RCA's net worth (value of outstanding stock, plus earned surpluses) was \$96,436,000 in 1947 and \$91,375,000 in 1946.

The total cost of CBS's work in color TV thru 1947 was written off by the web that year at \$292,000. From its contingency fund, CBS switched \$181,000 to offset a portion of the color costs.

The gross income for CBS in 1947 was \$74,262,000 as compared with \$67,115,000 the year before. Selling, general and administrative expenses set the web back \$13,070,000 in 1947 and \$11,140,000 in 1946. CBS's net worth was figured at \$24,674,000 at the beginning of 1947 and at \$22,715,000 one year earlier.

## 500,000 Entries Due In 'Democracy Voice'

WASHINGTON, Sept. 17.—A record 500,000 high school students are expected by the National Association of Broadcasters (NAB) to participate in the upcoming third annual Voice of Democracy contest, which is jointly sponsored by NAB, Radio Manufacturers' Association and the Junior Chamber of Commerce.

Competitions on a local level will begin national radio week (October 30-November 5), with community winners to be announced by November 12 and State winners by November 26. Judges for the national finals will be screen star Jimmy Stewart; George Allen, Assistant Secretary of State in charge of the *Voice of America* broadcasts; Supreme Court Justice Tom Clark; Circuit Court Judge Learned B. Hand; FBI chief J. Edgar Hoover; Edward R. Murrow, Columbia Broadcasting System commentator; Douglas Freeman, Southern author, and Andrew Holt, president of the National Education Association.

## CBS Takes 2-Week Campana Renewal

CHICAGO, Sept. 17.—Campana Balm, sponsor of *First-Nighter*, aired Thursday evening over the Columbia Broadcasting System, (CBS), this week decided to reconsider its cancellation of the program and has paid for two more weeks of time while it makes a final decision. The show had been scheduled to wind up September 29 but has now extended to October 13. CBS execs are confident that the bankroller will renew thru the winter.

Usually the web would not go for this sort of deal, but the thinking in CBS circles is that the 10:30 to 11 p.m. *First-Nighter* period is marginal time and could not easily be sold in the event the program were canceled. Thus it is going along with Campana in the hope that a favorable decision will be made. Wallace, Ferry & Hanly is the agency for the client.

## \$1 Commercials

WASHINGTON, Sept. 17.—Rock-bottom time costs are being offered in the *Classified Advertising of the Air* program of local co-op, WCFM. For one buck, the station offers to deliver a 50-word ad. "The object," according to WCFM Program Director Sid Slappey, "is to give listeners an opportunity to dispose of goods, buy something, rent a house, or swap belongings at the lowest possible price."

## Senate Probe Of FCC Points Log Jam-Up

WASHINGTON, Sept. 17.—The Federal Communications Commission's (FCC) log jam of issues and applications is in the spotlight of an inquiry by Sen. Ernest W. McFarland's subcommittee of the Senate Interstate and Foreign Commerce Committee investigating the FCC. Subcommittee Chairman McFarland, in a letter to FCC Chairman Wayne Coy, called for detailed information on all pending license bids and construction permits in connection with the subcommittee's current study of the FCC. The McFarland subcommittee's investigation was authorized early in the session by a Senate resolution.

At McFarland's behest, the FCC is now assembling information to be submitted to the subcommittee, showing all broadcast cases on which hearings were held six months or more prior to September 1 and on which final decisions had not been issued by September 1. The Commission is required by McFarland to explain why final action has not been taken in any of the deferred cases and to estimate an "expected approximate date of final Commission action."

Also called for by McFarland is detailed information on the number of broadcast cases on which hearings were not deemed necessary by FCC and which still awaited final decisions September 1. Here, also, McFarland asked Coy to explain the delays. McFarland also asked Coy to list the construction permits pending September 1, the number of renewals already granted, reasons for renewal, and the actual status of the cases.

The McFarland subcommittee is planning to assemble the information preparatory to further hearings and reports on the FCC.

## Fatima To Cancel "Tales" After Oct. 1

NEW YORK, Sept. 17.—*Tales of Fatima*, the mystery show now sponsored by Fatima cigarettes, will be canceled after its October 1 broadcast of the Columbia Broadcasting System (CBS). *Fatima*, which stars Basil Rathbone as emcee, recently underwent a change of format to include guest stars each week.

Program is carried by about 100 stations commercially and about 100 on a non-commercial basis. The sponsor is looking at the possibility of a new format.

Provides for spotting names offered by agency and time when to broadcast.

Practices which radio execs are becoming more evident. to broadcast.

to broadcast.

# CBS A-Filled Up With Affils

## RCA and CBS To Show Color TV Sets Soon

WASHINGTON, Sept. 17.—The Radio Corporation of America (RCA) is preparing bulletins describing its new color receiver to the TV set industry so that manufacturers can make test models, Dr. C. B. Jolliffe, RCA executive vicepresident, informed the Federal Communications Commission (FCC) this week. Jolliffe further announced that RCA would demonstrate live studio shows in color over WNBW, Washington, during the TV hearings. RCA's chief color TV rival, the Columbia Broadcasting System (CBS), will give color demonstrations over its local affiliate, WOIC, at the same time.

Jolliffe told the commission that the RCA programs will demonstrate that regular sets in the nation's capital will be able to receive color transmissions in black and white without converters, while the special receivers will receive full color. RCA also plans to demonstrate a converter that will permit standard receivers to receive images in color.

RCA intends to use WNBW as a combination color-monochrome station during the tests. Some of the programs are to be televised in black-white and others—both live and motion pictures—are to be televised in color. According to Jolliffe, local set owners will receive all the programs in the usual black and white regardless of whether the studio is televising monochrome or full color.

## 2-Station Hook-Up For Gunther Sports

WASHINGTON, Sept. 17.—Gunther Brewing Company, Baltimore, launched a two-station hook-up of the *Gunther's TV Sport Special* Monday (12) over WTTG, Washington, and WAAM, Baltimore.

The program will run five days a week from 5 to 6 p.m. and will feature sports personalities along with all sports news.

## KSMA, Calif., Openly Drops Rate Card in Bid for Biz

HOLLYWOOD, Sept. 17.—A offer of arresting proportions, inviting time buyers and agency reps to place biz at "any fair and equitable rate," has been advanced by Laurence W. Harry, general manager of KSMA, indie station in Santa Maria, Calif. Feeling that agencies were fluffing off small-market stations, Harry's proposition is designed to induce bank-rollers to give smaller stations a whirl via a sample test run. Move is unprecedented in this area and deal has no strings attached, other than that KSMA retains the right to refuse biz which is in violation of Federal Communications Commission regulations, the National Association of Broadcasters (NAB) code, or p. i.

Provides for spotting names offered by agency and time when to broadcast.

Practices which radio execs are becoming more evident. to broadcast.

## WMEX, Cleared of Horse Charges, Is Headed for Sale

WASHINGTON, Sept. 17.—Cleared of charges of overemphasis on horse racing programs as well as of concealment of ownership, WMEX, Boston, is headed for both license renewal and sale in the wake of an initial decision issued by the Federal Communications Commission (FCC) last week.

Hearing Examiner James Cunningham found no evidence that the policy of WMEX with regard to race programs "is designed to aid the gambling interests of Boston." Neither was there any evidence that the owners of the station "entertained a willfulness of purpose to deceive the commission," he reported.

Cunningham recommended that the license be renewed and that the transfer bid be approved. The sellers are John Reilly, Charles Doughlin, George Kaplan, Fred Randazzo and Allen T. Dresser. The proposed transferees are Alfred Pote, William Pote and Antoinette Iovanna.

## Gimmick To Thaw "Clear" Freeze Fails

WASHINGTON, Sept. 17.—An attempt by an applicant to extract his station bid from the long-frozen clear channel-skywave docket failed last week as the Federal Communications Commission (FCC) rejected his ingenious proposal. John Norris, of Red Lion, Pa., who wants a daytimer on 940-kc., asked the commission to remove the frequency from its list of Class 1 channels, on the grounds that sufficient protection cannot be given to a 1-B U. S. station on that frequency.

The FCC replied that even assuming for the sake of argument that Mexican or Canadian priority for the frequency would prevent a U. S. B station from using 940-kc., the agency could not properly reclassify the clear channel until the docket involving all the clears is cleaned up.

## Web Decides To Nix Any More Outlets

### Won't Boost AM Costs

NEW YORK, Sept. 17.—The Columbia Broadcasting System (CBS) has decided not to add any more sound broadcasting affiliates, it was learned this week. The only exceptions to be made in the future will involve such instances where the network feels it can improve its present coverage by a whopping degree.

This means, in effect, that now neither of the two top networks, CBS nor the National Broadcasting Company (NBC), is on the market for more affiliates. NBC, which added a station a few months ago, now takes the position it covers the entire U. S. except for a small, subterranean cave in the Mojave Desert and needs no additional outlets.

Behind CBS's decision is the theory that to add affiliates under present radio-TV conditions is tantamount to increasing its rates and that advertisers will no longer hold still for any boosts in AM costs. Actually, there is a growing pressure for a revision of nighttime network rates downward, and it is the considered opinion of many agency execs that this revision will have to be made before the start of next year's fall season.

The only justification, therefore, in CBS's view, for adding an affiliate would be the addition or substitution of a power house station, in which case, it is expected, no advertiser would squawk at the rate boost involved.

### "Beat the Band" for TV

DETROIT, Sept. 17.—*Beat the Band*, musical quiz show, is moving from radio to television on WWJ-TV, under sponsorship of the De Soto and Plymouth dealers of greater Detroit. The deal for a two-a-week 15-minute contract was signed thru the Denman & Betteridge agency.

## JUDY CANOVA

AMERICA'S No. 1 COMEDIENNE



WM. H. KING  
PERSONAL MANAGEMENT  
A & S LYONS

17 So. Beverly Drive, Beverly Hills, Calif.

# DON LEE'S 5-YEAR TV PLAN

## KTSL Going Off Deep End Into Flickers

### Glett Put in Charge

By Alan Fischler

HOLLYWOOD, Sept. 17. — After 18 years of video broadcasting, Don Lee tele station KTSL (W6XAO) has let down all barriers, financial and otherwise, in an all-out drive to capture tele sales, technical and audience leadership in the local market. On a carefully plotted course which should take several years to complete, Don Lee's strategy calls for a radical programing revamp, color research and entry into the movie production field. The film-making aspects of the Don Lee hypo will make the outlet the first indie station in the nation to venture into the no-man's land of pic production.

Responsibility for the tele splurge will rest with Charles Glett, recently appointed tele veepee for Don Lee Broadcasting System (DLBS) and a flicker exec for 25 years. Glett will personally produce film products as well as mastermind all phases of programing expansion. Color research with emphasis on development of third dimensional or stereoscopic tinted tele, will be handled by Harry Lubcke, veteran Don Lee tele chief-tain and present director of TV research.

### All New Policies

As outlined to *The Billboard* by Glett, Don Lee's first move will be the complete revamping of program plans and policies. Threefold emphasis will henceforth stress (1) sports and special events remotes; (2) selected and pre-tested live studio shows, and (3) integrated, tailor-made flickers.

Decks were cleared this week with appointment of Cecil Barker, former David O. Selznick film exec, to the new berth of executive producer for the Don Lee video empire. Feeling that tele and movie fields are vitally linked, Glett will follow Barker's appointment by naming other flicker specialists to tele jobs, including a production and studio manager, production designer, staff writer and special (trick) effects expert.

Glett plowed into Don Lee's current program set-up with a pruning fork last week and axed live shows which had failed to snare bankrollers after lengthy airings. Henceforth the number of live airers will be severely limited and all new live shows will be given intensive, pre-airing rehearsals, dry runs before studio audiences, and, finally, one telecast. Glett will borrow from the film industry and ask preview audiences to fill out "reaction cards" as basis for judging each stanza. When given its solo airing, shows will be put on film transcription and thereafter submitted to agencies and bankrollers. With few exceptions, sustainers will be a thing of the past, as Don Lee's policy calls for an end to cuffo airers. Glett's theory is that unless the show is worthy of bankrolling, the seg shouldn't be given lengthy free rides.

### Mount Lee Shuttered

Further to streamline operations, Glett last week announced complete shuttering of the station's million-dollar studio plant atop Mount Lee and transfer of all programing to the new Mutual-Don Lee radio-tele center in Hollywood. The move will cost the web thousands of dollars, since the Mount Lee site was heretofore

## Garden's Asking Prices

NEW YORK, Sept. 17.—Now that the Columbia Broadcasting System (CBS) has decided not to renew its contract for Madison Square Garden events, those attractions are again on the open market. In season the Garden stages pro and college basketball games, track meets, the horse show and the dog show. CBS aired all these events last season, with WPIX airing hockey and the National Broadcasting Company (NBC) covering the Friday night fights. This year the fights are being split between NBC and CBS.

The list below shows prices being asked by the Garden for the upcoming season, with most of them said to be about double the prices asked last year:

College Basketball (Including play-offs) .....	\$150,000
Professional Basketball .....	70,000
Six Track Meets .....	25,000
Horse Show .....	10,000
Dog Show .....	4,000

## Madison Square Garden Gate Wide Open as CBS Says Nix

NEW YORK, Sept. 17.—WOR-TV, WJZ-TV and WABD here are sparking their sales forces this week in an effort to line up clients for the sporting events now available at Madison Square Garden. The Columbia Broadcasting system (CBS) TV formerly had the rights to the arena but this week refused to renew its contract, because it did not have the time available this fall. The National Broadcasting Company (NBC) is not interested for the same reason.

Because the Garden is asking a large sum for the rights, about 259G, the various TV stations are first learning what they can sell before making any financial commitments.

the most expensive—and extensive—tele layout on the Coast. The transmitter location will shift to Mount Wilson and other activities will be moved to Hollywood.

To hypo remotes (which heretofore have been the station's weakest programing link) Glett will use three remote trucks on an around-the-clock basis. Heretofore the station has bypassed special events and sports remotes (with exception of weekly boxing and wrestling matches) for lack of facilities and dough. Under Glett's master plan, however, the station will hereafter bid on all local sports remotes as well as stress news and public service remotes.

Glett's film plans, not to be launched until live programing drives are completed, call for Don Lee to become a major movie producer. The station will handle its own film making, instead of contracting with indie producers or buying on the open market, with Glett using his film background and contacts to co-ordinate pic production with the station's needs. The move will also put Don Lee in film distribution biz since all pic products made for local use will be marketed nationally for resale to other tele stations.

Glett will use top Hollywood film talent and production personnel thru a movie-tele workshop which will offer film makers a chance to learn video under Don Lee's supervision. Cost of the film product will be equal to or less than current cost of tele flickers, and Glett is convinced that Don Lee will net a healthy return thru sale of secondary film rights. The flickers made would be peddled to bankrollers after completion for local showing and thereafter serviced to other indies, with the cost pegged according to sets-in-use figures or other yardsticks.

The cost of Don Lee's expansion has not been estimated, but pursestrings are wide open for Glett to spend "what is needed" to put Don Lee on the video map.

Most of the TV outlets will not have Tuesday and Thursday evenings available even if bankrollers should appear. WOR-TV is carrying fights and wrestling matches from White Plains for a sponsor on these nights. WJZ-TV has *Stop the Music* Thursday and will have other commercial clients Tuesday. WABD also has time sold on both nights. This means that the Tuesday and Thursday basketball games will probably not be carried.

The stations, however, are interested in buying sports from the Garden on Saturday nights. WABD would like to buy 13 Saturdays to hypo its programing that night. The other stations are also said to be interested, provided they can find clients. The Garden also wants a network, all other things being equal, for its sporting activity. WOR-TV may have difficulty delivering that demand.

The probability is that televiewers will be seeing fewer programs from the Garden. The fact that the sporting corporation hiked its rates so drastically, in some cases almost double that of last year, leads insiders to believe that the arena does not feel the medium has increased its attendance and thus wants extra compensation. Only the bankrollers can make up the difference and that they may be unwilling to do.

## Sleepy Joe Gets DL Pact Release

HOLLYWOOD, Sept. 17. — The question of "What happens to Sleepy Joe," was settled last week as Don Lee television quietly relinquished its hold on Jimmy (Sleepy Joe) Scribner to allow the veteran Negro-dialect actor to move to KECA-TV when the American Broadcasting Company (ABC) outlet teed off here yesterday (*The Billboard*, September 3). After firmly insisting that they would never release Scribner despite the latter's having inked a long term, lucrative deal with ABC, and having issued a special press story heralding the lifting of the Scribner option, Don Lee silently reversed its stand.

Bone of contention revolved around Scribner's contractual commitments for a 13-week period which would have expired in late October. Rather than allow Scribner to shift to ABC before then, Don Lee held the actor to the few remaining weeks of his pact. Resulting squabble simmered down to nothing as actor and Don Lee parted bosom pals ending 14 years of association with radio-tele outfit. Contract with ABC will bring him \$1,000 weekly. He earned \$25 per show on the Don Lee pact.

## Cornell Preps TV Pubserv Pix; Outlets Pledged

ITHACA, N. Y., Sept. 17.—Several TV stations this week gave verbal commitments to Cornell Films, a new branch of the university's AM-TV interests, to purchase 16mm. public service films now almost ready to be filmed. Initial films will deal with farm and home life and will run 15 minutes.

The new venture into film-making was organized by Mike Hanna, general manager of WHCU and the Rural Radio Network (RRN), to make available to TV stations subjects of public interest. While the initial films will be of 15-minute length, others will run from 30 seconds upward, according to demand. They will open-end for commercials. All the filming will be on-location and will use all of the college's facilities, especially its college of nutrition, agriculture and veterinary medicine.

Because acting and production costs will be at a minimum, the films will be priced extremely low. A crew of 20 has already been assembled to start the shooting. Joseph Short, program director of WHCU, this week was appointed manager in charge of broadcast and film production.

In addition to video stations, industrial organizations and educational institutions will be offered the movies. It is believed that this is the first time that a university will be engaged in a large scale picture-making effort. Hanna states that TV can become a potent factor in education and all his films will be geared to fill that gap in TV programing.

## Reed's Shifts To Tele Show

PHILADELPHIA, Sept. 17.—Jacob Reed's Sons, clothing firm which has been sponsoring the *Jacob Reed's Schoolboy Sports Show of the Air* on WFIL since 1944, will drop radio in favor of television in resuming sponsoring of the show this fall. Instead of returning to WFIL, the Saturday night round-up revue of sports in high school and collegiate circles will move to WFIL-TV. As a video presentation, following almost the same program format as on radio, the show kicks off tonight (17) and runs thru the spring.

Tom Moorehead, WFIL sports director, and Jack Ryan, sports writer, who emceed the radio show, will duplicate their efforts before the TV cameras. Plans call for visual commercials, utilizing the talents of schoolboy models in action to show the latest in boys' apparel at the two Reed's stores in the city. Description will be handled by Announcer Joe Novason. The show will be produced by Donn Bennett, of Bennett Productions, local indie TV package firm. It is set for 26 weeks of Saturdays by the E. L. Brown Advertising Agency.

The station also grabbed up a fat contract in Radio Corporation of America's contracting for sponsorship of the nightly *WFIL-TV Newsreel*, with commercial copy geared to sell TV sets. The deal was set by the Al Paul Lefton agency. RCA will sponsor two nightly showings of the locally produced newsreel at 7:15 p.m., for 10 minutes, with a repeat at the close of the telecasting day. On Sundays, it's a 30-minute review of the week's film clips at 8 p.m.

**TWO TV TOPPERS RETURN  
THIS WEEK**



**TUESDAY**

**MILTON BERLE**

on the

**TEXACO STAR THEATER  
COAST TO COAST**

beginning 8 PM EDST

September 20th over NBC-TV Network

and every Tuesday night thereafter

See local papers for starting  
dates on non-network stations.

presented by

your **TEXACO** dealer



**THURSDAY**

**OLSEN AND  
JOHNSON**

on the

**FIREBALL FUN-FOR-ALL  
COAST TO COAST**

beginning 9 PM EDST September 22nd over NBC-TV

Network and every Thursday night thereafter

See local papers for starting dates on non-network stations.

presented by your **BUICK** dealer

**KUDNER AGENCY, INC.**

# P DAY

Is December 1, 1949, in . . .

# THE BILLBOARD'S TWELFTH ANNUAL

# RADIO AND TELEVISION PROMOTION COMPETITION

## COMPETITION RULES

**ALL STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.**

**Awards will be made in the following categories:**

**SALES PROMOTION . . .** Promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

**AUDIENCE PROMOTION . . .** Promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually and potentially.

**PUBLIC SERVICE PROMOTION . . .** Promotion of public service programs. The Competition is not concerned so much with the programs themselves—even tho they may be regarded as promotion on their own—but is concerned with the promotion backing up and exploiting such programing efforts.

**AUDIENCE-SALES PROMOTION . . .** Because so much radio-television promotion combines these two elements, and because so frequently such campaigns are virtually indivisible, such entries as are warranted should be entered in this category.

### BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL
- NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK
- AFFILIATES
- REGIONAL CHANNEL NETWORK
- AFFILIATES
- LOCAL CHANNEL NETWORK
- AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1949—except for Television Stations, all of which will compete in the same division.

### FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in a particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in the sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all or part of a presentation. Winners will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

### ELIGIBILITY DATES

Any promotion executed during any or all of the period from December 1, 1948, to December 1, 1949, is eligible.

### DEADLINE

All entries must be at the New York office of The Billboard December 1, 1949. Sorry, no extensions—but none.

### ADDRESS ENTRIES

The Billboard 12th Annual Radio and Television Promotion Competition  
1564 Broadway, New York 19, N. Y.

THE most informative and constructive trade paper service in the radio-television advertising field is under way again—the twelfth successive year in which broadcasters are enabled to put their best sales promotion foot forward. In this day of keener-than-ever competition, when salesmen must sell and can no longer be seat warmers, your promotion is more important than ever before. The Billboard's Annual Promotion Competition provides a rare opportunity for you to tell your story to top advertiser and agency execu-

tives; it provides, too, a chance to study the work of the keenest promotion brains in all of broadcasting.

A measure of this annual event is the board of judges, men and women who guide the destinies of some of the largest appropriations in the country. Each of them devotes virtually one full working day to evaluate the entries submitted by the competing. The following already have accepted Billboard's invitation to participate as members of this year's Panel of Judges:

## 12th Annual Radio and Television Promotion Competition Judges (tentative)

### ADVERTISERS

1. J. M. Allen, Bristol-Myers
2. John Gilman, Colgate-Palmolive-Peet
3. Richard Reffig, Whitehall Pharrnical
4. C. J. Durban, United States Rubber Co.
5. George E. Potter, Prudential Insurance Co. of America

### AGENCIES

1. Lee Cooley, McCann-Erickson
2. Frank Kemp, Compton
3. Stanley Pulver; Dancer, Fitzgerald & Sample
4. Linnea Nelson, J. Walter Thompson
5. George Foley Jr., Newell-Emmett
6. G. D. Gudebrod, H. W. Ayer & Son, Inc.
7. William A. Chalmers, Kenyon & Eckhardt

. . . And More To Come

As in previous years, there will be two Exhibits of the Competition entries. In New York the exhibit will be held coincidental with the meeting of the judges to select the

winners. In Chicago the exhibit will be held in conjunction with the annual National Association of Broadcasters' convention at the Hotel Stevens, Chicago.

**YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY**

**ENTRY PLEDGE**

**The Billboard Radio and Television Promotion Competition  
1564 Broadway, New York 19, N. Y.**

Gentlemen:

We are planning to submit an entry in the 12th Annual Radio and Television Promotion Competition.

We will enter in the following category(ies) (check any or all):

- Sales Promotion;  Audience Promotion;  Public Service Promotion;  Audience-Sales Promotion. Our entry will be in the following division (check one):
- Network (national);  Network (regional);  Clear Channel Network Affiliate;  Regional Channel Network Affiliate;  Local Channel Network Affiliate;  Non-Network, 250-1,000 Watts;  Non-Network, 5,000-20,000 Watts;  Non-Network, 50,000 Watts;  FM;  Television;  New Station.

We expect to have our entry in by . . . . .  
(. . . and Please Make It as Early as Possible)

Name . . . . .

Title . . . . . Station . . . . .

Address . . . . .

City . . . . . State . . . . .

# Wheeler RMA's TV Color Ace

## Big Reception

NEW YORK, Sept. 17.—Garod Television this week announced that a radio serviceman in Memphis, where there is no TV at present, had experimented with a Garod Model 900 receiver and had picked up signals from 14 stations in the East, Middle West, South and Southwest.

J. R. Pewitt informed Garod that he has received pictures from Atlanta, Indianapolis, Baltimore, Boston, Oklahoma City and Fort Worth. The Memphis experimenter also picked up test patterns from Buffalo, New York, Schenectady, Dayton and Philadelphia. He uses a Radiart antenna with stacked folded dipoles. Pewitt notes that reception is "purely accidental and cannot be depended upon," but offers to prove his statements of long-distance pick-ups.

## Rosen Presses Philly Dealers On "45" Sales

PHILADELPHIA, Sept. 17.—In an all-out effort to move the local RCA Victor dealers behind the 45-r.p.m. movement, Raymond Rosen and Company, RCA Victor distributors, brought all the franchised dealers together Thursday (15). In afternoon and evening sessions at the Penn-Sheraton Hotel, Rosen told the dealers in polite but firm tones that holding a franchise means peddling RCA Victor merchandise across the board.

Local dealers have been doing a terrific job on the company's tele- (See *Rosen Presses Philly* page 20)

## Survey Backs Excise Repeal

(Continued from page 3)  
that "during 1949 there has been strong congressional sentiment not only against extension of excise taxes but also against maintaining parts of the current system."

Summarizing arguments for and against excise taxes, the study shows that proposed repeal of amusement excise levies has attracted a greater mass of supporting arguments than opposing arguments. The survey, titled *Federal Excise Taxes*, and issued as a *Public Affairs Bulletin* by the Library of Congress, was directed by Raymond E. Manning, senior specialist in taxation and fiscal policy in the Library of Congress legislative reference service. The study was made on an impartial basis in order to bring members of Congress up to date on the whole subject. The latest booklet is a drastically revised version of one produced two years ago.

### Pro and Con

Surveying the pro and con arguments on individual excise taxes, Manning found that an exceptionally big battery of arguments has been arrayed against continuation of levies on phonograph records, musical instruments, phonographs and radios. The summary of arguments against the taxes runs six times longer than the summary of pro arguments. Opposing arguments emphasized that "music should not be looked upon as a luxury" since "it is a prime essential to our cultural life."

"To the extent the tax falls on pro- (See *Cong. Library Survey* page 20)

## Chi Stations Nix Free Air For TV Exhib

Confab Starts Sept. 30

(Continued from page 11)  
the show for a certain price per remote, but it is doubtful that exhibit execs will accept any of the offers. Stations and networks have also agreed that if any TV sponsor of a locally originated program wants to get the extra promotional effect of a public appearance at the show, he will have to pay additional remote costs, over and above the time and package charges.

Featured at the show will be General Electric's *House of Magic Science* show, a Miss Television of 1949 contest and an in-person show headed by Eddie Cantor, the Mad Russian and Lou Breese's ork.

Among the TV exhibitors will be Admiral, Arvin, Capehart, Crosley, DuMont, Emerson, Garod, General Electric, Motorola, Philco, RCA Victor, Sentinel, Stewart - Warner, Stromberg-Carlson, Sylvania, Transvue, Westinghouse and Zenith.

## Starrett To Bow Dealer Lunches

NEW YORK, Sept. 17.—The first of a series of dealer luncheons designed to help retailers promote, merchandise and sell more video sets will be held Monday (19) by Starrett Television at the Roger Smith Hotel in Stamford, Conn. The nationwide meetings are being staged as "man-to-man chats" by Starrett in co-operation with the trade extension division of *The American Weekly*.

The luncheons will feature "how to sell" talks and round-table discussions and will introduce the Starrett national advertising campaign, window displays and dealer aids. The consumer ad program kicks off with a full-page color ad in the November 13 issue of *The American Weekly*.

Following the Stamford luncheon, Starrett will hold dealer meetings at the Hotel St. George, Brooklyn, Wednesday (21) and the Waldorf-Astoria, Thursday (22). Long Island and Newark luncheons will be held later in the month. Starrett also announced that Haynes-Griffin in New York will start handling the line.

## Tele-Tone Meet Gets \$10,000,000 in Orders

NEW YORK, Sept. 17.—Over \$10,000,000 in orders were written at last week's Tele-Tone distributor-dealer sessions in New York, according to Morton M. Schwartz, general sales manager for the company. Schwartz also reported that orders were being placed with more boldness and confidence than several months previous, when Tele-Tone held a similar convention at which orders totaled about \$1,000,000 less than the new figure.

The company also reduced the price on their new 12½-inch set from \$219.95 to \$209.95, crediting "late engineering developments" for the new tag.

## How They're Selling Them

THE total amount of television and radio set advertising fell off considerably from the preceding week, according to a coast-to-coast spot survey. RCA Victor, Admiral, Zenith, Philco and Motorola garnered the largest share of the co-operative space. The Fort Worth Star-Telegram issued a two-page supplement in celebration of the opening of stations KBTW and KRLD-TV in Dallas.

### NO PLACE FOR MODESTY

Halling the new Hoffman 19-inch set (DuMont tube) as "one of the most spectacular television sets we've ever seen," the department store stresses the size of the screen by shading the area of ad to correspond with the actual picture size. The entire new line of Hoffman sets is illustrated. The 19-inch console sells for \$599.50 plus installation. —May Company, Los Angeles.

### SUICIDE OFFER IN CHICAGO

A cartoon shows one of the Terman brothers on the roof of the store with a comic-strip balloon reading, "The only other thing I can do for you is jump off the roof." The ad features Crosley TV Model 403 and offers "no down payment, 25 cents a day," free installation, indoor antenna, fire and theft insurance and delivery. Nowhere in the ad is price of the set mentioned. —Terman Television Sales, Chicago.

### LOWEST PRICES EVER!

"No money down," "lowest prices ever" and "save \$100" are the three heavy, black catchlines in a full-page ad that offers "Vision Master" television sets at \$159.88 for a 12½-inch table model and \$129.88 for a 10-inch set. The store credits "the ingenuity of our buyer" and "our giant purchasing power" for the prices. —Goldblatt's, Chicago.

### MERCHANDISING PRIVATE BRAND SETS

Treated as an accepted part of the regular merchandising plan, a 5-column ad sells the store's own brand TV sets as part of the "September home sale." Prices are not sensationalized, but a 12½-inch console is tagged at \$269.95 and a 12¼-inch table model at \$249.95. The ad also ties in a record cabinet at \$29.95 as "large enough to hold table model television." A portion of the ad was devoted to a Cable-Nelson piano. —Hudson's, Detroit.

### QUESTION QUIZZES QUANDRY?

"In a television or radio quandry?" is the headline of a dignified ad offering to design any style cabinet for a radio or television set. The store claims to be able to match any wood sample, do special inlays, create special finishes, install, design and construct any style the customer desires. Installations in walls or bookcases is also offered. —W. & J. Sloane, New York.

## Industry News Of the Week

Crosley is expected to announce several new TV sets at a special press conference scheduled to be held in New York September 28. . . . Stromberg-Carlson announced stepped-up production of video receivers at the Erie, Pa., plant. . . . Stewart-Warner prices for the new line of seven TV models range from \$199.95 for a 10-inch table set to \$795 for a projection set with AM-FC radio and a three-speed record changer. The company also introduced a radio-phono console to retail at \$249.50. . . . The Arvin line was shown to New York dealers at the Hotel Governor Clinton by Zenith Appliances. . . . The "allocation" fever spread as DuMont mave the move, and Olympic announced it, too, may go on allocation. . . . Emerson announced an arrangement with Canadian Fairbanks-Morse and Canadian Marconi for the manufacture of Emerson radio and TV sets north of the border. Canadian prices are expected to be as much as 50 per cent higher than U. S. prices. . . . Philco started TV production in their Sandusky, O., plant formerly devoted solely to auto radios. . . . Dr. Lee De Forest will be one of the honored guests at the dedication of the DuMont plant in East Paterson, N. J., September 26. Paul Eshleman, executive assistant to the vice-president of Du- (See *Industry News* on page 48)

## Ex-Senator To Face FCC On Video Tint

Group Analyzes Medium

WASHINGTON, Sept. 17.—The Radio Manufacturers' Association (RMA) appointed former U. S. Sen. Burton K. Wheeler as special counsel on TV as the association prepared to expand its activities on the governmental front, it was learned in the wake of a two-day meeting of the RMA board of directors at White Sulphur Springs, W. Va., Thursday (15) and Friday (16). The group also approved a lengthy and technical report on color television prepared by the engineering committee headed by Dr. W. R. G. Baker, vice-president of the General Electric Company and director of the RMA engineering department.

As former chairman of the Senate Interstate and Foreign Commerce Committee, Wheeler is considered to be close to the color TV situation which was recently brought up by Sen. Tobey at the committee hearing on the appointment of Federal Communications Commissioner Brewster.

### To Appear Before FCC

Since leaving the Senate, Wheeler has been a partner of his son in a Washington law firm. In announcing his appointment, RMA Exec Veepee Bond Geddes said Wheeler would be the association's chief legal rep on TV matters before the Federal Communications Commission (FCC). Wheeler will make his first appearance for the RMA at the upcoming color hearings September 26. Whether or not he has been retained on a permanent basis was left up in the air.

The RMA board of directors also agreed that the association's position on color television would be to urge the FCC to take "slow but sure" steps in approving standards. It seems evident that the RMA will pursue a neutral course in the FCC hearings, but still make clear that all the present talk on the imminence of color is no reason for consumers or dealers to get panicky. The RMA may issue such a public statement next week.

### Analysis of TV Color

The approved engineering committee report included an exhaustive and (See *Wheeler Color Ace* on page 48)

## DuMont Revives Macy Franchise

NEW YORK, Sept. 17.—Taking no one by surprise, the Allen B. DuMont Laboratories, Inc., announced today that Macy's has been re-franchised as an authorized DuMont television dealer. The announcement came as a joint statement issued by Walter B. Stickel, national sales manager for the TV company, and David L. Yunich, Macy vicepee. This latest development in the Macy-DuMont fracas was foreseen in a story printed in *The Billboard* August 20.

The joint statement called the July 27 withdrawal of the DuMont franchise "a result of a misunderstanding between the two companies concerning promotion of the DuMont line." The "misunderstanding" recently resolved itself into a legal action taken by DuMont against the department store which the video manufacturer lost.



# COPYRIGHT PACT VOTE DUE

## UNESCO Acts Sept. 26 Upon World Treaty

### U. S. Predicts Passage

(Continued from page 3)

August 13). The five U. S. representatives, along with a group of advisers, left for Paris this week committed to vote in favor of the global treaty.

The State Department is certain that the UNESCO vote will be in favor of calling an international copyright convention for the purpose of drafting a treaty, altho it is possible that all of the recommendations of the copyright experts will not be adopted.

### Bone of Contention?

Likely to cause the most controversy when UNESCO takes up the copyright proposal is the proposal by the experts that countries be permitted to make reservations to any copyright treaty, so as to give foreigners the same protection allowed to nationals. Altho the recommendation was adopted by the committee of experts to insure wide adherence to any copyright pact, State Department officials say there are several South American countries that do not want such a treaty reservation permitted.

In the event a separate UNESCO vote is taken on the proposal that countries be required to take steps to bring domestic copyright laws in line with any global pact, the U. S. delegation is likely to abstain, according to State Department officials. It was explained that in principle, the U. S. accepts the recommendation, but that the State Department or the U. S. Copyright Office could do no more in that direction than suggest changes to Congress. Some of the other countries may vote against this proposal, agency spokesmen said.

Other recommendations to be submitted (See Copyright Pact Vote on page 37)

### Quactus Quarrel

NEW YORK, Sept. 17. — It was recently stated in *The Billboard* that Apollo Records had signed Al Paul and His Cactus Cowboys for disks to be released under Apollo's Hill and Country label. Bobby Gregory, who records with a group known as Bobby Gregory and His Cactus Cowboys, says the cactus title belongs to him, is registered in his name, and Paul has no right to the tag.

### Kuhn To Push B'w'y Standards

NEW YORK, Sept. 17.—Dick Kuhn, former orkster, publisher and recording man, has joined Will Von Tilzer's Broadway Music to head a push to reactivate the pubbery's standard catalog.

The firm, which has been comparatively quiet for some time, is out to get the good of its extensive library of standards, including such standouts as *Put Your Arms Around Me*, *Honey, I Used To Love You*, *You Made Me Love You*, and others of that caliber. With the current trend for revivals and old-time tunes, Von Tilzer decided to concentrate on his proven goods rather than try to make new songs.

Kuhn will work on mechanicals, commercial plugs and disk jockey promotion.

### H. Fox Files Three Nonpayment Suits

NEW YORK, Sept. 17.—Harry Fox, publishers' agent and trustee, has filed suit against three record companies for nonpayment of royalties.

The companies include Tower Records and Sunrise Records of Chicago, and Manor Records, New York.

### Cap and Disney Join To Push "Toad" Waxing

HOLLYWOOD, Sept. 17.—Capitol Records and Walt Disney will join promotional forces in pushing the Coast major's wax version of *Mr. Toad* from the Disney feature, *Ichabod and Mr. Toad*. Cap recorded the original voice cast, including narrator Basil Rathbone. Pic consists of the Washington Irving yarn and the *Mr. Toad* tale, presented as separate entities. Rathbone narrates *Toad* while Bing Crosby tells of *Ichabod*. Cap's release will be timed with that of the film. Package consists of a 12-inch platter contained in a soft folder. Latter is filled with full-color Disney decorations, showing *Toad* characters in a series of panels.

Dealers will receive window streamers plugging the kid item and will give it prominence in Christmas window cutout displays. *Toad* is the latest Disney film to get the Capitol wax treatment. Others include *Little Toot*, which passed the million sales mark; *The Grasshopper and the Ants*, *Three Little Pigs*, *Mickey and the Beanstalk*, *So Dear to My Heart* and *Tales From Uncle Remus*.

### Seidel Joins Victor as V.-P.

NEW YORK, Sept. 17.—Robert A. Seidel, vice-president and comptroller of the W. T. Grant Company, will join the Radio Corporation of America, Victor division, as vice-president in charge of distribution, effective October 1, it was announced by J. G. Wilson, executive vice-president of RCA in charge of the division. Seidel will headquarter in Camden.

Seidel joined W. T. Grant in 1940 as comptroller and was named vice-president in 1944.

### Any Questions?

CHICAGO, Sept. 17. — Art Talmadge, Mercury promotion chief, this week illustrated that "flackery begins in the home office." Rae Armstrong, Talmadge's secretary, told her boss Wednesday (14) that she starts a half-hour weekly d. j. show on her hometown station, WJMN, Elgin Ill., Saturday. Talmadge claims her show was not a result of his prodding, but Rae is not commenting. Her deal with the station stipulates that she's given a carte blanche privilege in selecting disks. Her first show will be 30 minutes of straight Mercury platters.

### Sinatra Returns To Barton Firm

HOLLYWOOD, Sept. 17.—Frank Sinatra will expand his pubbery activities by reactivating his interest in the Barton Music firm. Sinatra will join forces with Ben Barton and Hank Sanicola in a three-way partnership similar to the deal in effect before the crooner bowed out of the Barton set-up last year. Firm will open offices in New York and Hollywood, with Barton handling the Gotham end and Sanicola as Coast head. In addition, Barton will represent Sinatra songs in the East, both firms coming under American Society of Composers, Authors and Publishers' (ASCAP) wing.

First Barton Music plug will be *Could Ja?* ditty recorded several years ago by Sinatra and the Pied Pipers but never released. Disking will be issued shortly by Columbia Records in line with a pubbery deal. Sinatra Songs' plug tune will be *On the Island of Stromboli*, also waxed by Columbia.

Pub firms will get benefit of Sinatra's five-a-week air series for *Lucy Strike Ciggies* as well as other plugs which The Voice can now deliver. When headlining *Luckies' Hit Parade* the picture was the reverse, since tunes touted were those on the top rungs of the popularity ladder, making it virtually impossible to plug a new ditty.

## ASCAP-TV Pact Tension High

### Pressure Up On Both Sides For Settlement

#### Cuffo Deadline Near

(Continued from page 3)

uncertainty of existing contractual arrangements with ASCAP, particularly since any new TV music pact would be made on a retroactive basis. Some TV spokesmen pointed out that they are in the position of approaching year-end bookkeeping without any notion of what their exact operating costs have been up to the present time because of the uncertainty of final arrangements with ASCAP.

As matters now stand, the National Association of Broadcasters' (NAB) (See ASCAP-TV Pact on page 37)

### Losch and Spina To Disney Music

HOLLYWOOD, Sept. 17. — Key personnel for the new Walt Disney Music Company will include Julie Losch in Hollywood and Jack Spina as New York rep, it was announced this week by Fred Raphael, veepee and general professional manager of the new Disney subsid. Additional personnel, including the Chicago rep, are still to be named, according to Raphael, with pubbery set to kick off before end of the year.

New firm will handle all Disney tunes and exploitation, in a move aimed at increasing efficiency of music-pic tie-ups as well as reaping top benefits from pub and subsid rights. Heretofore Disney has farmed out scores from pix to indie pubbers Buddy Morris, Santly-Joy, Peer International and Irving Berlin. New Disney firm's first score will be brace of six tunes from *Cinderella*, currently in production.

### Tiny Hill Racks Big Grosses on One-Night Tour

CHICAGO, Sept. 17.—Value of a steady flow of platters, from both Columbia and Mercury diskeries, is being illustrated by orkster Tiny Hill, who has consistently racked up percentages on his current one-night tour. Hill's tour is his return to the band field after a two-year layoff.

Grosses for the first two weeks of Hill's return are: VFW dance, Jasper, Ind., \$1,050, September 1; Rantoul (Ill.) County Fair, \$1,950, 2; Hub Ballroom, Edelstine, Ill., \$2,700, 3; Crystal Ballroom, Dubuque, Ia., \$1,400, 4; Bowler, Wis., \$700, 5; Hollywood Ballroom, St. Cloud, Wis., \$1,200, 7; Pavillion, Leroy, Ill., \$1,400, 8; Ocean Trail Park Ballroom, Florence, Ill., \$1,000, 9; White City Park Ballroom, Herrin, Ill., \$1,458, 10; Coliseum, Benld, Ill., \$1,043, 11; (See Hill Waxes Fat on page 37)

### London Secures Universal Wax

NEW YORK, Sept. 17. — London Records has made a deal with Milton Putnam, of Universal Records, for the entire catalog of the Chicago diskery. Putnam will continue to operate his recording studios in that city. The Universal masters, some of which were issued on Vitacoustic before Putnam pulled out of that now-defunct outfit, include sides by the Harmonicats, among them the 1,000,000-disk seller, *Peg o' My Heart*, and some by Gene Austin. Masters for Putnam's double feature long-length disks are also included, altho many of the old pop selections will probably never be issued. London has acquired the masters on a royalty basis.

This week London also took over the Ted Herbert waxing of *Take Your Finger Out of Your Mouth*, from Marvel Records, of Manchester, N. H., and is releasing the platter immediately. The tune was written in 1926 and was recently rediscovered on an old piano roll.

Ted Goon, "Mr. Goon Bones," whose Crystalette cutting of *Ain't She Sweet* created a stir recently, has signed an exclusive deal with London.

## Allen in Suit Vs. La Tharpe; Ditto La Knight

NEW YORK, Sept. 17.—Foch Allen has brought suit against gospel singer Rosetta Tharpe, asking a declaratory judgment to set aside the divorce obtained by Miss Tharpe in Las Vegas, Nev., in April, 1947, and seeking \$47,500 in booking and management fees. He also secured a judgment for \$17,850 against Marie Knight, who has been appearing with Miss Tharpe.

The suit climaxes a two-year hassle between Allen and the singer, during the course of which the American Federation of Musicians (AFM) twice nixed his claims against her and twice revoked his booking license. Allen and Miss Tharpe were married in 1943 and entered into a management pact in 1945. The management deal was abrogated in 1946, following which, Allen maintains, he signed Miss Tharpe to a booking contract calling for 10 per cent of her earnings.

### Third Attempt

In 1947 Allen hauled the thrush before the Federation charging he had \$5,400 coming as his slice of the \$54,000 he alleged she had earned from November, 1946, to May, 1948. In May, 1948, AFM refused his claim and took away his license. He appealed, got permission to reopen the case and had his agency license returned. Subsequently his claim was again turned down and his license again revoked. Having exhausted AFM resources he turned to law and filed the currently pending suit in State Supreme Court. Noah Braunstein, attorney for Miss Tharpe, has until the end of this month to enter an answer.

The \$17,850 judgment against Miss Knight was entered September 1 after she had allegedly failed to answer a summons served by Allen in August. The sum represents \$15,000 in commissions Allen claims is due him over a three-year period, plus interest after the thrush failed to answer.

William Berkson represents Allen in both actions.

## Philly Dee Jays Launch Ass'n

NEW YORK, Sept. 17.—Philadelphia area disk jockeys met Thursday night (15) to launch Philadelphia Disk Jockeys, an independent spinner association. The organization parallels New York's Metropolitan Association of Disk Jockeys (MADJ) in objectives and membership requirements—both groups aim at furthering public service functions, both are open to deejays in the respective areas.

Officers elected Thursday night were Eddie Newman, WPEN, president; Hal Moore, WCAU, veepee; Mark Olds, WIP, treasurer; Fred Bennett, WPEN, secretary; Ed Hurst, WPEN, public relations director. The first item on the agenda is a fall benefit for local charities.

## AFM Delivers Todd Ultimatum

NEW YORK, Sept. 17.—Mike Todd was told this week by Local 802, American Federation of Musicians (AFM), that musical comedy conditions would be applied to his projected variety show at the Winter Garden, necessitating a 22-man ork at \$118 per man. Todd had hoped to open as a vaudeville show which would require only a 10-man ork at \$118 per man.

This payroll complication, plus Todd's trouble in assembling the type acts he wanted, may crimp the project.

Todd had already corralled Frank Fay and Bert Lahr for the olio.

# 802 Nixes Dues and Tax Hikes

## AFM-TV Huddle Fixed for Oct 5 on Kine, Pic Musicians

(Continued from page 11)

no scale covering film. The scale for live performances, one TV executive said a few weeks ago, is very inadequate to TV's current needs.

Some of the current restrictions on the use of kine material were explained in *The Billboard* of September 10. For instance, when a network records a show which used live musicians, that program can be played on an affiliate station within a narrow time limit—and it can be played only over those stations which were on the air at the time of the live broadcast. Also networks want certain "permissions" with regard to "pre-recording," an aspect of production which laps over into the category of film making. And, of course, in addition to kine and prerecording,

## Shaw Clicks in Opening Bash

NEW YORK, Sept. 17.—Artie Shaw kicked off his first dance promotion tour in half a dozen years with a bang Wednesday (14) at the Symphony Ballroom in Boston. It is claimed that Shaw broke the record for the house, which has a capacity of about 1,500 persons.

Shaw's agency, General Artists Corporation (GAC), claimed that the orkster, who has come back to the biz with a 17-piece dance crew, drew more than 200 people over the fire capacity and that the fire and police departments put the clamps on at that mark.

## Victor and Columbia Distribs Nudged by RRAC for Action On 4-Point Retailers' Plan

CHICAGO, Sept. 17.—The newly formed Record Retailers' Association of Chicago (RRAC) has started negotiations with Victor and Columbia distributors toward the adoption of plans which have been submitted to the diskeries reps here. At a meeting of RRAC held Wednesday (14) officers of the association related developments of the past two weeks to a meeting of 70 local retailers. The RRAC meeting followed immediately after a 45 r.p.m. kick-off banquet, staged by Victor here in the same hotel.

The first four points, submitted to both Victor and Columbia here, are the same, with latter points dealing with specific problems which retailers are encountering with individual companies. The retailers, thru their legal counsel, Milton T. Raynor, have submitted the following recommendations to both firms: (1) Before any future price adjustments, each retailer should be furnished with a 60-day notice prior to the adjustment; (2) an assurance that all price structure be stabilized by eliminating any future "dumping clearance sales" because this type of clearance "for over-produced inventory" is "catastrophic"; (3) based on a dealer survey, the return privilege should be increased to 10 per cent, because the advent of 45 and 33 r.p.m. speeds have forced a dealer to carry a wider and more expansive inventory to meet customer demand; (4) dealer discount should be

there is the necessity of setting up a scale for straight film—a scale which is needed by package companies wishing to produce TV films.

## Spotlite Turns To Album Biz

NEW YORK, Sept. 17.—Spotlite Records, one of the first diskeries to follow Varsity with a 39-cent record line, is discontinuing its single records in favor of two and three-record albums.

Samples of the album line are being sent to distributors, including Strauss waltzes, country and Western and Latin-American packages. Jack Berman, Spotlite topper, said that he has not yet set a price policy but intends to peg the albums at a price lower than any in the current market.

## Goodman for Roxy; 1st Name Ork in Yr.

NEW YORK, Sept. 17.—Benny Goodman and his full crew will become the first name ork to play the Roxy Theater here in about a year when he opens there October 7 for a two-week stay. Goodman will present his book show package, which the leader first showed at the Paramount Theater here last Christmas.

Goodman will get \$12,500 per week for his ork and vaude contingent which includes a dance team, Nicks and Taylor, and comic Herky Stiles.

raised to 40 per cent, an additional 2 per cent, which is necessary because of the current slump in retail sales.

Two additional recommendations were made to James Norton, Victor chief here. RRAC encouraged a return to the old return privilege for broken and defective disks instead of Victor's current practice of a straight 1 per cent return privilege, and a request that a standardization of speeds be brought about in the Victor operation.

Bob Samson, chief of Columbia's outlet here, said he would present the program to Columbia brass, following a meeting two weeks ago with RRAC officers, while Norton told RRAC officers to meet with him and Paul Barkmeier, head of record division, RCA Victor, here Friday (16).

Ben Chodash, prexy of RRAC, elaborated on the primary co-operative buying attempts of RRAC. Commodity buying, Chodash showed by a chart of wholesale prices given individual retailers and cost to RRAC, would provide a 20 to 33½ per cent saving. Chodash said that the group is currently activating a membership drive, with each member being asked to bring one new member to the next meeting. He said that letters from record retailers associations' in Milwaukee, Houston, Montreal, Philadelphia and Washington have been received by RRAC, signifying that they are watching local progress.

## Posts, Local's Finance Sitch Up for Airing

### Bi-Monthly Confabs Due

NEW YORK, Sept. 17.—The members of Local 802, at the by-law meeting held Monday (12) at Town Hall, voted overwhelmingly against any raise in membership dues or engagement taxes. A capacity crowd of 2,000 members was on hand, apparently to axe the Blue (administration) sponsored resolutions, and an undetermined number was turned away by the fire department. The session, despite the virtual absence of parliamentary procedure, went off more peacefully than had been anticipated and, unlike several of last year's stormy gatherings, maintained a semblance of decorum until the "money bills" had been killed.

After settling that additional membership meetings would be called every two weeks until the 50 resolutions had been voted on, a motion was made and carried to take up the four dealing with dues and tax raises first. President Dick McCann refused to entertain the motion that these be considered as one resolution, but later acquiesced after the first of these, which called for a dues increase from \$16 to \$24 per annum, was voted down by a near-unanimous vote. The remaining three, which called for \$28 dues and 2 and 3 per cent taxes, were then voted down unanimously in a lump.

### Manuti Heads Drive

Al Manuti, a leader of the Unity group, spearheaded the opposition to the resolutions, charging that the increases would be unnecessary if the administration was properly run. He pointed to the local's income of approximately \$1,000,000 per year and to the present treasury surplus of nearly the same amount. In the case of a strike occasioned by the current squabble with the American Guild of Variety Artists (AGVA), the American Federation of Musicians (AFM), not 802, would set up the strike fund, he stated, pooh-poohing talk that the local's treasury was in precarious shape. He pointed out that in the past year the local's employee salaries have been increased by a total of \$23,500, and that the total pay roll is now \$450,000. The increases include a raise of \$6,500 for the attorney, A. A. Berle; a \$1,300 in-

(See 802 Nixes Dues on page 20)

## Ted Steele Disks On Col Pop Series

NEW YORK, Sept. 17.—Ted Steele, disk jockey-maestro, who records for Columbia Records international department, will have his next two releases issued in the label's pop series. Steele's waxings are all cut under the supervision of the diskery's international director, George Avakian, who made the selections with an eye to the broader pop market.

In a special rush release Columbia is putting out Walter Solek's waxing of *Now, Now, Now Is the Time*, an American pop sung in Polish. Avakian has also signed the Polish Air Force Quartet, which is now touring the U. S. The group is making 86 appearances in 94 days.

Avakian and his wife, violinist Anahid Ajemian, leave for a European vacation September 29. They'll return the first week in November.

# 802 Stem Move Stirs Ork Biz

## N. Y. Stand-By Rule May Nix Travel Bands

### Some Already Canceled

NEW YORK, Sept. 17.—A serious threat to the employment of name traveling orchestras in presentation houses thruout the nation seems implicit in the demands of Local 802 of the American Federation of Musicians (AFM) made on the managements of Broadway theaters last week. The New York local, in instructing the Stem presentation houses that 802 musicians would have to be employed (whether they work or not) by the theaters when music is used, dusted off a long-standing regulation—Article 18, Section 4—in the AFM constitution and by-laws which reads as follows:

"Traveling members cannot, without consent of a local, play any presentation performances in its jurisdiction unless a local house orchestra is also employed."

The band business ran for the wailing walls when it was learned that the local had invoked the until now inactive by-law regulation. Many tradesters fear that the 802 move may be picked up by the theater operators as an excuse to drop name band shows in favor of straight vaude formats. This is based on innumerable incidents where Stem managements have expressed a lack of satisfaction with the box-office values of high-priced ork shows. Tradesters felt that if the 802 action is picked up by other locals, the move could kill the use of name orks in theaters thruout the country if managers follow the above stated logic.

### Want Legal Test

In fact, the ork trade would welcome a legal test by the theaters of the 802 demands. It is felt that under the terms of the Taft-Hartley Act, and also because there has been no precedent involving payment of stand-bys and or pit band tootlers in addition to traveling units in the New York area since the passage of the T-H law, the local would be skating on thin ice in a court case. And if legal action is taken, it would be an indication to agents and managers that the employment of name orksters in Broadway houses still has not fallen into the disrepute that the theater bookers would have the trade generally believe it has.

But the general attitude of Stem managements at the moment indicates that they have little intention of legally combatting the 802 ruling. Most expressed that this gave them "an easy out" from band shows. They point out that they now could hardly be blamed for damaging the band biz and that the only blame must lie with the tootler union for disrupting the 15-year long run of name orks on Stem boards.

### Dates Canceled

However, the immediate aftermath of the 802 statement to the theater men resulted in the cancellation of at least three name band engagements. Woody Herman and Tony Pastor both have been canceled out of the Paramount here, while Freddy Martin was canceled out of the Capitol Theater in favor of an all 802 ork to be fronted by Emil Coleman. These moves have been taken as temporary measures until the full impact of the 802 demands could be fully digested, analyzed and a path of action determined by the theater managements. Meanwhile, the Roxy Theater here hired the Benny Goodman band for

## RCA Sells 12,000 Red Seals Right After Music Pic Preems

(Continued from page 4)  
cided to temporarily forget the album and rushed Lanza's singles to the stands.

It's all-out co-operation between Metro and Victor, the two titans pitting their full promotional weight behind Lanza in launching his career. All Victor ad copy on the Lanza disks will plug the *Midnight Kiss* film. Victor's three-disk album contains four longhair selections and two pop tunes voiced by Lanza in the film. Pop tunes include *I Know, I Know, I Know*, penned by Bronislaw Kaper and Bob Russell, and the Jerome Kern-Herbert Reynolds evergreen, *They Didn't Believe Me*. Operatic arias include Verdi's *Celeste Aida* and Donizetti's *Una Furtiva Lagrima*. Victor will also tie in with Iturbi and recently recorded his interpretation of Chopin's

*Revolutionary Etude*, a selection dominantly presented in the screen play.

Credits include Charles Previn, musical direction; Leo Arnaud and Conrad Salinger, orchestrations, and Iturbi for musical supervision.

Lee Zhito.

## Indie Pix Seek Cut Music Rate

HOLLYWOOD, Sept. 17.—Hollywood indie film makers, thru the Independent Motion Picture Producers Association (IMPPA) and Society of Independent Motion Picture Producers (SIMPP), have asked for reduced scales for film musicians. Currently negotiating a new pact with American Federation of Musicians (AFM), indie pic producers are seeking lower guarantees in the number of man hours required, as well as a cut in pay for sidemen employed on a regular basis.

Indies are presently paying \$39.30 for a 3-hour minimum stint, the same rate charged major producers. Indies feel they should get lower scale because of economic conditions, etc. Negotiations will continue next week here, with J. W. Gillette, international studio rep for AFM, sitting in for union Prexy James C. Petrillo. Final okay, however, must come from AFM topper. Contract with majors, signed several weeks ago, contained no changes in wages and conditions, with pact to be effective for one year.

## Stafford Group To Tour Campus

HOLLYWOOD, Sept. 17.—Jo Stafford, Paul Weston ork and the Starlighters will go on a one-nighter tour of college campuses during October. Cap-and-gown circuit trek will kick off after the songstress closes her two-week stand at the Chicago Theater.

Opening the tour at Notre Dame University, October 15, the itinerary includes Saginaw, Mich., October 16; Grand Rapids, Mich., 17; Toledo, 18; Fort Wayne, Ind., 19; University of Michigan, 21 and Purdue University, 22.

Show will include the 25-piece Paul Weston orchestra, the five Starlighters, Weston and Miss Stafford.

## Chi Spots Up Talent Nuts As Orks Show Better Draw

CHICAGO, Sept. 17.—Recent resurgence of band draw in several local spots has these spots upping their talent nut for the fall and winter. After a summer on the Edgewater Beach Beachwalk, in which name orks did more business than in 1948 when the hotel utilized semi-names with an upped revue budget, Phil Weber, general manager of the hostelry, is experimenting with top names in the Marine Dining Room. Despite the 2,000-seat capacity of the Beachwalk, as opposed to 450 seats of the dining room, Weber has inked Griff Williams's ork to follow the incumbent Henry Brandon, local orkster. Following Williams on November 15 will be Wayne King.

King, who will stay at the Edgewater Beach until Christmas, is making his first location stand since 1942 when he entered the army. Beginning in 1945, King utilized his ork for about three concert tours per year. The King appearance will feature his 18-piece ork, the Don Large 12-person choir and two featured vocalists. Nut on the package will probably be the second highest in the his-

tory of the hotel. Record payment went to Vaughn Monroe, who received a reported \$9,000 per week this summer for his ork and two acts.

King is taking the Edgewater Beach job in order to maintain his ork in this vicinity. His recent deal with NBC TV for a web show stipulates that the ork will air the video stanza from here. The Edgewater Beach job would also have King's ork playing an evening of straight concert in the hotel's dining room on Sunday nights after December 25. Tho the pact for the latter deal has not been inked, it's believed the signing will take place next week.

The Blue Note, Loop jazz bistro, last week inked Artie Shaw and his 17-piecer for a November 7-20 deal, which is the first location stop booked for the clarinetist in his current band appearances. Shaw will take off November 8 to do a personal with a longhair symphony locally, which was booked before the band tour. Frank Holzfiend, Blue Note manager, has Lionel Hampton following Shaw for two weeks. He may continue to book more bands, if the above two bookings work out. Woody Herman, currently in his second appearance at the Blue Note in five months, has upped biz considerably over his first stop.

The Aragon-Trianon ballrooms here have set Jan Garber for a two-weeker, teeing off November 1 at the Trianon, while Freddy Martin is set for the same amount of time, opening September 20 at the Aragon.

## Col. and Porgie Answer "Valse Triste" Suit

NEW YORK, Sept. 17.—Both Columbia Records and Porgie Music contended this week that George Williams is not entitled to mechanical royalties for his arrangement of *Valse Triste*, maintaining that Williams wrote the arrangement for hire for Gene Krupa, and that if there is any valid copyright in the number as recorded by Krupa, Williams has no legal or equitable interest in such a copyright.

The Columbia and Porgie views were aired in their answers to the suits instituted by Attorney Philip F. Barbanell for Williams last July (*The Billboard*, July 16). The suits claiming that Williams's arrangement of *Valse Triste*, a public domain melody by Sibelius, was turned over to Porgie for publication and offered by the pubber to Columbia royalty-free, asks that Porgie be ordered to return the copyright to Williams and that Columbia pay Williams a royalty of 2 cents for each of the Krupa records sold.

### Jurisdiction Disputed

Columbia's defense, in addition to the charge that Williams did the job for hire, also alleges that the matter does not fall within the jurisdiction of the federal courts and that Williams knowingly participated in the preparations for the Krupa recording with the understanding that the disks were to be sold as a public domain work. The fact that he took no action to assert his rights until after the disk was made and sale and distribution begun constitutes an estoppel of his rights, the Columbia answer states.

Porgie, which had refused Williams's request to sue Columbia for mechanical royalties for the Krupa record, stated that there was no legal basis for the action, which would be "doomed to failure."

### Trade Intrigued

There is considerable trade interest in the outcome of the suit, which may establish a precedent in the obligations of diskeries to writers and pubbers of public domain arrangements.

## ABC-Eagle Sets Woolworth Deal

HOLLYWOOD, Sept. 17.—ABC-Eagle Records this week snagged a top distribution plum by signing a deal with the F. W. Woolworth chain for release of its ABC 39-cent pop platters thru 500 retail dime stores. Deal, as disclosed by indie plattery head Gordon Burge, will assure the sale of at least 1,000 pressings per store for a total of 500,000 copies monthly, thus marking one of lushest tie-ups to be achieved by an indie waxer here.

Low-price disk line will feature proven hits waxed by name and semi-name artists. Burge is currently negotiating with talent to bolster his artist line-up and is close to snagging Dick Powell. Powell, one-time Decca recording artist, has been out of the disk field for several years but is now reported anxious to resume warbling career.

## BMI Inks Carpenter To Seven-Year Pact

HOLLYWOOD, Sept. 17.—Imogene Carpenter was inked to a seven-year cleffing pact by Broadcast Music, Inc. (BMI), this week, with deal guaranteeing the fem tunesmith \$750 a year for first two years and graduated hikes thereafter. Deal was made by Robert Sour, BMI director of writers' relations.

NOW on DECCA -



LOUIS ARMSTRONG'S

Great Interpretation of

4 Great Songs!

MAYBE IT'S BECAUSE

*coupled with*

I'LL KEEP THE LOVELIGHT  
BURNING (In My Heart)

Both Fox Trots with Vocal Chorus by Louis Armstrong

DECCA 24751

THAT LUCKY OLD  
SUN (Just Rolls Around  
Heaven All Day)

*coupled with*

BLUEBERRY HILL

LOUIS ARMSTRONG  
and GORDON JENKINS  
and His Orchestra and Chorus

DECCA 24752

DECCA  
Best Sellers!

...PUT THEM TO WORK FOR YOU!

These are the Songs  
All America is Singing...

- ★ I CAN DREAM, CAN'T I?  
THE WEDDING OF LILI MARLENE  
ANDREWS SISTERS  
with GORDON JENKINS  
Decca 24705
- ★ DON'T CRY JOE (Let Her Go, Let Her Go, Let Her Go)  
PERHAPS, PERHAPS, PERHAPS (Quizas, Quizas, Quizas)  
GORDON JENKINS  
Decca 24720
- ★ A DREAMER'S HOLIDAY  
TELL ME WHY  
EILEEN WILSON and GORDON JENKINS  
Decca 24738
- ★ I NEVER SEE MAGGIE ALONE  
AIN'T SHE SWEET  
BOB HANNON  
and JOHNNY RYAN  
Decca 24739
- ★ PLAY THAT BARBER SHOP CHORD  
COUNTERFEIT LOVE  
EVELYN KNIGHT  
and FOSTER CARLING  
Decca 24719
- ★ WHISPERING HOPE  
LOVELY NIGHT  
(Barcarolle from "Tales of Hoffman")  
ANDREWS SISTERS  
Decca 24717
- ★ WEDDIN' DAY  
BETSY  
BING CROSBY and ANDREWS SISTERS  
Decca 24718

- ★ THE BLUE SKIRT WALTZ  
HOMECOMING WALTZ  
GUY LOMBARDO  
Decca 24714
- ★ DIME A DOZEN  
JEALOUS HEART  
JACK OWENS  
Decca 24711
- ★ HOP-SCOTCH POLKA (SCOTCH HOT)  
DANGEROUS DAN McGREW  
GUY LOMBARDO  
Decca 24704
- ★ SOMEDAY (You'll Want Me to Want You)  
ON A CHINESE HONEYMOON  
MILLS BROTHERS  
Decca 24694
- ★ WHO DO YOU KNOW IN HEAVEN  
(That Made You the Angel You Are?)  
YOU'RE BREAKING MY HEART  
INK SPOTS  
Decca 24693
- ★ MAYBE IT'S BECAUSE  
IT HAPPENS EVERY SPRING  
DICK HAYMES with GORDON JENKINS  
Decca 24650
- ★ WARM RED WINE  
MY FILIPINO ROSE  
ERNEST TUBB  
Decca 46175
- ★ SLIPPING AROUND  
MY TENNESSEE BABY  
ERNEST TUBB  
Decca 46173

Single Records  
75¢ (plus tax)



AMERICA'S FASTEST SELLING RECORDS!



## Cong. Library Survey Backs Excise Repeal

(Continued from page 15)

Professional musicians, it is a tax on the tools of their trade," stated the booklet, which runs to 104 pages.

"The phonograph and the radio are more and more becoming important media for the dissemination of education and culture," the summary continued. "Yet increased prices and resulting increased taxes are holding back sales, production and employment. It is also rather anomalous that when 'drives' are being made for the public support of symphony orchestras, the government should impose a tax on instruments purchased for use in the orchestra and on radios used to hear the programs on the air."

The summary of opposing arguments also cites a burden on domestic shipping in applying the tax to radio receivers, and it points out that there is some measure of "discrimination," inasmuch as expensive television sets are largely tax-free, while less expensive radio and TV sets are "fully taxable." The summary adds that "another inequitable feature of the tax is that it applies to the price for which sets are sold by the manufacturer." The inequality arises "as between manufacturers who, on the one hand, sell under their own trademark thru retailer outlets and, on the other hand, manufacturers who sell to chain stores and department stores who market under their own name." The chief argument raised by supporters of the excise levies, according to the summary, is that music is entertainment and that entertainment is in the luxury class.

### Admissions Tax

In reviewing pro and con arguments on the admissions excise taxes, the summary of opposing arguments runs five times longer than pro arguments. Chief argument supporting the admissions excises, according to the summary, is that niteries, theaters and other amusement places constitute taxable luxuries. Topping off opposing arguments summarized in the study was the contention that the tax is discriminatory and regressive, since, as applied to the legitimate theater, musical concerts, and the like, it places the nation in "a position of taxing an industry that other nations consider a proper subject of State subsidy." "It also discriminates in making these industries compete with the free radio," the summary points out.

"As for taxing the circus and the movies—the only form of relaxation many people have in rural areas—the tax is on the poor man's entertainment and the pleasure of children," continues the summary.

### Niteries Hit

Niteries, it adds, are "severely hit" by the 20 per cent tax and "they can only ask for a repeal or reduction thereof to save them from 'an economic crisis which perils the entire industry.'" The summary goes on to state that "if admissions are to be taxed at all, the tax should be levied locally, since the subject taxed is essentially local in character."

"As a matter of fact, nearly half the States and some local units are already taxing admissions," it points out.

Incidental to the issuance of the Library of Congress report, members of the National Federation of Independent Business sent thousands of signed ballots to their congressmen demanding revisions in excise taxes as a spur to consumer purchasing power. Results of a poll undertaken by the Federation showed 90 per cent of the members supporting outright repeal of the excises, while 8 per cent were against eliminating the taxes and 2 per cent failed to vote.

## 802 Nixes Dues And Tax Hikes

(Continued from page 17)

crease for public relations man, Arnold Reichman; a new \$5,200 job of associate editor of the local's journal, created for Robert Sterne, a defeated member of the Blue ticket and four other new employees for a total of \$10,000. He also asserted that the local could save up to \$55,000 a year by handling members' insurance itself. Insurance presumably takes three-fourths of each member's dues under the present arrangement with an outside company. Manuti offered his services gratis for the rest of the year to cut the operating costs of the local.

The insurance issue, and the hiring of several employees whose essentiality was questioned, gave rise to comment by several other speakers. One member termed talk of the local folding as "ridiculous," pointing out that if it folded today the AFM would have another local here tomorrow, since this city is the center of the music business in America.

### Decks Cleared

A string of officers managed to tie up the proceedings for some time with speech-making, but were eventually shouted down by members demanding a vote on the first dues-raise resolution. Following the vote, there was little administration resistance to Max Aarons' proposal for lumping the three remaining money resolutions. The purpose of the grouping was to get the entire issue of raised membership fees cleared away to preclude any amending or adopting of the resolutions by the nine-man executive board in the event that disorder or lack of a quorum prevented a membership vote.

Altho the session was held together by the members' dogged determination to preserve the monetary status quo, there were several displays of fireworks. At one point Secretary Charles Iucci countered Manuti with the claim that Manuti himself had, as a member of the executive board in 1947, proposed a raise in officers' salaries. Manuti then, and in a later remark, called Iucci "a liar." Prior to the oral vote Max Aarons insisted that the floor mike be discontinued to prevent the possibility of tampering with the vote thru amplification.

The board promised to try to get the same hall for the follow-up meeting two weeks hence (26).

## Adams-Goldst'n Pubbery Set

HOLLYWOOD, Sept. 17.—Papers are readied binding Berle Adams and Sidney Goldstein in a music pub enterprise. Goldstein was formerly associated with George Simon. Firm will be tagged Sidney Music and will be in the American Society of Composers, Authors and Publishers (ASCAP) fold.

First plug tune is Frank Loesser's *Roseanna*, title song of Samuel Goldwyn's *Roseanna McCoy* pic. Adams will retain his other pubberies, Pic (ASCAP) and Preview, Broadcast Music, Inc.

## Larry Vincent Sets Up Own Pub Firm

CINCINNATI, Sept. 17. — Larry Vincent, head of Pearl Record Company, Covington, Ky., has formed his own publishing firm, the El Vee Music Publishing Company. Firm's first release will be *How's My Baby Tonight?*, written by Vincent in collaboration with Haven Gillespie, to be followed by *Ragged But Right* and a Christmas ditty, *Let's Trim Our Little Christmas Tree*.

## BMI Expects Early Renewal Of Hotel Pact

NEW YORK, Sept. 17.—Broadcast Music, Inc. (BMI) expects that its current licensing pact with the American Hotel Association (AHA) will be renewed on a status quo basis when Harry P. Somerville, BMI non-radio licensing head, meets with the hotel men at the forthcoming AHA conference in San Francisco the week of October 3.

The current agreement will have run its three-year tenure December 31, 1949. The pact calls for a licensing fee of one-half of 1 per cent for the first \$50,000 of the music and entertainment pay roll, one-quarter of 1 per cent above \$50,000.

Somerville will also confer with BMI's regional licensing representatives in Chicago, New Orleans and San Francisco on the trip. He will set up an office in Kansas City, Mo., to supervise licensing in Missouri, Kansas, Nebraska and Iowa. The area had formerly been handled out of St. Louis. BMI has been running into difficulty with ballroom ops in this territory (see other story in this department) and is realigning its licensing operation there.

Somerville denied reports that he had been having similar difficulty in California, stating that Southern California ops were virtually 100 per cent signed with BMI. He showed a *Billboard* reporter the card file on the area, showing 22 ballrooms signed. The only important holdout is Horace Heidt's Trianon in South Gate.

## Midwest Terp Op Bars BMI Tunes by Orks

NEW YORK, Sept. 17.—Tom Archer, top ballroom operator in the Middle West, is refusing to allow bands to play Broadcast Music, Inc. (BMI)-licensed music in his locations, pending settlement of negotiations with BMI. According to band managers just back from the Midwest, Archer is attaching a rider to contracts to this effect. The situation is particularly touchy in view of the fact that BMI now has a number of hit tunes, *You're Breaking My Heart*, *Jealous Heart*, *Roomful of Roses* and *Someday*. These tunes, of course, are high on the record lists, pull many requests and are therefore included in books of most bands.

According to BMI most top ballrooms in the East and Midwest have signed BMI contracts. Negotiations with Archer are currently going forward.

## Brown Locating In Cleveland

NEW YORK, Sept. 17. — Phil Brown, veepee with the Willard Alexander Agency, will leave the Alexander org next week to go into his own booking business in the Cleveland territory. Brown joined Alexander about six months ago following his departure from the William Morris Agency. Brown was instrumental in bringing Claude Thornhill's ork to the Alexander agency for management.

Brown originally came out of the Cleveland territory. He opened the Cleveland band office for the William Morris Agency some years ago and from there moved to that agency's Chicago office and finally into the New York headquarters to top the Morris one-nighter department.

Brown will be replaced in the Alexander org by an act man who will start to develop an act department for the agency. The replacement has not yet been selected.

## Rosen Presses Philly Dealers

(Continued from page 15)

vision sets, so much so that the Rosen company has had to put the dealers on an allocation basis. But the dealers have been notoriously slow in falling into the 45-r.p.m. step. As a result, with not too much subtlety they were told that RCA Victor doesn't need dealers to sell TV sets. And in order to continue to sell TV sets, the dealers will have to push the 45-r.p.m. records and record-players just as hard.

### Tie-Ins Common Practice

It's no secret that local dealers, for the most part, have been using their TV merchandise almost like "loss leader" items. Common practice is to drop an average of 20 per cent off the list price. However, such sales are mostly tied in with a refrigerator, a gas range or a set of furniture, which gives the dealer a handsome profit. As a result, dealers have been treating records and record-players as a bad penny.

If the dealers want to make any tie-ins, they were told, it should be with the company's 45-r.p.m. line. It was emphasized that now that the record players have dropped to \$12.95, such sales should meet no customer resistance. Moreover, the customer can plug in the record player to the video set, making a TV-record player combination for only the additional \$12.95. Altho it wasn't said in so many words, the implication was strong enough that if the dealer wants to be provided with TV sets, he should sell the set only to those customers purchasing a 45-r.p.m. record-player.

### The Billboard Helps

Timed perfectly for the meeting to make for a strong merchandising point in getting across the idea to the dealers was the September 17 issue of *The Billboard*. Rosen officials quoted from the Seeburg juke box ads in that issue telling how the coin machine was being adapted to 45-r.p.m. play.

In addition to factory folk, the matinee and evening pep meetings were addressed by Raymond Rosen, president of the distributing company; Tom Joyce, vice-president and general manager, and a former RCA Victor veepee; Harry Lasky, general sales manager; Paul Knowles, record sales manager; Bill Strandwitz, general radio and television sales manager, and Harry Bortnick, general advertising manager. For added come-on, maestro Vaughn Monroe, in town with his band, made a personal appearance.

## Eckstine-Brown Coast Gross 8G

HOLLYWOOD, Sept. 17. — Disk jockey Gene Norman's Shrine Aud concert promotion, co-featuring Billy Eckstine and the Les Brown band, packed the house with 5,500 people and rang up an \$8,145 b. o.

Eckstine's deal with Norman calls for a 50 per cent slice of the gross up to \$6,000 with 60 per cent of the gross above the 6G mark. Norman paid off Brown band from his piece of the take.

## Tucker Signs MGM Wax Pact

NEW YORK, Sept. 17. — Tommy Tucker, who recently returned to an active status in the band biz, this week signed a waxing pact with MGM Records. Tucker formerly waxed for Columbia Records.

He has his first MGM date Tuesday (20).

## Spikes Rumored Andrews Split

HOLLYWOOD, Sept. 17. — Lou Levy, manager and guiding light of the Andrews Sisters, this week spiked rumors that chirpers were slated to break up their act by declaring flatly, "The Andrews Sisters are the female Jolson of this era and will have just as long a life in showbiz."

Miffed at gossip that all was not well with the trio, Levy attributed the rumors to "all girl trios in America who are trying to break up the Andrews Sisters."

From a more rational viewpoint, however, he pointed out that the girls have six years to go under their Decca Records contract and are mutually contracted to each other for the next seven years thru their Eight-to-the-Bar-Ranch Corporation. Moreover, gals have over a million dollars in bookings still to be fulfilled, including personal tours in England, Australia and a date at London's Palladium Theater next summer, latter stint to pay \$60,000 for four weeks' work.

## Sig-Hi Tone Plans Xmas Album Sale

NEW YORK, Sept. 17.—Signature-Hi Tone, the low price diskery, will market two Christmas albums, taken from the original Signature catalog, at the firm's current retail level. The packages will be issued in envelopes at three disks for \$1.25 and in hard cover boxes at \$1.39 per set.

The two packages are the Ray Block Christmas Carols and a group of popular seasonal favorites as performed by Block, Monica Lewis and Johnny Long's ork.

## JATP Company Skeds Extensive Tour With Heavy Talent Nut

NEW YORK, Sept. 17. — Norman Granz's Jazz at the Philharmonic (JATP) concert company hits the road this week on its ninth tour, jumping off at Carnegie Hall tonight, and closing in Newark November 19. The unit will play 32 dates in between, including five in Texas, the JATP's first appearance in the Southland.

The current edition of JATP stars Ella Fitzgerald, Buddy Rich, Roy Eldridge, Tommy Turk, Lester Young, Coleman Hawkins, Flip Phillips, Hank Jones and Ray Brown, affording Granz his biggest nut yet, with a pay roll of \$9,100 for talent alone, or a \$1,000 jump over his most recent tour earlier this year. He's working against a break-even point of \$4,100 nightly, as compared to last year's high \$3,600. The main difference is due to routing. The whole tour is being flown.

Granz, as usual, is handling all the booking and promotion himself. He also produces his own souvenir book, which sells for 50 cents, and he carries his own man to sell same. He averages 25,000 books per tour. Tickets range between \$1.20 and \$3.60.

### Plans 65 Yearly

Granz now plans 65 concerts a year with the JATP unit only. He's previously handled tours by Stan Kenton, Woody Herman and others. He will play the same circuit again from January 15 thru April 1.

Granz has previously turned down bookings in the South where the hall would not lift its segregation rule. Now, on his Texas dates, all of which are held in municipal auditoriums,

he has received guarantees of equal seating advantages for white and colored patrons on a vertical plan, rather than according to the upstairs-downstairs rule. In the New Orleans' Municipal Auditorium, however, he was unable to make such a deal, and is by-passing the city.

Granz takes the entire company to Mexico City from November 5 to 10, but playing dates there haven't been cleared as yet.

At the opening concert here tonight, Grantz flew in Canadian pianist Oscar Peterson, and also presented Charlie Parker as added surprise starters. Mercury Records this week has issued his JATP album, Volume 10.

## Dana Ogles Pop Pub Venture

NEW YORK, Sept. 17.—Walter Dana, Dana disk topper, having pulled out of nearly consummated publishing tie-up with Dave Dreyer, is laying plans to enter the pop publishing field himself. Having previously turned up such winners as Helen Polka *Open the Door*, *Whose Girl Are You?* and others of European origin on his label, Dana has now taken over several American pop-type tunes. These will be cut for the label by American artists, and if any show action, Dana will activate the pubbery and put on a staff.

Dana Music already holds over 300 copyrights, of which 15 have been printed commercially.

## SPA Signs 16 During Summer

NEW YORK, Sept. 17.—Sixteen new members joined the Songwriters Protective Association (SPA) during the summer, it was announced by Miriam Stern, SPA secretary. They are Vic Damone, Marilou Dawn, Eugene Ettore, Andy Gibson, Charles Kovach, Herman Parris, Jimmy Shirl, Paul Tripp, Mary Lou Williams, Benny Carter, Ben Raleigh, Bernie Wayne, Al Trace, Al Perry, Phil Moore and F. Chase Taylor—the latter being the square monicker of Colonel Stoopnagle.

In addition, the estates of songwriters Charles Wakefield Cadman, Michael Rourke, Frank Herson, Sidney Holden and Sam Perry were admitted to membership.

The number of pubbers who have signed the basic agreement with SPA now stands at 210. Still outside the fold are Paramount, Leeds, Southern and Chappell.

## Gala Music Names Camito Prof. Mgr.

NEW YORK, Sept. 17.—Lou Camito, who recently resigned as partner in the Bob Warren pubbery, has been appointed professional manager of Gala Music, the reactivated Bill Gale publishing firm.

Gala, a Broadcast Music, Inc. (BMI), affiliate, was reactivated by Gale largely on the strength of his having landed 44 records on 18 tunes this year (*The Billboard*, September 10).

Two Gale originals are skedded for immediate plug activity by Camito. They are *I Want Some Lovin'* and *Honey*.

From The Musical Comedy Smash Hit,

# KISS ME KATE

—CENTURY THEATRE, New York —SHUBERT THEATRE, Chicago

• Produced by SAINT SUBBER and LEMUEL AYERS •

WUNDERBAR

Cole Porter's

WUNDERBAR

Chappell & Co., RKO BLDG., RADIO CITY, New York 20, N. Y.

Recorded by:

- ALFRED DRAKE  
*Columbia*
- 
- HILDEGARDE  
*Decca*
- 
- JANE PICKENS  
and  
ALFRED DRAKE  
*RCA Victor*
- 
- HENRI RENE  
*RCA Victor*
- 
- JO STAFFORD  
and  
GORDON McCRAE  
*Capitol*

From the Show That's Giving You...

"ALWAYS TRUE TO YOU IN MY FASHION"

"SO IN LOVE"

"WHY CAN'T YOU BEHAVE"

It's **DYNAMITE**

Art

MOONEY'S

GREATEST RECORD

TOOT, TOOT,  
TOOTSIE!

(GOOD-BYE)

from "JOLSON SINGS AGAIN"

Special Release

BREAKING FOR AN OVERNIGHT HIT!

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENTThe  
Billboard

MUSIC POPULARITY CHARTS

PART  
I

## The Nation's Top Tunes

Based on reports received last three days of Week Ending September 16

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

## HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. YOU'RE BREAKING MY HEART** 1  
 Published by Algonquin (BMI)  
 Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-296; V. Damone-G. Osser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001  
 Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarneri, Thesaurus; Eddie Skrivanek, MacGregor; Frankie Masters, Lang-Worth.
- 2. ROOM FULL OF ROSES** 2  
 By Tim Spencer  
 Published by Hill & Range Songs (BMI)  
 Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col (78)20594, (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Ferry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78)38525, (LP)1-278; Cousin Abner, Talent 747.  
 Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivanek, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, Thesaurus; Dave Terry, Muzak.
- 3. SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 4  
 By Jimmy Hodges  
 Published by Duchess (BMI)  
 Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V (78)20-2510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance-Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593.  
 Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus.
- 4. THAT LUCKY OLD SUN** 5  
 By Smith-Gillespie  
 Published by Robbins Music Corp. (ASCAP)  
 Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V (78)20-3531; (45)47-3018; S. Vaughan, Col 38559.  
 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus.
- 5. SOME ENCHANTED EVENING** 3  
 By Rodgers and Hammerstein  
 Published by Williamson (ASCAP)  
 From the Broadway musical, "South Pacific"  
 Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 2001; P. Como-M. Ayres Ork, V (78)20-3402, (45)47-2896; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurenz-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; F. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eadie and Rack, Dec 24707; D. Blanchard-S. Ellison, ABC 107.  
 Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus.
- 6. MAYBE IT'S BECAUSE** 6  
 By Harry Ruby and Johnny Scott  
 Published by Bregman-Vocco-Conn (ASCAP)  
 Records available: H. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlites, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751.  
 Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World; The Manhattan Nighthawks, Thesaurus.
- 7. JEALOUS HEART** 8  
 By Jennie Lou Carson  
 Published by Acuff-Rose Publications (BMI)  
 Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence, V (78)20-3539, (45) 47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; R. Turner, Varsity 213.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. LET'S TAKE AN OLD-FASHIONED WALK** 7  
 By Irving Berlin  
 Published by Irving Berlin (ASCAP)  
 From the Broadway musical, "Miss Liberty"  
 Records available: J. Bradford, Bluebird 31-0010; P. Como-M. Ayres Ork, V (78)20-3469, (45)47-2931; B. Harrington, Vocalion 55018; D. Haymes-G. Jenkins Ork, Dec 24666; F. Masters Ork, MGM 10465; The Peppercettes-H. Parr, Horace Heidt M 1012; F. Sinatra-D. Day, Col (78)38513, (33)1-260; J. Wayne-J. Wilson, Harmony 1047; M. Whiting-F. DeVol Ork, Cap 57-666; P. Reed, Dance-Tone 363; A. Dale-The Riddlers-S. Fisher Quartet, Signature 162.  
 Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-The Music of Manhattan Ork, Thesaurus; Cavalcade Ork-D'Artega, Dir., Lang-Worth.
- 9. HUCKLEBUCK** 10  
 By Roy Alfred and Andy Gibson  
 Published by United (ASCAP)  
 Records available: Big Sis Andrews, Cap 57-70000; P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway & His Cab Jivers, Hi-Tone 135; T. Dorsey Ork, V 20-3427; B. Goodman, Cap 57-576; L. Hampton Ork, Dec 24652; A. Kirk, Vocalion 55009; B. Marshall-Cory Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; F. Sinatra, Col (78)38486, (LP)1-222; P. Williams, Savoy 683.  
 Electrical transcription libraries: Ray Anthony Ork, Lang-Worth; The Jumpin' Jacks, Thesaurus.
- 10. TWENTY-FOUR HOURS OF SUNSHINE** 10  
 By De Rose and Sigman  
 Published by Advanced (ASCAP)  
 Records available: C. Cavallaro, Dec 24678; E. Duchin, Harmony 1060; Fontane Sisters, V (78)20-3504, (45)47-2976; 4 Hits and a Miss-The Veltones, Vocalion 55015; D. Jurgens Ork, Col (78)38530, (33)1-283; G. MacRae, Cap 57-711; A. Mooney Ork, MGM 10446; P. Reed, Dance-Tone 360; The Tattlers, Bluebird 31-0011.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)

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TO MAKE  
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FOR YOU  
ON  
"45"  
(AND "78" TOO!)



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LET HER GO,  
LET HER GO)

"LOVES A PRECIOUS THING"

RCA VICTOR 47-3050 (20-3557)

She's grabbing a big hunk of the  
glory in "SOUTH PACIFIC"...  
picked by THE BILLBOARD for  
Best Supporting Performance  
(Actress) of The Year! Critics rave!  
Playgoers rave! Now see the  
whole nation rave! Don't miss this  
tremendous recording event!

### THE CERTAIN SEVEN

(Best sellers that no dealer  
can afford to be without)

Someday—Vaughn Monroe  
20-2510-47-2986\*

Some Enchanted Evening  
—Perry Como  
20-3402-47-2896\*

Room Full of Roses  
—Sammy Kaye  
20-3441-47-2908\*

Dance of the Hours  
—Spike Jones  
20-3516-47-2992\*

Let's Take an Old  
Fashioned Walk  
—Perry Como  
20-3469-47-2931

I'm Throwing Rice at  
the Girl I Love  
—Eddy Arnold  
21-0083-48-0080\*

Clair de Lune  
—Jose Iturbi  
11-8851-49-0176\*

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Sheet Music**  
 PART II  
 Based on reports received last three days of Week Ending September 16

**"I NEVER SEE MAGGIE ALONE"**  
 No. 506  
 THE ORIGINAL "VITACOUSTIC" RECORDING  
 by **NANCY LEE**  
 with the Hilltoppers and **KENNY ROBERTS**  
 coupled with "BOOGIE-WOOGIE YODEL"  
 by **KENNY ROBERTS**  
 with **NANCY LEE & the Hilltoppers**

**BEST-SELLING SHEET MUSIC**

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

POSITION	Weeks to date	Last Week	This Week	Tune	Publisher
10	1	1	1	1. YOU'RE BREAKING MY HEART (R)	Algonquin
5	4	2	2	2. SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
13	2	3	3	3. ROOM FULL OF ROSES (R)	Hill & Range
22	3	4	4	4. SOME ENCHANTED EVENING (M) (R)	Williamson
8	6	5	5	5. MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn
9	5	6	6	6. LET'S TAKE AN OLD-FASHIONED WALK (M) (R)	Berlin
4	7	7	7	7. THAT LUCKY OLD SUN (R)	Robbins
3	8	8	8	8. JEALOUS HEART (R)	Acuff-Rose
5	11	9	9	9. TWENTY-FOUR HOURS OF SUNSHINE (R)	Robbins
21	10	10	10	10. BALI HA'I (M) (R)	Williamson
4	13	11	11	11. YOU'RE SO UNDERSTANDING (R)	Barron-Pemora
6	14	12	12	12. (JUST ONE WAY TO SAY) I LOVE YOU (M) (R)	Berlin
8	15	13	13	13. THERE'S YES, YES IN YOUR EYES (R)	Remick
1	—	14	14	14. FIDDLE DEE DEE (F) (R)	Harms, Inc.
2	12	15	15	15. HUCKLEBUCK (R)	United
1	—	15	15	15. HOP SCOTCH POLKA (R)	Cromwell

**ENGLAND'S TOP TWENTY**

POSITION	Weeks to date	Last Week	This Week	Tune	English	American
11	1	1	1	1. RIDERS IN THE SKY	Morris	Morris
13	3	2	2	2. AGAIN	Francis Day	Robbins
16	4	3	3	3. FOREVER AND EVER	Francis Day	Robbins
19	2	4	4	4. WEDDING OF LILI MARLENE	Box and Cox	Leeds
9	8	5	5	5. WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
24	5	6	6	6. HOW CAN YOU BUY KILARNEY	Peter Maurice	Peter Maurice
14	5	7	7	7. "A"—YOU'RE ADORABLE	Connelly	Laurel
9	9	8	8	8. CARELESS HANDS	Edwin Morris	Melrose Music
4	10	9	9	9. I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
19	9	9	9	9. RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
3	13	11	11	11. CONFIDENTIALLY	Chappell	*
28	13	12	12	12. TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
24	11	13	13	13. LAVENDER BLUE (Dilly Dilly)	Sun	Santly-Joy
11	12	14	14	14. ECHO TOLD ME A LIE	Chappell	Chappell
—	—	15	15	15. WEDDING SAMBA	Leeds	*
6	15	16	16	16. BLUE RIBBON GAL	Irwin Dash	*
4	17	17	17	17. LEISCESTER SQUARE RAG	Norris	*
18	15	18	18	18. CANDY KISSES	Chappell	Hill & Range
28	18	18	18	18. IT'S MAGIC	Campbell-Connelly	Witmark
—	—	20	20	20. GOOD NIGHT BUT NOT GOODBYE	Kassner	*
—	—	20	20	20. SHAWL OF GALWAY GREY	Connelly	*
—	—	20	20	20. TO WIT TO WOO	Billy Reid	*

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

- NO. 449—"I'VE GOT A LOVELY BUNCH OF COCONUTS"  
Primo Scala
- NO. 491—"MY BOLERO"  
Reggie Goff
- NO. 507—"THROUGH A LONG AND SLEEPLESS NIGHT"  
Vera Lynn
- NO. 510—"TAKE YOUR FINGER OUT OF YOUR MOUTH"  
Ted Herbert and his Orchestra

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The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity



Based on reports received last three days of Week Ending September 16

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Record	Artist	Lic. By
10	2	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Mercury 5271—BMI
6	1	2	SOMEDAY	V. Monroe Ork	V(78)20-2510; (45)47-2986—BMI
4	3	3	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
16	5	4	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets	V 20-3441—BMI
8	7	5	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
22	4	6	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork	V(78)20-3402; (45)47-2896—ASCAP
6	8	7	YOU'RE BREAKING MY HEART	B. Clark	Col (78)38546; (LP)1-296—BMI
5	17	8	WHISPERING HOPE	J. Stafford-G. MacRae-P. Weston Ork	Cap 57-690—ASCAP
19	11	9	AGAIN	D. Day-The Mellomen	Col 38467—ASCAP
1	—	10	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
4	—	11	HUCKLEBUCK	T. Dorsey-C. Shavers	V 20-3427—ASCAP

(Continued on page 118)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

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

Week of September 9-15

Songs	Publisher	Heard In										Add. Sur. Tot. Pts.		
		N. Y.	Chi.	Calif.	Sur.	Tot.	Pts.	SV	CI	CV	SI			
A Dreamer's Holiday	Skidmore	3	4	0	3	5	4	6	2	1	5	0	1	77
A Wonderful Guy (South Pacific)	Williamson	3	8	0	6	2	8	1	3	2	4	0	5	114
And It Still Goes	Shapiro	1	9	2	0	6	11	8	0	0	8	0	0	93
Ball Ha'l (South Pacific)	Williamson	6	5	1	3	9	3	5	3	3	4	1	3	99
Be Goody, Good Good to Me	United	0	4	0	5	0	2	0	5	0	10	0	5	92
Fiddle Dee Dee (It's a Great Feeling)	Harms	11	18	0	12	15	18	7	12	13	18	0	9	300

(Continued on page 118)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, September 2, 8 a.m., and ending Friday, September 9, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Wonderful Guy (M) (R)	Chappell—ASCAP
Again (F) (R)	Robbins—ASCAP
Ain't She Sweet? (R)	Advanced—ASCAP
And It Still Goes (R)	Shapiro-Bernstein—ASCAP
Baby, It's Cold Outside (F) (R)	E. H. Morris—ASCAP
Ball Ha'l (M) (R)	Chappell—ASCAP
Be Good, Good, Good to Me (R)	United—ASCAP
Fiddle Dee Dee (F) (R)	Harms, Inc.—ASCAP
Give Me a Song With a Beautiful Melody (R)	Witmark—ASCAP
It's a Great Feeling (F) (R)	Remick—ASCAP
(Just One Way To Say) I Love You (M) (R)	Berlin—ASCAP
Let's Take an Old-Fashioned Walk (M) (R)	Berlin—ASCAP
Love Is a Beautiful Thing (R)	Porgie—BMI
Maybe It's Because (R)	Bregman-Vocco-Conn—ASCAP
Now That I Need You (Where Are You) (R)	Famous—ASCAP
Room Full of Roses (R)	Hill & Range—BMI
So in Love (M) (R)	T. B. Harms—ASCAP
Some Enchanted Evening (M) (R)	Chappell—ASCAP
Someday (You'll Want Me To Want You) (R)	Duchess—BMI
Song of Surrender (R)	Paramount—ASCAP
The Wedding of Lilli Marlene (R)	Robbins—ASCAP
There's Yes, Yes, in Your Eyes (R)	Witmark—ASCAP
Through a Long and Sleepless Night (F) (R)	Miller—ASCAP
Toot, Toot, Tootsie, Goodbye (F) (R)	Feist—ASCAP
Twenty-Four Hours of Sunshine (R)	Advanced—ASCAP
Twilight (R)	Ben Bloom—ASCAP
Who Do You Know in Heaven? (R)	Robbins—ASCAP
You Told a Lie (R)	Bourne—ASCAP
Younger Than Springtime (M) (R)	Chappell—ASCAP
You're Breaking My Heart (R)	Algonquin—BMI

the swing is to sweet... and  
**THESE BANDS ARE BIG!**

## JAN GARBER

...hits a new high in popularity!

Now on nationwide tour, Jan is bigger than ever. His Capitol Records are the rage of the hour with dance fans, young and old.

"JEALOUS HEART"  
and "THE HOP-SCOTCH POLKA"  
"YOU'RE BREAKING MY HEART"  
and "NOW THAT I NEED YOU"

Capitol No. 57-759 78 rpm  
Capitol No. 57-719 78 rpm

- "Making Love Ukelele Style" and "Catalina Bounce" ... Capitol No. 57-712 78 rpm
- "Farewell Waltz" and "Cryin' for the Carolines" ... Capitol No. 57-674 78 rpm
- "Stompin' at the Savoy" and "Stardust" ... Capitol No. 57-731 78 rpm

## BENNY STRONG

...makes music news from coast to coast!

From out of the Mid-West, Benny is an overnight sensation across the nation. His Capitol Records have the younger set going STRONG!

"I NEVER SEE MAGGIE ALONE" and  
"WHEN MY SUGAR WALKS DOWN THE STREET"

Capitol No. 57-750 78 rpm

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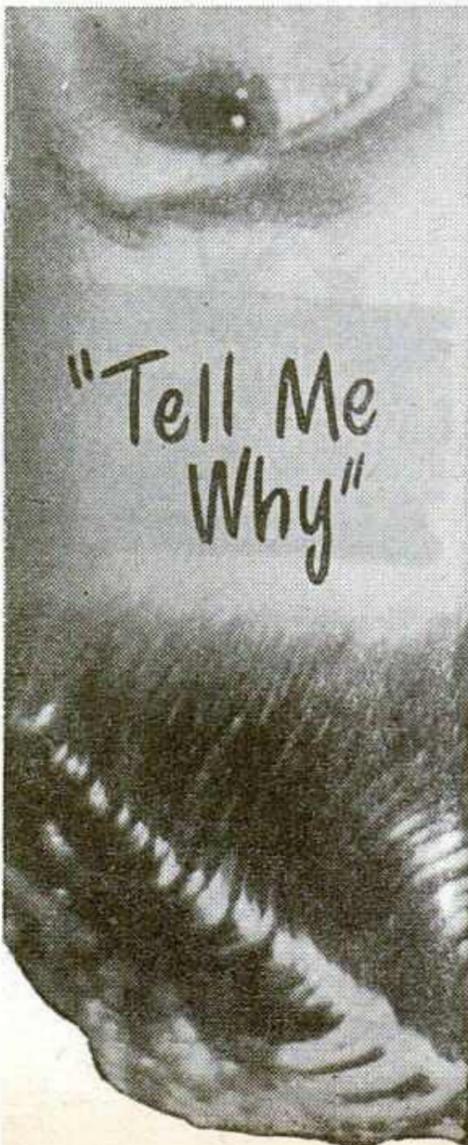
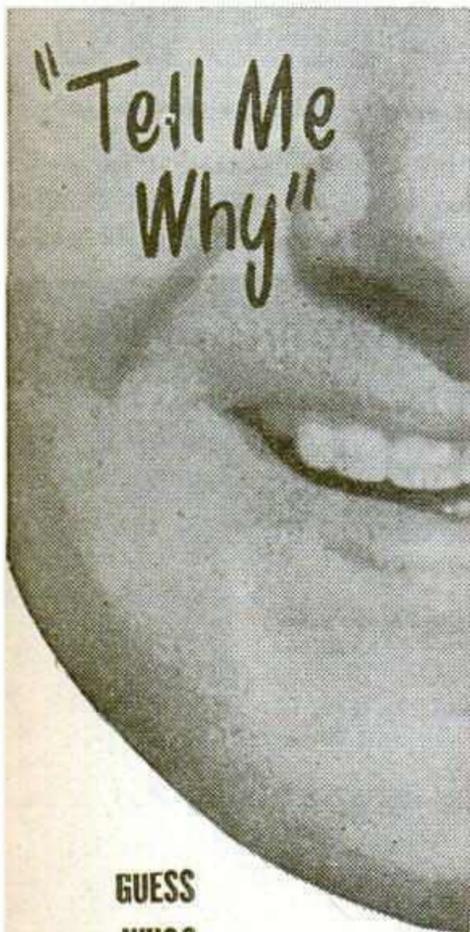
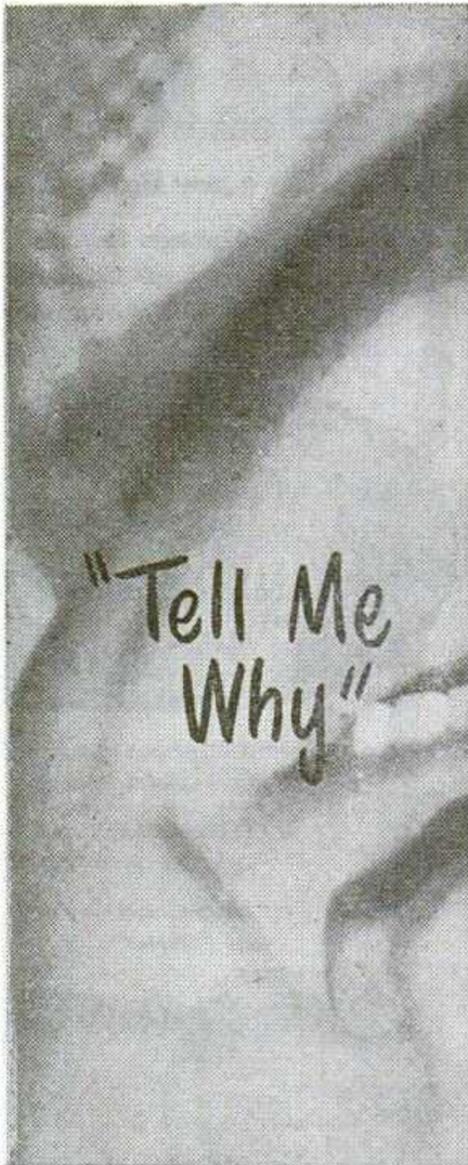
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# A GOOD Piece

## FOR EVERYBODY!

... BUYERS—DISC JOCKEYS—DEALERS  
AND OPERATORS

Another Mercury "Big One"



GUESS  
WHO?  
See Page  
**34**

# The Billboard MUSIC POPULARITY CHARTS

## Retail Record Sales

PART IV

Based on reports received last three days of Week Ending September 16

### BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION					
Weeks to Date	Last Week	This Week	Record Title	Artist	Label
15	1	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271—BMI
			<i>The Four Winds and the Seven Seas</i>		
5	3	2	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
			<i>I Get Sentimental Over Nothing</i>		
8	2	3	SOMEDAY	V. Monroe Ork.	V(78)20-2510; (45)47-2986—BMI
			<i>And It Still Goes</i>		
9	6	4	JEALOUS HEART	A. Morgan Ork.	London 500—BMI
			<i>Turnabout</i>		
21	4	5	SOME ENCHANTED EVE-NING	P. Como-M. Ayres Ork.	V(78)20-3402; (45)47-2896—ASCAP
			<i>Bali Hai</i>		
15	5	6	ROOM FULL OF ROSES	S. Kaye-D. Cornell-The Kaydets	V 20-3441—BMI
			<i>It's Summertime Again</i>		
3	8	7	SOME ENCHANTED EVE-NING	E. Pinza	Col 4559—ASCAP
			<i>Dites Moi—Cockeyed Optimist</i>		
11	7	8	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
			<i>It Happens Every Spring</i>		
6	14	9	WHISPERING HOPE	J. Stafford and G. MacRae-P.	Weston Ork. Cap 57-690—ASCAP
			<i>A Thought in My Heart</i>		
			<i>(J. Taylor-The Radio Ranch Hands, Mer 6166)</i>		
11	11	10	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
			<i>A Chapter in My Life Called Mary</i>		
6	12	11	SOMEDAY	Mills Brothers	D 24694—BMI
			<i>On a Chinese Honeymoon</i>		
5	13	12	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
			<i>Who Do You Know in Heaven?</i>		
5	17	13	DANCE OF THE HOURS	S. Jones Ork.	V(78)20-3516; (45)47-2992—BMI
			<i>None But the Lonely Heart</i>		
2	26	14	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
			<i>Wedding Bells</i>		
			<i>(W. Carter, Macy's Recordings 100; J. Dale, Vocalion 55022; E. Tubb, Dec 46173; Texas Jim Robertson &amp; Panhandle Punchers, V 21-0074-48-0071; F. Tillman, Col 20581)</i>		
3	20	15	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012
			<i>Wedding Bells</i>		
			<i>(E. Lee &amp; His Southerners, V 20-0023; B. Hannon-J. Ryan, Dec 74793)</i>		
17	10	16	HUCKLEBUCK	T. Dorsey Ork-C. Shavers	V 20-3427—ASCAP
			<i>Again</i>		
8	14	16	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
			<i>There's Yes, Yes, in Your Eyes</i>		
13	—	18	HUCKLEBUCK	F. Sinatra	Col (78)38486; (LP)1-222—ASCAP
			<i>It Happens Every Spring</i>		
16	9	19	SOME ENCHANTED EVE-NING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
			<i>Bali Hai</i>		
4	17	20	MAYBE IT'S BECAUSE	E. Howard Ork.	Mercury 5314—ASCAP
			<i>Tell Me Why</i>		
1	—	21	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork.	D 24705
			<i>The Wedding of Lilli Marlene</i>		
3	22	22	YOU'RE BREAKING MY HEART	B. Clark	Col (78)38546; (LP)1-296—BMI
			<i>Song of Surrender</i>		
5	16	23	MY BOLERO	V. Damone	Mercury 5315—ASCAP
			<i>Through a Long and Sleepless Night</i>		
			<i>(R. Goff London 491)</i>		
8	21	24	LET'S TAKE AN OLD-FASHIONED WALK	P. Como	V(78)20-3469; (45)47-2931—ASCAP
			<i>Just One Way To Say I Love You</i>		
1	—	25	THAT LUCKY OLD SUN	V. Monroe Ork.	V(78)20-3531; (45)47-3018—ASCAP
			<i>Make Believe</i>		
2	—	26	NOW THAT I NEED YOU	Doris Day-Mellomen	Col (78)38507; (LP)1-251—ASCAP
			<i>Blame My Absent Minded Heart</i>		
			<i>(K. Thompson, Dec 24695; E. Duchin Ork, Harmony 1058; B. Hutton, Cap 57-620; V. Lynn-B. Farnon Ork, London 459; J. Harvey, MGM 10453; T. Manners, Varsity 191; J. Garber, Cap 57-719; P. Reed, Dance-Tone 371; F. Laine-C. Fisher's Ork, Mer 5311; F. Warren, V(78)20-3482, (45)47-2941)</i>		
23	29	27	AGAIN	G. Jenkins Ork-J. Graydon	D 24602—ASCAP
			<i>Skip to My Lou</i>		
			<i>(J. Clay Ork, Hi-Tone 109; T. Dorsey Ork-M. Lutes, V 20-3427; Phil Reed, Dance-Tone 330; L. Rucker &amp; C. McLin Combo, Aristocrat 10001; G. Floyd, Supreme 1531; A. Mooney Ork, MGM 10398; M. Torme-P. Rugolo Ork, Cap 15428; B. Harrington, Vocalion 55001; D. Gardner, Gotham G-181; V. Damone-G. Osser Ork, Mer 5261; M. Scott-The Paulette Sisters, Spotlite 516; D. Day-The Mellowmen, Col 38467)</i>		

(Continued on page 35)

### WARNING!

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



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**JOHNNY  
DESMOND**

**DON'T CRY JOE**  
(Let Her Go, Let Her Go, Let Her Go)  
Trumpet Solo by BOBBY HACKETT  
**THE LAST MILE HOME**  
M-G-M 10518



**BILL  
FARRELL**

**YOU'VE CHANGED  
AND IT STILL GOES**  
M-G-M 10519

**ART  
MOONEY**

*and his Orchestra*  
**THE STORY OF ANNIE LAURIE**  
Vocal by Johnny Martin and  
The Art Mooney Choir  
**ODDY KADOODY KADIDY KADEE**  
Vocal by The Art Mooney Choir  
M-G-M 10517



**FRANKIE  
MASTERS**

*and his Orchestra*  
**SHALLY-GO-SHEE**  
Vocal by Frankie Masters & Phyllis Myles  
**ALT WIEN**  
M-G-M 10502



Introducing Folk Balladeer  
**F. X. McDONALD**  
**WHIRLWIND**  
**BEAUTIFUL DREAMER**  
M-G-M 10503



**ART  
LUND**  
**MY STREET  
KATRINA**  
with The Crew Chiefs  
M-G-M 10508



**MILT BUCKNER**  
*and his Orchestra*  
**M. B. BLUES**  
**OO-BE-DOOP.**  
M-G-M 10504



**SLIM CARTER**  
**HUNGRY HEART**  
**I WOULD SEND ROSES**  
(But They Cost Too Much)  
M-G-M 10513



**THE BEALE STREET BOYS**  
**I'VE KEPT EVERYTHING THE SAME FOR YOU**  
**I WISH I HAD A DIME**  
(For Ev'ry Heart You've Broken)  
M-G-M 10505

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Hit Numbers!**

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**"SHAWL OF GALWAY GREY"**

**"THE WIND IS GREEN"**

**MUSIC BY CAMARATA**

**75¢ plus tax**

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The  
**Billboard**

**MUSIC POPULARITY CHARTS**

**PART  
IV**

## Retail Record Sales

Based on reports received last three days of Week Ending September 16

### BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Record
67	1	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters..Cap(78)DAS-80; (45)CASE-3001
4	3	2	2.	BUGS BUNNY IN STORYLAND (Two Records) Mel Blanc-A. Livingston.....Cap DBX-3021
67	2	3	3.	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig..Cap BBX-34; DBX-114
4	5	4	4.	BOZO LAUGHS (One Record) P. Colvig.....Cap DAS-3046
67	6	5	5.	BUGS BUNNY (Three Records) Mel Blanc.....Cap (78)CC-64; (45)CCF-3004
56	9	6	6.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Cap DBX-93
52	6	6	6.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Alan Livingston.....Cap DBX-99
54	—	6	6.	NURSERY RHYMES (Two Records) Frank Luther.....D CS-5
33	—	9	9.	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-A. Livingston.....Cap BD-124, DD-109
43	13	10	10.	LITTLE ORLEY-UNCLE LUMPY (Two Records) Fred Waring and Pennsylvanians.....D CUS-7
51	9	11	11.	BOZO SINGS (Two Records) Alan Livingston-Vance "Pinto" Colvig.....Cap (78)DBS-84; (45)CBSF-3002
5	8	11	11.	DUMBO (Three Records) Shirley Temple.....V Y-382
4	—	13	13.	LITTLE FIREMAN (One Record) Martin Wolfson.....Young People's YPR-615
12	13	14	14.	BOZO'S JUNGLE JINGLES (One Record) P. Colvig-B. May Ork.....Cap DAS-3011
10	4	14	14.	THREE LITTLE PIGS (Two Records) W. Disney-Don Wilson.....Cap DBX-3013

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record
203	1	1	1.	Clair de Lune Jose Iturbi.....V(78)11-8851; (45)49-0176
193	2	2	2.	Chopin's Polonaise Jose Iturbi.....V(78)11-8848; (45)49-0134
150	5	2	2.	Jalousie Boston Pops Ork; Arthur Fiedler, conductor.....V 12160
17	3	2	2.	Bachianas Brasileiras B. Sayao.....Col 71760-D
144	4	5	5.	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist .....V(78)11-8863; (45)49-0252

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record
18	1	1	1.	Salome (Two Records) L. Welitsch, Metropolitan Opera Ork; F. Reiner, director .....Col (78)MX-316; (LP)ML-2048
19	4	2	2.	Rimsky-Korsakov: (Five Records) Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor.....V DM-920
1	—	3	3.	Grieg: Peer Gynt Suite No. 1 (Two Records) The Philadelphia Ork; E. Ormandy, director.....Col MX-291
98	1	4	4.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor, Philadelphia Ork.....V 1020
102	3	4	4.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) A. Rubinstein, pianist-NBC Ork; Vladimir Golschmann..V 1075
7	4	4	4.	Ravel: Daphnis and Chloe Suite 1 and 2 (Three Records) Paris Conservatory Ork; C. Munch, conductor.....English Decca EDA 29

### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record
19	1	1	1.	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza.....Col (78)MM-850; (LP)ML-4180
4	2	2	2.	MISS LIBERTY (Six Records) M. McCarty-E. Albert-A. McLerie.....Col (78)MM-860; (LP)ML-4220
31	3	3	3.	KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....Col (78)C-200; (LP)ML-4140
3	5	4	4.	JOLSON SINGS AGAIN (Four Records) A. Jolson.....D 716
6	4	5	5.	SILVER LINING (Four Records) V. Monroe and Ork.....V (78)P-246; (45)WP-246
18	7	6	6.	DICK CONTINO (Four Records) Dick Contino, Accordion.....Magnolia MA-501
10	9	7	7.	SONGS WITHOUT WORDS (Three Records) P. Weston Ork.....Cap DCN-170
3	6	8	8.	SOUTH PACIFIC (Four Records) A. Goodman Ork.....Bluebird BN-3
1	—	9	9.	MISS LIBERTY (Four Records) Al Goodman Ork.....Bluebird BN-4
122	—	10	10.	GLENN MILLER (Four Records) Glenn Miller.....V P-148
15	—	10	10.	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band.....Cap BD-44

# the BIG Hits Stack Up on...



### BOB CROSBY and Orch.

- 1065 TOOT, TOOT TOOTSIE SHALLE GO SHEE
- 1068 HOP SCOTCH POLKA THE LAST MILE HOME



### PEARL BAILEY and Orch.

- 1059 WHO DON'T EVER LEAVE ME
- 1049 BABY, IT'S COLD OUTSIDE HUCKLEBUCK
- 1054 IT'S A GREAT FEELING AIN'T HE (SHE) SWEET?



### EDDY DUCHIN and Orch.

- 1062 I'LL KEEP THE LOVELIGHT BURNING SOMEHOW
- 1060 JEALOUS HEART TWENTY-FOUR HOURS OF SUNSHINE
- 1058 THROUGH A LONG AND SLEEPLESS NIGHT (WHERE ARE YOU) NOW THAT I NEED YOU
- 1055 THERE'S YES YES IN YOUR EYES WHO DO YOU KNOW IN HEAVEN?



### BENNY GOODMAN and Orch.

- 1061 POOR BUTTERFLY CHERRY
- 1012 BEWITCHED BLUES IN THE NIGHT
- 1011 IF I HAD YOU LIMEHOUSE BLUES

... the **49¢** record  
 manufactured and recorded by Columbia Records... exclusively distributed by Varsity Records

### HARMONY POPS

- STEVE CONWAY AND EDDY HOWARD AND ORCH.
- 1066 THE WEDDING OF LILI MARLENE I DON'T KNOW WHY
- FRANK WOOLLEY AND THE MERRY MACS AND ORCH.
- 1067 THE LEGEND OF THE ROSES THE MONKEY & THE ORGAN GRINDER

### HARMONY "RHYTHM & BLUES"

- HOT LIPS PAGE WITH ORCH.
- 1069 TAKE YOUR SHOES OFF, BABY ST. JAMES INFIRMARY
- THE THREE FLAMES TRIO
- 1063 PLEASE STOP PLAYING THOSE BLUES, BOY I'LL SEE YOU BYE AND BYE

### HARMONY "COUNTRY"

- THE SONS OF THE PIONEERS
- 1070 JUST A 'WEARIN' FOR YOU SMILIN' THROUGH
- 1033 DOWN ALONG THE SLEEPY RIO GRANDE BILLIE, THE KID
- 1035 MY SADDLE PALS AND I KELLY WALTZ
- TINY HILL AND ORCH.
- 1064 SUGAR DON'T THINK ANYMORE ABOUT ME

### AL JOLSON & Orch.

- 1005 APRIL SHOWERS HALLELUJAH I'M A BUM
- 1004 ROCKABYE YOUR BABY WITH A DIXIE LULLABY YOU ARE TOO BEAUTIFUL



### OTHER HARMONY HITS:

- |  |   |  |  |   |
|--|---|--|--|---|
| <b>TOMMY TUCKER</b><br>1056 Someday Let's Go Back & Kiss the Girls Again | <b>PHIL BRITO</b><br>1051 Room Full of Roses You're Breaking My Heart | <b>ROSEMARY CLOONEY</b><br>1050 Four Winds and Seven Seas Lovers' Gold | <b>JERRY WAYNE AND JULIE WILSON</b><br>1047 Just One Way To Say I Love You; Let's Take an Old Fashioned Walk (From "Miss Liberty") | <b>JEANETTE DAVIS</b><br>1048 Some Enchanted Evening A Wonderful Guy (From "South Pacific") |
|--|---|--|--|---|

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The biggest bargains on new...



... the greatest name array in the world!

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tax included

### PERCY FAITH

- 151 BEGIN THE BEGUINE TOUCH OF YOUR HAND
- 152 THAT OLD BLACK MAGIC ALL THROUGH THE NIGHT
- 153 TEMPTATION DANCING IN THE DARK
- 154 TIA JUAN NOCHE CARIBE

### NORO MORALES & His Orchestra

- 173 WALTER WINCHELL RUMBA ALO' ALO'
- 174 TEA FOR TWO TRES PALABRAS
- 175 RHUMBA FANTASY PAN, PAN, PAN

### FOY WILLING & RIDERS OF PURPLE SAGE

- 8018 TUMBLING TUMBLE-WEEDS COOL WATER

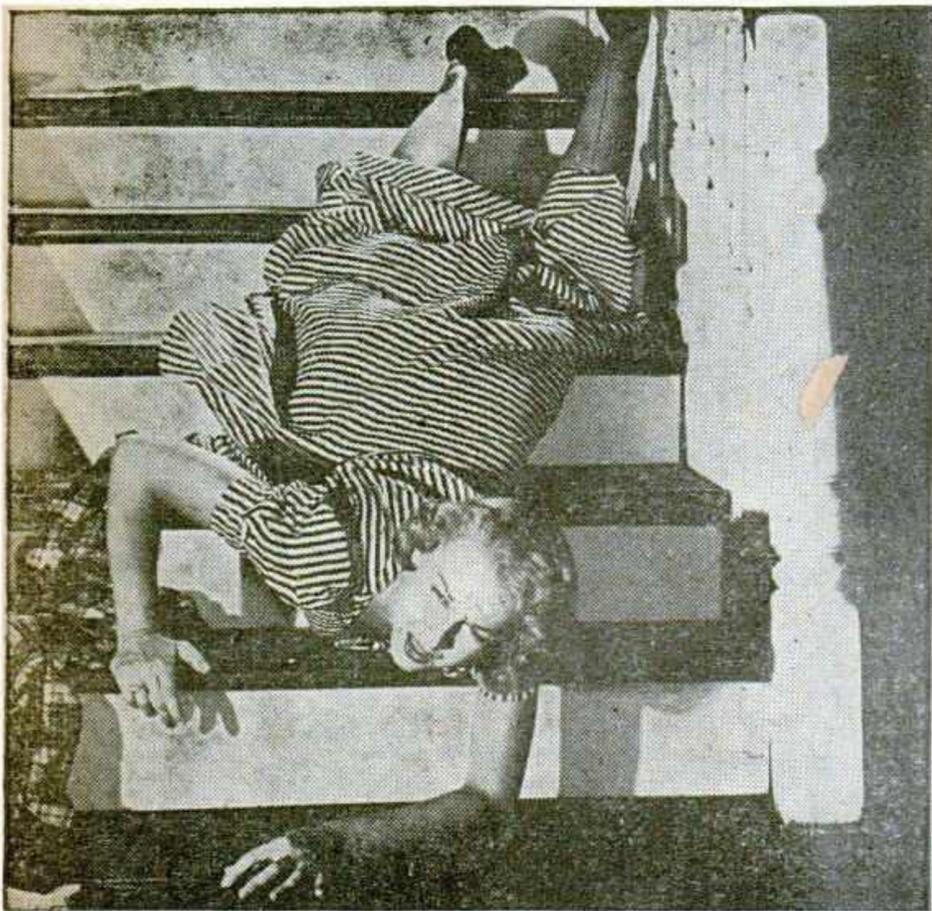
### THE THREE SUNS

- 157 TWILIGHT TIME IT'S DAWN AGAIN
- 158 JEALOUSY BARCAROLLE
- 159 STAR DUST BUSY HOLIDAY

### VARSIITY 'POP' HITS (Todd Manners With Ork)

- 191 (WHERE ARE YOU) NOW THAT I NEED YOU THAT LUCKY OLD SUN
- 160 YOU'RE BREAKING MY HEART THERE'S YES YES IN YOUR EYES
- 155 ROOM FULL OF ROSES THE FOUR WINDS & THE SEVEN SEAS

# "I JUST HEARD SPIKE JONES' 'DANCE OF THE HOURS'..."



... And it knocked me off my feet. I never heard a harp played so beautifully—ughhh! And those lovely lyrics by Doodles Weaver—oof! Be sure and hear it!"

78 RPM 20-3516 **RCA VICTOR RECORDS** 45 RPM 47-2992

Marking our debut with...

# WHERE ARE YOU BLUE EYES?

by ERVIN DRAKE and JIMMY SHIRL  
— A. S. C. A. P. —

Recorded by:

MERRIE MUSSETTE—VICTOR • 25-1134  
FRANK WOJNAROWSKI—DANA • 2043

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HAYDN BROUGHTON, Vice Pres.

New York  
MAC KOOPER

Hollywood  
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The **Billboard**

MUSIC POPULARITY CHARTS

PART  
V

## Juke Box Record Plays

Based on reports received last three days of Week Ending September 16

TRADE  
SERVICE  
FEATURE

### MOST-PLAYED JUKE BOX RECORDS

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

POSITION		Weeks Last/This to date/Week		Record	
11	4	1.	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork	Mercury 5271—BMI
6	1	2.	SOMEDAY	V. Monroe Ork	V(78)20-2510; (45)47-2986—BMI
13	3	3.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets	V 20-3441—BMI
12	5	4.	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
3	7	4.	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
18	2	6.	SOME ENCHANTED EVE-NING	P. Como-M. Ayres Ork	V(78)20-3462; (45)47-2896—ASCAP
11	8	7.	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI
5	9	8.	SOMEDAY	Mills Brothers	D 24694—BMI
5	12	9.	MAYBE IT'S BECAUSE	E. Howard and Ork	Mercury 5314—ASCAP
3	14	10.	JEALOUS HEART	A. Morgan Ork	London 500—BMI
13	11	11.	HUCKLEBUCK	T. Dorsey-C. Shavers	V 20-3427—ASCAP
16	6	12.	SOME ENCHANTED EVE-NING	B. Crosby-J. S. Trotter Ork	D 24609—ASCAP
6	29	13.	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
2	—	14.	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI (W. Carter, Macy's Recordings 100; J. Dale, Vocalion 55022; E. Tubb, Dec 46173; Texas Jim Robertson & the Panhandle Punchers, V 21-0074 & 48-0071; F. Tillman, Col 20581)
5	10	15.	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
2	18	16.	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012 (B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 20-0023)
22	13	17.	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP (J. Clay Ork, Hi-Tone 109; T. Dorsey Ork-M. Lutes, V 20-3427; Phil Reed, Dance-Tone 330; L. Rucker & C. McLin Combo, Aristocrat 10001; G. Floyd, Supreme 1531; A. Mooney Ork, MGM 10398; M. Torme-P. Rugolo Ork, Cap 15428; B. Harrington, Vocalion 55001; D. Gardner, Gotham G-181; V. Damone-G. Osser Ork, Mer 5261; M. Scott-The Paulette Sisters, Spotlite 516; D. Day-The Mellowmen, Col 38467)
2	16	17.	YOU'RE BREAKING MY HEART	B. Clark	Col (78)38546; (LP)1-296—BMI
1	—	19.	YOU'RE BREAKING MY HEART	J. Garber Ork	Cap 57-719—BMI
1	—	20.	MAYBE IT'S BECAUSE	C. Haines	Coral 60070—ASCAP
1	—	21.	WHO DO YOU KNOW IN HEAVEN?	Ink Spots	D 24693—ASCAP (D. James-the Stapletons-C. Stapleton Ork, London 399; E. Duchin Ork, Harmony 1055; D. Jurgens Ork, Col (78)38530, (LP)1-283; Nat "King" Cole & the Trio, Cap 57-680; P. Reed, Dance-Tone 371; J. Searle Ork, Bluebird 31-0012; C. Thornhill Ork-N. Clayton, V(78)20-3506, (45)47-2978)
2	—	22.	HUCKLEBUCK	F. Sinatra	Col(78)38486; (LP)1-222—ASCAP
1	—	23.	THAT LUCKY OLD SUN	V. Monroe Ork	V(78)20-3531; (45)47-3018—ASCAP
1	—	24.	I CAN DREAM CAN'T I?	G. Jenkins-Andrews Sisters	D 24705
1	—	24.	ROOM FULL OF ROSES	J. Wayne	Col (78)38525; (LP)1-278—BMI
4	18	26.	THAT'S MY WEAKNESS NOW	R. Morgan and Ork	D 24692 (B. Strong, Cap 57-718)
15	—	27.	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP (P. Bailey-Hot Lips Page, Harmony 1040; E. Fitzgerald-L. Jordan, Dec 24644; Lady Sybil Smythe-Bill Jacoby, Castle 1423; C. Calloway & His Cab Jivers, Hi-Tone 135; H. Babbitt & the Allen Sisters, Vocalion 55011; Homer & Jethro-J. Carter, V 21-0078, 48-0075; L. & F. Loesser, Mer 5307; E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, dir., MGM 30197; D. Cornet-S. Kaye Ork, V 20-3448; M. Whiting & J. Mercer-P. Weston Ork, Cap 57-567)
2	—	27.	YOU TOLD A LIE	M. Hughes	Col 38500—ASCAP (C. Haines, Coral 60044; J. Kilty, MGM 10425; L. Clinton Ork, V 20-3461; R. Peters-D. Brooks-the Four Tones, Kangaroo K 1301; F. Willing & His Riders of the Purple Sage, Cap 57-40151)
6	—	29.	TWENTY-FOUR HOURS OF SUNSHINE	A. Mooney Ork	MGM 104469—ASCAP
2	29	30.	MY BOLERO	V. Damone	Mercury 5315—ASCAP (R. Goff, London 491)

### WARNING!

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Rhythm & Blues Records**  
**PART VI**  
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending September 16

**BEST-SELLING RETAIL RHYTHM & BLUES RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	3	1	1	BABY, GET LOST	D. Washington	Mercury 8148—BMI
2	4	2	2	ROOMING HOUSE BLUES	A. Milburn	Aladdin 3032
3	6	3	3	AIN'T NOBODY'S BUSINESS	J. Witherspoon	Supreme 1506—ASCAP
4	1	4	4	TELL ME SO	The Orioles	Jubilee 5005—BMI
5	2	5	5	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
6	—	6	6	ALL SHE WANTS TO DO	W. Harris	King 4304—BMI
7	9	7	7	I LOVE YOU SO	Pee Wee Crayton	Modern 20-675
8	9	8	8	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
9	15	9	9	SO LONG	R. Brown	Atlantic 879
10	18	10	10	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030
11	—	11	11	DOBY'S BOOGIE	F. Mitchell	Derby 713
12	7	12	12	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
13	—	13	13	STILL GONE (Parts III and IV)	Sonny Thompson	Miracle 139
14	15	14	14	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686
15	—	15	15	EMPTY ARM BLUES	A. Milburn	Aladdin 3032

**WARNING!**

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**MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	6	1	1	BABY, GET LOST	D. Washington	Mercury 8148—BMI
2	4	2	2	ALL SHE WANTS TO DO	W. Harris	King 4304—BMI
3	—	3	3	BEANS AND CORNBREAD	L. Jordan	D 24673
4	2	4	4	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030
5	—	5	5	BLUE AND LONESOME	Memphis Slim	Miracle 136
6	15	6	6	TELL ME SO	The Orioles	Jubilee 5005—BMI
7	2	7	7	BROKEN HEARTED	E. Williams	Supreme 1535
8	7	8	8	IN THE MIDDLE OF THE NIGHT	A. Milburn	Aladdin 3026—BMI
9	1	9	9	PAGE BOY SHUFFLE	J. Thomas Ork	King 4299
10	8	10	10	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
11	5	11	11	I LOVE YOU SO	Pee Wee Crayton	Modern 20-675
12	3	12	12	ROOMING HOUSE BLUES	A. Milburn	Aladdin 3032
13	1	13	13	BLUES AT DAWN (Parts I and II)	E. Hayes	Exclusive 110
14	1	14	14	IN THE EVENING WHEN THE SUN GOES DOWN	J. Witherspoon	Supreme 1533
15	22	15	15	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
16	1	16	16	FIESTA IN OLD MEXICO	C. Howard	Specialty 332

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

A Dream From Me to You B. Hudson Ork (When You) Supreme 1536	Maple Leaf Rag K. Parker Trio (Supersonic Sonia) Texstar 200
Ain't I Losing You G. Floyd (This Is) Supreme 1534	Mistreated Blues J. Locks (Blazer Boy) Regal 3231
Blazer Boy Blues J. Locks (Mistreated Blues) Regal 3231	Music Goes Round and Round Dozier Boys (Big Time) Aristocrat 3002
Broken Hearted E. Williams (Red Head) Supreme 1535	My Rough and Ready Man A. Laurie (Cuttin Out) Regal 3235
Bye, Bye, Roberta Fat Man Robinson (Sophronia Jones) Regent 1005	My Sweet Hunk o' Trash D. Parker (You Can't) Col 30172
Come Back Baby The Robbins (Don't Like) Aladdin 3031	Never Missed My Baby E. Harris (Jump and) Regal 3233
Confused P. Gayten (Fishtail) Regal 3234	Ol' Joe Louis (He's Still the King of Them All) C. Calloway Ork (Your Voice) Bluebird 30-004
Cuttin Out A. Laurie (My Rough) Regal 3235	Oo-Be-Doop M. Buckner Ork (M. B. Blues) MGM 10504
Don't Like the Way You're Doing The Robbins (Come Back) Aladdin 3031	Out of Nowhere P. Francis All Stars (Balling Out) Gotham G-193
Fishtail P. Gayten (Confused) Regal 3234	Peace, Sister, Peace M. Moore-The Ebonaires (Keep 'Em) Col 30173
I'll Never, Never Let You Go Cats and the Fiddle (Start Talking) Gotham G-197	Poor Little Angel Girl D. McMillon (Goin' Back) Regal 3232
I'm Confessin' That I Love You B. Gaines Trio (Willow Weep) Apex AP 1117	Red Sails in the Sunset E. Garner (Undecided) Regent 1004
In the Evening J. Witherspoon (Six-Foot) Supreme 1533	

**6—SUPREME HIT TUNES—6**

Hottest Record Label in the Country

**"AIN'T NOBODY'S BUSINESS"**

Part 1 & 2 JIMMY WITHERSPOON

Supreme No. 1506



**"IN THE EVENING"**

"Six Foot-Two Blues"

Supreme No. 1533

JIMMY WITHERSPOON—The Nation's Sensation

**"BROKEN HEARTED BLUES"**

"Red Head 'n Cadillac"

Supreme No. 1535



**"BLUES IN CUBA"**

"Houston Jump"

Supreme No. 1528

EDDIE WILLIAMS & HIS BROWN BUDDIES

Vocals—Floyd Dixon

**"AIN'T I LOSING YOU"**

"This Is Everything I Prayed For"

Supreme No. 1534

GEORGE FLOYD



**"ROUGH AND ROCKY ROAD"**

Supreme No. 1511

"A Great Spiritual"

LEO MANLEY & STARS OF HARMONY



**ORDER THESE  
 OUTSTANDING  
 RECORDS FROM  
 YOUR  
 DISTRIBUTOR**

or  
 4255 So. Main St.  
 Los Angeles 37, Calif.  
 475 Fifth Avenue  
 New York 17, N. Y.

**KING HIT PARADE**

**POPULAR**

**JOHNNY LONG**  
ALL THE BEES ARE BUZZIN' 'ROUND  
MY HONEY  
SIGNED, SEALED AND DELIVERED  
KING 15012

★  
**SISTER SLOCUM and "WOODY" BLOCK**  
OH, BY JINGO  
HEART OF MY HEART  
KING 15017

★  
**SEPIA**

**WYNONIE HARRIS**  
ALL SHE WANTS TO DO IS ROCK  
I WANT MY FANNY BROWN  
KING 4304

★  
**BULL MOOSE JACKSON**  
COME BACK TO ME  
HOUSTON, TEXAS, GAL  
KING 4305

★  
**IVORY JOE HUNTER**  
GUESS WHO  
LANDLORD BLUES  
KING 4306

★  
**EDDIE "CLEANHEAD" VINSON**  
SOMEBODY DONE STOLE MY CHERRY  
RED  
WINEOLA  
KING 4313

★  
**JOE THOMAS**  
PAGE BOY SHUFFLE  
TEARDROPS  
KING 4299

★  
**LONNIE JOHNSON**  
I FOUND A DREAM  
YOU TAKE ROMANCE  
KING 4297

★  
**FOLK**

**WAYNE RANEY**  
WHY DON'T YOU HAUL OFF AND  
LOVE ME  
DON'T KNOW WHY  
KING 791

★  
**DELMORE BROTHERS**  
BLUES STAY AWAY FROM ME  
GOIN' BACK TO THE BLUE RIDGE  
MOUNTAINS  
KING 803

★  
**COWBOY COPAS**  
WALTZ WITH ME  
OCEANS OF LOVE  
KING 802

★  
**ZEB TURNER**  
TENNESSEE BOOGIE  
A DRUNKARD'S CONFESSION  
KING 790

★  
**BILL CARLISLE**  
EMPTY ARMS  
I'M CRYIN' TONIGHT OVER YOU  
KING 805

★  
**HAWKSHAW HAWKINS**  
THE LONGER WE'RE TOGETHER  
WOULD YOU LIKE TO HAVE A  
BROKEN HEART  
KING 793

**COMING UP FAST!**

**IVORY JOE HUNTER**  
JEALOUS HEART  
ALL STATES BOOGIE  
KING 4314

**The Billboard**

**MUSIC POPULARITY CHARTS**

**PART VII**

**Folk (Country & Western) Record Section**

Based on reports received last three days of Week Ending September 16

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

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

**POSITION**  
Weeks Last | This  
to date | Week | Week

29	1	1.	LOVESICK BLUES.....	Hank Williams and His Drifting Never Again Cowboys.....MGM 10352—BMI
9	2	1.	WHY DON'T YOU HAUL OFF AND LOVE ME?.....	Wayne Raney.....King 791—BMI
13	4	3.	I'M THROWING RICE AT THE GIRL I LOVE.....	E. Arnold ..... V(78)21-0083; (45)48-0080
8	6	4.	SLIPPING AROUND.....	E. Tubb.....D 46173—BMI
3	5	5.	SLIPPING AROUND.....	M. Whiting-J. Wakely.....Cap 57-40224—BMI
19	3	6.	WEDDING BELLS.....	H. Williams and His Drifting I've Just Told Mama Cowboys...MGM 10401—ASCAP
8	—	7.	TENNESSEE POLKA.....	R. Foley.....D 46170—BMI
2	—	8.	SMOKEY MOUNTAIN BOOGIE.....	Tennessee Ernie .....Cap 57-40212—BMI
2	—	8.	WEDDING BELLS.....	J. Wakely and M. Whiting.....Cap 57-40224—ASCAP
6	—	10.	THE DEATH OF LITTLE KATHY FISCUS.....	Jimmy Osborne.....King 788
3	—	10.	WARM RED WINE.....	E. Tubb.....D 46175
18	9	12.	THE ECHO OF YOUR FOOT- STEPS.....	Eddy Arnold, the Tennessee Plow- boy.....V 21-0051—BMI
8	10	12.	ROOM FULL OF ROSES.....	George Morgan.....Col (78)20574; (LP)2-272—BMI
2	10	12.	BLUES STAY AWAY FROM ME.....	Delmore Brothers.....King 803
1	—	15.	THE SAME SWEET GIRL... The Last Look at Mother	Hank Locklin.....4 Star 1313

**WARNING!**

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**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

A Room Full of Roses Cousin Abner (Texas Brags) Talent 747	I Never Knew D. Kidwell (Every Hour) Mer 6208
A Wonderful Dream R. Howington (Haymakers' Shuffle) Loop 903	I Won't Break Your Heart Anymore J. Bee (Warm Red) Talent 748
Afraid E. Hill (Mind Your) Dec 46184	I'll Never Slip Around Again H. Garland (This Cold) Dec 46183
Alabama Louvin Brothers (Seven Year) Dec 46187	I'm Throwing Rice at the Girl I Love R. Turner (Jealous Heart) Varsity 213
Barroom Polka M. Rosci (Liberty Bell) Cowboy Rec- ords CR 105	I'm Throwing Rice (at the Girl I Love) T. Wallace (Careless Hands) ABC-Eagle 147
Before You Call B. Price (Just When) Dec 46188	It's Never Too Late The Stanley Brothers & Clinch Moun- tain Boys (The Angels) Col 20617
Bronco Buster D. Martin (Rodeo Rose) ABC Eagle 114	It's Wrong Loving Someone J. Rivers (Wedding Bells) ABC-Eagle 153
Brown Eyes B. Walker (Mother's Love) Talent 705	Jealous Heart R. Turner (I'm Throwing) Varsity 213
Careless Hands T. Wallace (I'm Throwing) ABC-Eagle 147	Just When I Needed You B. Price (Before You) Dec 46188
Close Your Eyes and Dream J. Rivers & Abigail (Slipping Around) ABC-Eagle 148	Liberty Bell Polka M. Rosci (Barroom Polka) Cowboy Rec- ords CR 105
Cool Water F. Willing-Riders of the Purple Sage (Tumbling Tumbleweeds) Varsity 8018	Love Sick Blues J. Rivers (Rose of) ABC-Eagle 149
Country Boy J. Rivers (I Don't) ABC-Eagle 150	Maybe Somehow T. Smile (Wanda) T-S 900
Don't Leave It All on Me T. Dowdy (Rainbow) Mer 6207	Mind Your Own Business E. Hill (Afraid) Dec 46184
Dreamy Old New England Moon L. Wayne (Smiles Turn) Cowboy CR 1501	Mother's Love B. Walker (Brown Eyes) Talent 705
Every Hour (And Every Day) D. Kidwell (I Never) Mer 6208	Nebraska-My Home J. Rivers (Nebraska Sweetheart) ABC- Eagle 123
Go to Church J. Rivers (The Family) ABC-Eagle 161	Nebraska Sweetheart J. Rivers (Nebraska-My) ABC-Eagle 123
Graveyard Boogie B. Walker (She's My) Talent 705	New River Train Old Brother Charlie (Two Old) Mer- cury 6206
Haymaker's Shuffle Howington Brothers (A Wonderful) Loop 903	Panhandle Waltz L. McAuliffe (Sugar and Salt) Col 20622
I Don't Write No Letters J. Rivers (Country Boy) ABC-Eagle 150	Rodeo Rose D. Martin (Bronco Buster) ABC-Eagle 114

**RCA VICTOR**  
Scores AGAIN with  
**"THE SWISS BOY"**

RCA Victor 25-1079



**Lawrence DUCHOW**  
RCA Victor 25-1132  
**"I LOVE AN OLD FASHIONED POLKA"**  
By Sid Tepper & Ray Brodsky  
**"The Vagabond Waltz"**  
Pelkonen & Huli  
RCA Victor 20-3438  
**'ARTISTRY IN POLKA'**  
Duchow & Dehart  
RCA Victor 20-3356  
**"Blue Skirt Waltz"**  
**"I Betcha Polka"**

Order these Hit Tunes TODAY  
from your Distributor or direct  
from

**RED RAVEN ENTERPRISES, INC.**  
Box 259 Appleton, Wisconsin  
WHOLESALE

**WILDFIRE!**

HERB KERN and LLOYD SLOOP'S

HOT HITS

TR #1068

Bohemiana

Y nkee Polka Medley

TR #1070

I ill Build a D.camhouse

Casey J.

**TEMPO**  
RECORD CO. OF AMERICA  
8540 Sunset Blvd., Hollywood 46, California

**KEN GRIFFIN**

Inaugurates the new football season with  
an appropriate record . . .

**R-199 COLLEGE SONGS—**

Notre Dame, Illinois, Wisconsin, Maine,  
Georgia Tech.

"Sweetheart of Sigma Chi"

**Bondo**  
RECORDS  
329 S. WOOD ST. CHICAGO 12

**The Newest and Best in  
Hillbilly and Western  
Artists Are on  
STAR TALENT RECORDS**  
3313 OAKLAND DALLAS 15, TEXAS  
Only a Few Top Distributors Needed.  
Write or Wire Today.

KING RECORDS INC. DISTRIBUTORS OF  
**KING and DE LUXE**  
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Folk (Country & Western)**  
**Record Section**

PART VII



Based on reports received last three days of Week Ending September 16

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	5	1	1	SLIPPING AROUND.....Ernest Tubb.....	D 46173—BMI
17	6	2	2	WEDDING BELLS.....H. Williams and His Drifting Cowboys.....	MGM 10401—ASCAP
12	3	3	3	I'M THROWING RICE AT THE GIRL I LOVE.....E. Arnold.....	V(78)21-0083; (45)48-0080
9	2	4	4	WHY DON'T YOU HAUL OFF AND LOVE ME?.....Wayne Raney.....	King 791—BMI
30	1	5	5	LOVESICK BLUES.....Hank Williams and His Drifting Cowboys.....	MGM 10352—BMI
9	9	6	6	MIND YOUR OWN BUSINESS.....Hank Williams and His Drifting Cowboys.....	MGM 10461—BMI
2	8	8	8	WEDDING BELLS.....J. Wakely and M. Whiting.....	Cap 57-40224—ASCAP
3	—	8	8	GAMBLING POLKA DOT BLUES.....T. Duncan and His Western All-Stars.....	Cap 57-40178—BMI
1	—	9	9	WARM RED WINE.....E. Tubb.....	D 46175
17	—	10	10	THE ECHO OF YOUR FOOTSTEPS.....Eddy Arnold, the Tennessee Plow-boy.....	V 21-0051—BMI
1	—	10	10	MY HEART'S BOUQUET....."Little" Jimmy Dickens.....	Col 20598—BMI
19	11	12	12	ONE KISS TOO MANY.....E. Arnold, the Tennessee Plow-boy.....	V 21-0051—BMI
9	6	12	12	SLIPPING AROUND.....J. Wakely and M. Whiting.....	Cap 57-40224—BMI
3	14	12	12	MY FILIPINO ROSE.....E. Tubb.....	D 46175—BMI
14	3	15	15	TENNESSEE POLKA.....Pee Wee King and His Golden West Cowboys.....	V(78)21-0086; (45)48-0085

**WARNING!**

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**FOLK TALENT AND TUNES**

By Johnny Sippel

**Uncle Erv Victor**, veteran folk music disk jockey, next week leaves KMOX, St. Louis, where he's had a four-hour all-night d. j. show for the past two years, to start a 1 to 6 a.m. stanza nightly over WGN. The five-hour nightly d. j. show is a significant move for h. b. music, for it is part of the Mail Order Network (MON) recently instituted in New York (*The Billboard*, September 10). The MON will air portions of the Victor show over 56 other stations. The Victor WGN show is important also, for WGN is a 50,000 watter. . . . **Jimmy Wakely** (Capitol) reports that he and **Margaret Whiting** will do other duo disks, after the click of their first h. b. wax effort.

**Big Slim and Bebe Bernard**, WPIT, Pittsburgh, will do a series of shows, with their trained horses, for Kaiser-Frazer during the fall. . . . **Bob Ross**, who handles **George Morgan**, also has acquired **Lonzo and Oscar** (Capitol). . . . **J. D. (Curly) Wallace**, of Atlanta, is reorganizing his **Georgia Revelers** unit. . . . **Betty Johnson**, of the Johnson Family Singers, WBT, Charlotte, N. C., is engaged to **Dick Redding**, line coach of the football team at Davidson College, Charlotte. . . . **Herb Williams** moved from WGAY, Silver Spring, Md., to WKNX, Saginaw, Mich., where the **Cobb Brothers** are working with him. . . . **Hal Hart** and **Dixie Darling**, of KGIL, Sherman Oaks, Calif., and **KXLA**, Pasadena, have cut their first sides for 4 Star platters.

**Disk Jockey Doings:** **Chuck McKasson**, WGBF, Evansville, Ind., writes that **Judy Canova** is mulling her own diskery, for which she will cut many of her most requested ditties. . . . **Brooke Carroll**, KPRC, Houston, is now working shows with **Curly Fox** and **Texas Ruby** (King) and the **Crustene Ranch Gang** on the Texas Quality web. . . . **Dale Gunderson**, KBKW, Aberdeen, Wash., is operating his own retail disk store, the Degee Record Shop, in that city. . . . **Jim Long**, KKIN, Visalia, Calif., reports that **Wenell Starlings** and **Jean Shepherd** and her **Western Swing Girls**, both all-gal combos, are with the station. . . . **Marty Roberts**, WDZ, Tuscola, Ill., reports that he and his **Golden West Four** are working drive-in theaters in the vicinity. Several name artists have reported drive-ins as new outlets for live h. b. talent appearances.

**Homer and Jethro** (King and Victor) are joining **Spike Jones'** "Musical Depreciation Revue," according to **Lowell Blanchard**, program director at WNOX, Knoxville. . . . **Lucille (Perunia) Gallion**, of WLOG, Logan, W. Va., is running a contest on why listeners like h. b. music, along with the selection of an ad slogan. . . . **John Radeck** and **Uncle Arleigh**, of WTNT, Augusta, Ga., are working with **Baby Ray**, **Marvin Hughes**, the **Dixie Dynamiter** and the **Georgia Ramblers** on the station. . . . **Cowboy Charlie St. John**, of KCNC, Fort Worth, is running a card-raising gimmick, threatening not to shave until he received 1,000 pieces of mail, after which he'll walk down the

(Continued from page 120)

**ALADDIN DOES IT AGAIN!**

A Double Headed Hit!



Amos Milburn's  
**"ROOMING HOUSE BOOGIE"**

ALADDIN 3032

**"EMPTY ARMS BLUES"**

ALADDIN 3032

Coming Up Fast!

Charles Brown's  
**"IN THE EVENING BLUES"**

(When the Sun Goes Down)

ALADDIN 3030

And No. 1 Across the Boards in Billboard

**"TROUBLE BLUES"**

CHARLES BROWN ALADDIN 3024



**Aladdin**  
 RECORDS  
 HOLLYWOOD 27, CALIFORNIA

For That Magic Touch

DART • DART • DART • DART  
 DISTRIBUTORS and OPERATORS

The "Original" Record of . . .  
**'THE GAME OF BROKEN HEARTS'**

backed by

**'CHOCOLATE WHISKEY AND VANILLA GIN'**

by SALLY and MARVIN CLARK

on DART - 7000

Now Sweeping the Country. FAMOUS DISK JOCKEYS say . . .

**THIS IS IT!!!**  
 NORMAN BROKENSHERE, N.B.C., WEAF, N. Y. C.  
 NELSON KING, WCKY, CINCINNATI, OHIO  
 DON LARKIN-BILL COOK, WAAT, NEWARK, N. J.  
 RAY SCOTT, WZIP, COVINGTON, KY.  
 ROSALIE ALLEN, WOV, N. Y. C.  
 ART FORD, WNEW, N. Y. C.  
 DAVE MILLER, WAAT, NEWARK, N. J.  
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**Billboard**

**MUSIC POPULARITY CHARTS**

PART  
**VIII**

TRADE  
SERVICE  
FEATURE

**Record Reviews**

RATINGS  
(100 Point  
Maximum)

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

**How Ratings Are Determined** Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for approval within the market.

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

RATINGS  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>CHARLIE BARNET ORK</b> (Cap 57-60010)	<b>Portrait of Edward Kennedy Ellington (1&amp;11)</b> Barnet, always an admirer of the mighty Duke had arranger Dave Matthews fashion this work in dedication to Ellington. It captures the spirit of Ellington's ork with Barnet himself offering up the glisses a la Hodges on alto. Finer spinner and collector fare.	78--80--75--NS
<b>BENNY GOODMAN SEXTET</b> (Cap 57-60009)	<b>Blue Lou</b> One of Benny's best Capitol efforts in this modern interpretation of an old fave spotting Wardell Gray on tenor, Doug Mettome's fine trumpet, Buddy Greco on piano and Benny.	82--85--82--78
<b>DAVE LAMBERT VOCAL GROUP</b> (Cap 57-60014)	<b>There's a Small Hotel</b> Benny Goodman Quartet Benny starts it out okay playing the ever-green fairly straight but side gets hung up in a mess of contrapuntal effects.	72--75--72--70
<b>DAVE LAMBERT VOCAL GROUP</b> (Cap 57-60014)	<b>When the Red, Red Robin Comes Bob Bob Bobbin' Along</b> Lambert has fashioned a pleasing modern choral interpretation of very hummable oldie. Little enough bop to make this a commercial entry and a good one.	76--77--75--76
<b>DAVE LAMBERT VOCAL GROUP</b> (Cap 57-60014)	<b>Beban Cubop</b> Choral work centers around some intriguing chant-type melodies. The bop element dominates.	70--72--70--68
<b>KNOCKY PARKER TRIO</b> Texstar 201	<b>Jack's Jump</b> Old style ragtime by piano, banjo and drums. The effect is like nothing so much as the old Jelly Roll Morton trio records.	65--68--65--62
<b>NORO MORALES ORK</b> MGM 10520	<b>Toot, Toot, Tootsie</b> The ancient idiom is peculiarly suited to the "Tootsie" tune, a plug revival from the Jolson flick. There's an okay vocal, too.	70--70--70--70
<b>NORO MORALES ORK</b> MGM 10520	<b>Rum and Soda</b> No kick in this mixture. It's an attempt at a story type novelty, done with big production—but fails to register.	60--60--60--60
<b>BILL FARRELL</b> MGM 10519	<b>Don't Slam the Door</b> Another complicated novelty in rumba. Group warbling is weak, with a hillbilly touch that flops.	57--57--57--57
<b>BILL FARRELL</b> MGM 10519	<b>You've Changed</b> The young warbler does a likely old ballad with impressive style and ardor.	82--82--82--82
<b>BILL FARRELL</b> MGM 10519	<b>And It Still Goes</b> A plug tune that has so far failed to register on wax gets a life from Farrell's keen treatment of it.	80--80--80--80
<b>JOHNNY DESMOND</b> MGM 10518	<b>Don't Cry Joe (Let Her Go, Let Her Go, Let Her Go)</b> Desmo warbles the pretty torcher with fine feeling and projection. Bobby Hackett's horn obligato and solo dress it up.	81--82--81--80
<b>JOHNNY DESMOND</b> MGM 10518	<b>The Last Mile Home</b> This one's done as loose as ashes, with the warbler as relaxed as could be. Could have injected a little sock.	74--76--74--72
<b>ART MOONEY ORK</b> MGM 10517	<b>The Story of Annie Laurie</b> An attractive new Scotch-type plug tune gets the lyrical treatment Mooney used for "Again." Johnny Martin's warbling and choir are strong.	84--84--83--85
<b>ART MOONEY ORK</b> MGM 10517	<b>Oody Kadoody Kadidy Kadee</b> Here's the naive Mooney treatment—deliberately fey and ingenuous. A harmless but not startling nonsense job.	72--72--71--73
<b>HUGO WINTERHALTER ORK-JOHNNY THOMPSON</b> Col 38593	<b>Someday (You'll Want Me To Want You)</b> Winterhalter's first on Columbia as an artist is fine coverage of a hit tune for the company. Thompson sings well.	80--82--78--80
<b>HUGO WINTERHALTER ORK-JOHNNY THOMPSON</b> Col 38593	<b>Jealous Heart</b> More coverage of hit material finds Hugo approaching this country ballad a bit differently. It's treated to a modern Dixieland cleffing and spinners especially should dig this.	82--85--80--82
<b>SISTER SLOCUM</b> King 15027	<b>Oh by Jingo</b> Organ and bones treatment of the oldie is well recorded.	65--60--65--70
<b>SISTER SLOCUM</b> King 15027	<b>Heart of My Heart</b> Likewise	65--60--65--70

(Continued on page 104)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
**PART IX**  
Billboard TRADE SERVICE FEATURES

**THE BILLBOARD PICKS:**

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

**TOOT TOOT TOOTSIE.....Art Mooney Ork.....MGM 10548**

The genial Irish gentleman has got himself another doozy in this highly spirited waxing of a grand oldie which is one of those prominently revived in the "Jolson Sings Again" flick. It's a fine band performance and an excellent band ensemble vocal but the dominating factor in the record is the exuberant—well-nigh overwhelming—spirit of it all. Flip is a good etching of the currently moving "I'll Never See Maggie Alone." There are other fine etchings of "Tootsie"—Jolson himself sings it again in his Decca souvenir album collection and Tony Martin has it on Victor.

**WHO'LL BE THE NEXT ONE I WANT YOU TO WANT ME.....Mills Brothers.....Decca 24749**

The Mills have one of their greatest efforts in this pairing. The ever-consistent brethren breathe new life into a pair of mellow oldies. "Next One" is treated in the group's "Paper Doll" format while "Want" is the Fred Fisher tune which is featured in the forthcoming "Oh, You Beautiful Doll" flick and which already boasts a fine Gordon MacRae etching on Capitol.

**MERRY CHRISTMAS POLKA.....Andrews Sisters-Guy Lombardo Ork.....Decca 24743**

If ever there was a natural, this is it. For the Christmas season, this will be sure-fire. Heaviest action on this item should be in the Midwest polka belt but the sales should be way up there everywhere.

**THE DISK JOCKEYS PICK:**

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

1. DON'T CRY, JOE.....Gordon Jenkins.....Decca 24720
2. DON'T CRY, JOE.....Frank Sinatra.....Columbia 38555
3. BODY AND SOUL.....Billy Eckstine.....MGM 10501
4. LAND OF LOVE.....King Cole.....Capitol 57-716
5. I CAN DREAM, CAN'T I?.....Andrews Sisters-Gordon Jenkins.....Decca 24705
6. I KNOW, I KNOW, I KNOW.....Paul Weston.....Capitol 57-725

**THE RETAILERS PICK:**

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

1. DON'T CRY, JOE.....Frank Sinatra.....Columbia 38555
2. DIME A DOZEN.....Kay Kyser.....Columbia 38549

**THE OPERATORS PICK:**

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

1. DIME A DOZEN.....Margaret Whiting.....Capitol 57-709
2. THE WEDDING OF LILI MARLENE...Andrews Sisters.....Decca 24705
3. WEDDING BELLS.....Margaret Whiting-Jimmy Wakely...Capitol 57-40224
4. DIME A DOZEN.....Kay Kyser.....Columbia 38549
5. DIME A DOZEN.....Sammy Kaye.....Victor 20-3532
6. BODY AND SOUL.....Billy Eckstine.....MGM 10501
7. TELL ME WHY.....Eddy Howard.....Mercury 5314
8. TWENTY-FOUR HOURS OF SUN-SHINE.....Carmen Cavallaro.....Decca 24678
9. WOULDN'T IT BE FUN.....Art Mooney.....MGM 10500
10. WEDDING OF LILI MARLENE.....Ralph Flanagan.....Bluebird 30-0002

**BEST-SELLING POPULAR RETAIL RECORDS**

(Continued from page 26)

- |   |   |     |  |
|---|---|-----|--|
| 1 | — | 27. | NOW THAT I NEED YOU... F. Laine-C. Fischer Ork..... Mercury 5311—ASCAP |
| 3 | — | 27. | CRYING..... B. Eckstine-H. Winterhalter-B. Baker Ork...MGM 10458—ASCAP |
| 1 | — | 27. | BODY AND SOUL..... B. Eckstine.....MGM 10501                           |
| 1 | — | 27. | DON'T CRY, JOE..... G. Jenkins Ork..... D 24720—ASCAP                  |
- (Additional titles and details from the original image are omitted for brevity, following the same format.)*

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**NATIONAL NUMBERS:**

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- |                      |  |
|----------------------|--|
| 9089—THE RAVENS      | "SOMEDAY"                              |
| 9086—BILLY ECKSTINE  | "IF YOU DIDN'T MEAN IT"                |
| 9085—THE RAVENS      | "SOLITUDE"                             |
|                      | "I DO, DO YOU?"                        |
| 9087—CHARLIE VENTURA | "CARELESS LOVE"                        |
|                      | "THERE'S NOTHING LIKE A WOMAN IN LOVE" |
|                      | "F. Y. I."                             |
|                      | "A.M.-P.M. SONG"                       |



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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART X  
**Advance Information**

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- Again  
D. Steele (Lorna Doone) ABC 103
- Ain't-Cha, Don't-Cha, Can't-Cha, Won't-Cha?  
G. Arnheim (Is It) ABC 109
- Ashes in My Hand  
D. Blanchard-S. Ellison Ork (Some Enchanted) ABC 107
- Ball Ha'l  
D. Steele (Sing Me) ABC 105
- Blue (and Broken Hearted)  
H. Derwin (One Dozen) Cap 57-737
- Christmas Candles  
Andrews Sisters-G. Lombardo (Merry Christmas) Dec 24748
- Crying All the Way Home  
T. Purse-G. Moore (Darf Mein) ABC 160
- Dancing With a Deb  
S. Henderson (Dreamland Rendezvous) Cap 57-736
- Darf Mein Gein in College  
J. Palmer-G. Moore (Crying All) ABC 160
- Dreamland Rendezvous  
S. Henderson (Dancing With) Cap 57-736
- Fountainhead  
D. Steele-S. Ellison (If You) ABC 102
- Four Winds and Seven Seas  
C. Massey (Tomorrow Will) ABC 104
- Hop-Scotch Polka  
Bob Crosby (The Last) Harmony 1068

- Merry Christmas Polka  
Andrews Sisters - G. Lombardo Ork (Christmas Candles) Dec 24748
- On Accounta Because I Love You  
Modernaires (Wishing Star) Col 38588
- One Dozen Roses  
H. Derwin (Blue) Cap 57-737
- Peg O' My Heart  
D. O'Neil (Peggy O'Neil) Varsity 178
- Peggy O' Neil  
D. O'Neil (Peg O' My) Varsity 178
- Rock-a-Bye Your Baby With a Dixie Melody  
A. Jolson-G. Lombardo Ork (You Are) Harmony 1004
- Senorita  
The Twilights (Sweet Little) Life L-C 1001
- Shally-Go-Shee  
Bob Crosby (Toot, Toot) Harmony 1065
- Sing Me a South Sea Song  
D. Steele (Ball Ha'l) ABC 105
- Single And Sentimental  
C. Massey (I Don't) ABC 101
- Some Enchanted Evening  
D. Blanchard-S. Ellison (Ashes in) ABC 107
- Speak Low  
R. Bennett Ork (The Most) Varsity 112
- Sweet Little Girl Polka  
The Twilights (Senorita) Life L-C 100
- Tea for Two  
N. Morales (Tres Palabras) Varsity 174
- The Gay Caballero  
The Jesters (I Want) 20th Century 20-71
- The Last Mile Home  
Bob Crosby (Hop-Scotch) Harmony 1068
- The Legend of the Roses  
F. Woolley Ork (The Monkey) Harmony 1067
- The Monkey and the Organ Grinder  
Merry Macs (The Legend) Harmony 1067
- The Most Beautiful Girl in the World  
T. Straeter Ork (Speak Low) Varsity 112
- The Same Old Crowd  
Marlin Sisters-T. Steele (Jack Eigen) Col 12415-F
- The Windmill's Turning (The Windmill Song)  
E. Smith (Three Little) Dec 24750
- Three Little Words  
E. Smith (The Windmill's) Dec 24750
- Top of the Morning  
B. Clark (You're in) Col 38587
- Toot, Toot, Tootsie!  
Bob Crosby (Shally-Go) Harmony 1065
- Tomorrow Will Be Better  
C. Massey (Four Winds) ABC 104
- Tres Palabras  
N. Morales (Tea For) Varsity 174
- Wishing Star  
Modernaires (On Accounta) Col 38588
- Who'll Be the Next One (To Cry Over You)  
Mills Brothers (Who'll Be) Dec 24749
- You Are Too Beautiful  
A. Jolson-G. Lombardo Ork (Rock-a-Bye) Harmony 1004
- You Don't Know Love Is  
H. James-D. Haymes (Make Love) Col 38586
- You're in Love With Someone  
B. Clark (Top of) Col 38587

The following abbreviations are being used thruout the list of Advance Record Releases:

- Cap—Capitol
- Col—Columbia
- Dec—Decca
- Mer—Mercury
- V—Victor

All other labels will continue to be spelled out.  
 Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- I Don't See Me in Your Eyes Anymore  
C. Massey (Siagle and) ABC 101
- I Want To Go to the Football Game  
The Jesters (The Gay) 20th Century 20-71
- I Want You To Want Me  
Mills Brothers (Who'll Be) Dec 24749
- If You Don't Love Me  
D. Steele-S. Ellison (Fountainhead) ABC 102
- I'll Keep the Lovelight Burning (In My Heart)  
L. Armstrong (Maybe It's) Dec 24751
- Is It Still a Dream?  
G. Arnheim (Ain't Cha) ABC 109
- Jack Eigen Polka  
The Marlin Sisters-T. Steele (The Same) Col 12415-F
- Lorna Doone  
D. Steele (Again) ABC 103
- Make Love to Me  
H. James Ork-H. Forrest (You Don't) Col 38586
- Maybe It's Because  
L. Armstrong (I'll Keep) Dec 24751

**CLASSIC & SEMI-CLASSICAL**

- A Concert of Favorites Album—E. Conley-R. Farnon Ork (1-10'')  
London (33) LP 13
- Ah! Sweet Mystery of Life  
Because  
Beloved  
Danny Boy  
Forgotten  
I Hear You Calling Me  
I'll Take You Home Again, Kathleen
- Bartok: Concerto for Orchestra Album—Concertgebouw Ork of Amsterdam-E. Van Beinum, Cond. (1-12'')  
London (33) LP 5
- Beethoven: Symphony No. 5 Album in C. Minor, Opus 67—L'Orchestre De La Societe Des Concerts du Conservatoire De Paris-Carl Schricht, Cond. (1-12'')  
London (33) LP 7
- Celeste Aida  
M. Lanza (Che Gelida) V (78) 12-1025; (45) 49-0632
- Che Gelida Manina  
M. Lanza (Celeste Aida) (78) 12-1025; (45) 49-0632
- Chopin: Warsaw Concerto (Paris I & II)—Philharmonic Ork of Los Angeles-A. Wallenstein, Cond.
- E. Coates: Eric Coates Concert Album—New Symphony Ork-E. Coates, Cond. (1-10'')  
London (33) LP 27
- The Three Men Suite  
The Three Bears Suite  
Dance of the Orange Blossoms
- Dvorak: String Quartet in F Major, Op. 96 (Sides 1 & 2)—Griller String Quartet  
London (33) LP 4
- Gilbert & Sullivan: Trial by Jury Album—D'Oyle Carte Opera Company—New Promenade Orchestra-I. Godfrey, Cond. (1-12'')  
London (33) LP 70

- Core 'Ngrato  
M. Lanza (Mama Mia) V (78) 12-1026; (45) 49-0633
- I Know, I Know, I Know,  
M. Lanza (They Didn't) V (78) 12-1027; (45) 49-0634
- Mama Mia Che Vo' Sape?  
M. Lanza (Core 'Ngrato) V (78) 12-1026; (45) 49-0633
- Romberg: Deep in My Heart, Dear—A. Jones-R. Armbruster, Dir. (Alone)  
V (78) 10-1494; (45) 49-0617
- Johann Strauss: Die Fledermaus—Wlatzes, Op. 56, Parts I & II—Philharmonic Piano Quartet (12'')  
Col 72842-D
- Stravinsky: Russian Maiden's Song—N. Milstein-A. Balsam (Wieniawski: Mazurka) (12'')  
V (78) 12-1017; (45) 49-0614
- Tchaikovsky: Symphony No. 4 in F Minor Opus 36 Album—L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris-E. Kleiber Cond. (1-12'')  
London (33) LP 2
- They Didn't Believe Me  
M. Lanza (I Know) V (78) 12-1027; (45) 49-0634
- Verdi: Grand March—Boston Pops Ork-A. Fiedler, Dir. (Elgar: Pomp and)  
V (78) 12-1019; (45) 49-0616
- Verdi: Lunge Da Lei—G. Di Stefano-A. Erede, Dir. (Puccini: E. Lucevan Le)  
V (78) 12-1018; (45) 49-0615
- Wieniawski: Mazurka in D, Op. 19—N. Milstein-A. Balsam (Stravinsky: Russian) (12'')

**HOT JAZZ**

- Knockout  
G. Wallingford Ork (Racing) Regal  
Prevue 1196
- Racing  
G. Wallingford Ork (Knockout) Regal  
Prevue 1196

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The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

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

THE RATINGS

(100 points—the maximum)

90-100	.....tops
80-89	.....excellent
70-79	.....good
60-69	.....satisfactory
50-59	.....poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selection continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other pluggs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

LECUONA: MUSIC OF LECUONA **83**

—Robin Hood Dell Ork of Philadelphia-Morton Gould, conductor (2-10")  
Columbia MX-318  
Andalucia; La Comparsa; Malaguena; Jungle Drums.  
Gould and Lecuona make a tasty combination here, as the young American composer-conductor-arranger sets the fine melodies of the popular Cuban composer in light symphonic settings. There's every reason to believe this album can achieve a widespread sale, offering as it does four favorite melodies done in "classical," i.e., Radio City Music Hall fashion.  
JUKES **JOCKS**  
Perhaps in class **Definitely.**  
spots.

NEGRO SPIRITUALS and HELEN TRAUBEL IN POPULAR BALLADS **83**

—Helen Traubel-Charles O'Connell (1-12")  
Columbia (33) ML 4221  
Swing Low, Sweet Chariot; Were You There; Deep River; Steal Away; Go Down, Moses; Nobody Knows De Trouble I've Seen; It's a Grand Night for Singing; The Missouri Waltz; Anniversary Song; Beautiful Ohio; My Moonlight Madonna; Auf Wiederseh'n.  
Miss Traubel employs her high-flown operatic phrasing for a presentation of work-horse spirituals and pop ballads. Sure-fire with the Telephone Hour trade—a not-to-be-sneezed-at mob of consumers.  
JUKES **JOCKS**  
Not suitable. **Highly suitable.**

CHOPIN: A CHOPIN RECITAL and BEETHOVEN: SONATA **78**

—Gyorgy Sandor (33) ML 4193  
Sandor does handsomely with a nice selection of Chopin—the familiar "Fantasie-Impromptu in C-Sharp Minor," the not-quite-as-well-known "Barcarolle in F Sharp Minor," and the rarely heard "Fantasie in F Minor." He plays with a refreshing astringency, making even the Fantasie (done to death via the "Chasing Rainbows" pop version) interesting and pleasurable. Since this bids to be a big Chopin season, the disk should achieve some currency. As for the Beethoven side—the "Pastorale" Sonata—it can be said that this is probably the only domestic recording available. It cannot be said that Sandor displays much affinity for Beethoven. He fails to bring out the melodiousness and grandeur that are in the work.  
JUKES **JOCKS**  
Not suitable. **Chopin side good for spins.**

ORIGINALS BY ALVY WEST **65**

—Alvy West Ork (1-10")  
Columbia (33) CL 6062  
Mom's Song; Papa's Tune; Charm; Hop, Skip and Jump; Cathy; Tony's Guitar; Blue Rhumba; Uncle Samba.  
West's "Little Band" has its enthusiasts, largely among musicians. But for the general listener, a little West goes a long way—and eight sides of that polite chamber music sound are a great deal. On the plus side, it can be said that this music can very well be danced to, and would make a nice item at parties where people want to trip the light fantastic without having the music distract them from conversation. A word must be said for some of the melodies—all originals by West—which under other auspices might even become successful pops. "Blue Rhumba" is an outstanding example. Has been available on shellac for quite a while.  
JUKES **JOCKS**  
Not suitable. **Okay.**

Jimmy Dorsey Pulls 2,200 Albany Fans

ALBANY, N. Y., Sept. 17.—Jimmy Dorsey drew 2,200 at a stage show and dance at the Albany armory Saturday (10). The affair was presented by Allen and Nate Leifer and Bob Snyder, disk jockey of WOKO, Albany. Heavy exploitation in all media was used, with Snyder getting

ROMANTIC GYPSY AIRS—Emery **67**

—Deutch Ork (3-10")  
RCA VICTOR P-251  
At Dusk; Songs and Csardas; As a Bud Blossoms to a Rose; In a Gypsy Village; Fishermen's Song; Kallitka.  
Fiddler-maestro Deutch has been on this side of the pond for many years, so his gypsy style has been tempered by the Yankee climate. Which is probably for the best since the unadulterated article is mighty tough on non-Hungarian ears. His flavor is authentically based, however, but the fiddle technique is clean, and the melodies are clearly delineated. The selection is top-notch. Could go in Hungarian nabes, but will sell most where schmaltzy dinner music is desired. Cover is attractive.  
JUKES **JOCKS**  
Okay in dinner **Pleasant salon**  
spots. **music.**

ALBENIZ: IBERIA, Book I and II—Claudio Arrau, piano **73**

—Claudio Arrau, piano (1-12")  
Columbia (LP) ML 4194  
Evocacion; El Puerto; Fete-Dieu a Seville; Rondena; Almeria; Triana.  
Here's a magnificent replacement for the deleted Columbia recording of Iberia by Novacs. Arrau performs these superb Spanish pieces with great sympathy and rapport for the idiom. His phrasing and dynamics are all that could be asked for in a most demanding suite as he reproduces the dance rhythms, the feeling of guitar and castanet, the spirit of Spanish song—all the intent of Albeniz. Reproduction is fine.  
JUKES **JOCKS**  
Not suitable. **Can be played by single selections or entire.**

GENE KRUPA DANCE PARADE **70**

—Gene Krupa Ork and Jazz Trio (1-10")  
Columbia (33) CL 6066  
After You've Gone; Green Eyes; Massachusetts; Body and Soul; Wire Brush Stomp; There Is No Breeze; Opus No. 1; Stompin' at the Savoy.  
This packaging of eight Krupa faves on an LP disk re-affirms an opinion of long standing among band admirers—the opinion that Gene runs one of the very finest orks in the business. Actually, it's stretching matters to include these sides in Columbia's "Dance Parade" series. The selections here are designed for listening mainly, and the listening is fine—the fine ensemble work, Krupa's drumastics, Eldridge's horn, O'Day's singing.  
JUKES **JOCKS**  
Not suitable. **First rate—can be played by single selections.**

BERLIN: MISS LIBERTY—Eddie Albert-Allyn McLerie—Mary McCarty and others (1-12" LP) **80**

—Eddie Albert-Allyn McLerie—Mary McCarty and others (1-12" LP)  
Columbia (LP) ML 4220  
As a capsule version of the musical, this original cast, with songs and introductory dialog, is a good wax sampling of the original. As such it can be recommended. Those who have seen "Miss Liberty" and the many more thruout the country who experience their Broadway shows vicariously via records, will furnish a good market. However, neither the score nor the performances are of the smash caliber of a couple of other current musicals whose names needn't be mentioned. One would not expect, therefore, that this job will hit the smash brackets attained by the cast recordings of those other shows. Also available on shellac.  
JUKES **JOCKS**  
Not suitable. **Cast jobs always good air material.**

the full co-operation of fellow deejays in the area to push the show. Brother Tommy Dorsey, holding forth at the Palace Theater here for a four-day run, brought a section of his band over around midnight for an old-fashioned jam session. Tommy sat in the trombone section of Jimmie's band, while Charlie Shavers, Louie Belloson and Boomie Richmond helped out in other areas. Great good feeling prevailed at all times.

ASCAP-TV Pact Tension Is High

(Continued from page 16)  
Television Music Committee, headed by Robert P. Myers, hopes to get concurrence from TV station representatives at next Friday's meeting on its per-program formula. It is anticipated that there will be some hard bargaining among TV-ers at the industry meeting, but the general feeling prevails here that the TV-ers will reach accord on something close to the per-program formula which the Myers committee has already drafted and with which ASCAP's board is already thoroly familiar. Details of that formula have already been made public (*The Billboard*, September 17). If such concurrence is reached, the Myers committee would then submit the formula to the ASCAP board in New York which would thereby have a precious week to reach a decision or arrange a new extension of the cuffo music deadline. The blanket program issue has already been ironed out by ASCAP and the TV-ers, and there is only a remote possibility that this could again become a contentious point in negotiations.

Indicative of the urgency which now prevails in negotiations is the emergency nature of next Friday's TV meeting. Originally no such session had been thought necessary. NAB prexy Miller and NAB General Counsel Don Petty were booked to attend district NAB meetings which they will be compelled to drop out of for the TV session. At least two score TV station representatives are expected to be on hand for the meeting which will be held behind closed doors in the Mayflower Hotel, and there is some likelihood that as many as 60 might be present.

AUTRY'S DISKS FOR KIDS

NEW YORK, Sept. 17.—Columbia Records will release Gene Autry's waxing of *Rudolph, the Red-Nosed Reindeer* and *If It Doesn't Snow at Christmas* as a children's record this week, but has no plans to issue the platter in the pop field in the immediate future, according to Hecky Krasno, the label's kidisk topper. Despite the pop nature of the coupling, it will be pressed on vinylite and issued in a special kidisk package, to retail for \$1.19.

HILL WAXES FAT

(Continued from page 16)  
Oakwood Ballroom, Wellman, Ia., \$1,350, 12; Coliseum, Oelwein, Ia., \$1,180, 13; and Coliseum, Walcott, Ia., \$1,073, 14.  
At the Leroy, Ill., date, 300 persons from Rantoul, Ill., attended the dance, after a Rantoul promoter chartered a train to make the junket. At Wellman, Ia., a fire marshal halted the patron inflow at 1,225 patrons because of extremely crowded conditions.

While taking the two-year breather, Hill continued his d. j. exploitation by circulating a special press-book record album which contained 20 pages of information and pictures of the rotund batoneer, in

Copyright Pact Vote Due Soon

(Continued from page 16)  
mitted to UNESCO members include a proposal that a country may make a reservation that it will apply the treaty's provisions to any work that may be in that country's public domain at the time of treaty ratification. A State Department spokesman said that Latin American countries do not oppose this proposal, despite a general antipathy toward reservations.

To Poll Countries

The proposed questionnaire drawn up by the copyright committee will also be up for discussion at the UNESCO confab. The committee proposes that the questionnaire be sent to every country in the world in order to find out what each nation thinks about a world treaty. Proposed to be included are such questions as whether the individual nations think a global copyright convention is desirable, what minimum standards should be included in a treaty, whether copyright protection under a world treaty should be on a reciprocal basis between any two nations or whether over-all standards are desirable, and what additional proposals nations wish to make.

The various recommendations made by the copyright committee can be voted on as a group at the UNESCO meeting, or a member country can demand a separate vote on any recommendation, according to the State Department. On any question on which a roll-call vote is taken, the decision will be made on a majority of those present and voting. Thus, if all 47 nations vote, a majority would be 24; if 10 should abstain, a majority would be 19.

Possible Substitute

In the event that the committee recommendations are rejected by UNESCO and the global pact tossed out of the window, the international group would be expected to adopt in its stead a resolution calling for universal adherence to the copyright treaty subscribed to by members of the Berne Union. This would probably mean that the U. S. would remain outside such an arrangement, since the Senate has never been interested in ratifying the Berne Convention. Its protection standards are considered higher than any that a global treaty would establish.

If UNESCO okays a global pact, the questionnaires would be mailed during the last part of October. Between December and April, replies presumably would be coming in for review by UNESCO. If the majority of the replies were favorable to a global copyright convention, the next meeting of UNESCO in May would issue a call for a confab to be held late in 1950 or early 1951. The copyright convention would then draw up a pact to be submitted to each country for ratification.

addition to 10 of his latest Mercury releases. Hill is currently working with a nine-piece crew, in addition to himself and a girl vocalist.



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AND  
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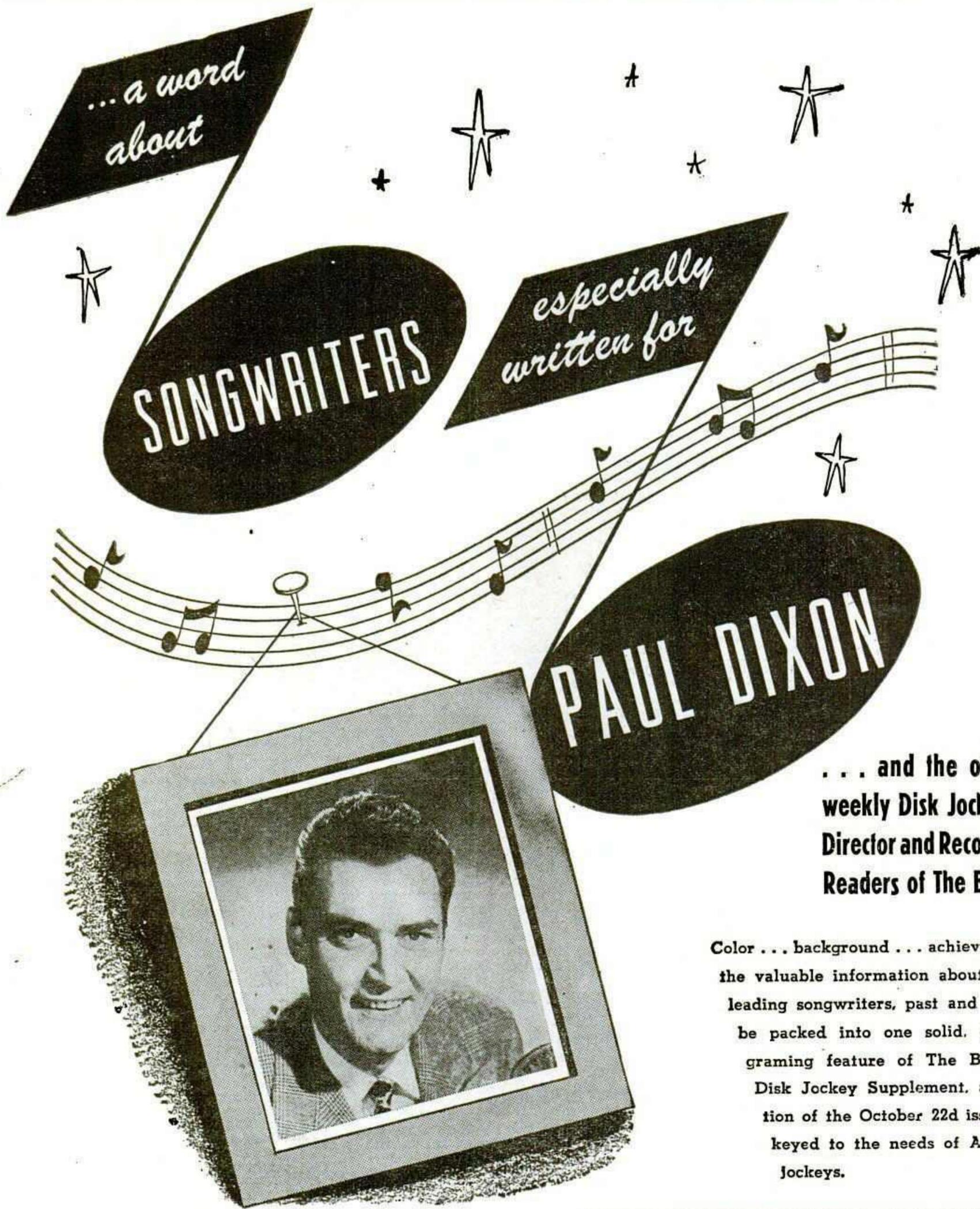
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**Billboard**  
**MUSIC POPULARITY CHARTS**  
**The Honor Roll of Popular Songwriters**  
**PART XII**  
TRADE SERVICE FEATURE

By Jack Burton

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**No. 38—RICHARD E. WHITING**

If Richard E. Whiting had had a singing voice comparable to that of his daughter Margaret, now a Capitol recording star, he might have been a vaudeville and musical comedy headliner instead of becoming one of the country's greatest songwriters. But he didn't possess such a talent—a painful discovery he made when, as a boy in his teens, he was preparing for college at the Harvard Military School in Los Angeles.

In those days shortly after the century's turn, the movie pioneers, who were shooting their pictures at the Fort Hill studios in New Jersey and on the Essanay lot on Chicago's North Side, had yet to discover California's year-round sunshine, while the fabulous city of Hollywood wasn't even on the map. The principal amusement places in the Southern California metropolis were Oliver Morosco's Burbank Theater and the opera house where the Belasco Stock Company played year-old Broadway hits. The stage doors of these two theaters drew Whiting and his boon companion, a chauffeur named Mickey Neilan, the way San Francisco's Barbary Coast then drew sailors on shore leave. But these stage-struck boys never got beyond the alleys that led to these portals of histrionic fame, the stagedoor keepers having neither the time nor the patience to waste on two crazy kids bent on a theatrical career.

Neilan, however, knew the manager of the old Los Angeles Orpheum, who allowed them to rehearse on his bare stage the vaudeville act they were readying. It consisted of *Little Blue Eyes* and two other songs on which Whiting and Neilan had collaborated, and some nifty sayings—thru the courtesy of Joe Miller. And while both Whiting and Neilan could play the piano, neither had a voice that carried beyond the first row in the orchestra circle. Beyond that point, they were strictly a dumb act. Daily they tried one another out, but the pleas of "Louder! Louder!" brought no response from their canary bird pipes. Finally they quit in disgust, Whiting returning to his home in Peoria, Ill., to write songs and Neilan to his place behind the steering wheel of a Pierce Arrow. Ultimately he had a uniformed

chauffeur of his own when he became Marshall Neilan, the distinguished motion picture director.

As the future years so eloquently proved, Dick Whiting couldn't have made a wiser decision. He came from a musical family. His mother was an accomplished pianist and his father, a real estate man, tried to play every kind of musical instrument he could lay his hands on. In addition, Whiting was a natural pianist who learned to play solely by ear without ever having a music lesson in his life. And while he studied harmony as a child, he refused to attend a school of music where he might have the guidance of the proper teachers on the ground that such advanced training might spoil his natural talent.

**With Remick**

On his return to Peoria, his birthplace, he had little success at first as a songwriter, and as the rejection slips piled up he finally persuaded his parents to finance the publication of some of his songs just to see how they would look in print. But scarcely before the ink was dry on these virgin numbers, his luck turned when a friend, a cello player and fellow songwriter, induced Dick to accompany him to Detroit for an interview with Jerome Remick. This veteran publisher not only bought three of Whiting's songs for \$50 apiece, but offered Dick a job as the professional manager of his office at \$15 a week. Whiting told Remick he'd think the matter over and then took the train for Peoria, but on reaching home the next day, he found three telegrams from Remick awaiting him, the last one raising the offer to \$25 weekly. Whiting accepted on condition that he could write songs on the side, and before his first year in Detroit was up he not only had his name on several popular numbers but was drawing down an extra \$50 weekly as the pianist with six native Hawaiians in a hotel orchestra. It wasn't all clear profit. He had to spend \$1 a week for brown makeup in order to look like a real Islander.

Whiting's first lyricist was Earle C. Jones, who died soon after Dick joined the Remick forces. It was with Dave Radford in 1915 that Whiting wrote his first big hit: *It's Tulip Time in Holland*. Whiting turned over all

**PERTINENT DATA ON SONGS AND SONGWRITERS**

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

his rights in the song for a Steinway Grand, something he long had set his heart on owning, and got the worst of the deal. *Tulip Time* sold 1,500,000 copies.

The following year he had two more top sellers in *Mammy's Little Coal Black Rose* and *Dixieland*, with lyrics by Ray Egan, a young Detroit bank clerk who hung around the Remick offices and who, like Whiting, was destined for a niche in Tin Pan Alley's Hall of Fame.

Whiting's royalty checks for these two songs totaled \$28,000, not a bad showing for a 25-year-old tunesmith from the Midwest who never had seen Broadway. Two years later, the composing room foreman at *The Peoria Herald-Transcript* dusted off the old "Local Boy Makes Good" headline he'd used twice before and locked up the form that carried the story of Dick Whiting's biggest hit, *Till We Meet Again*, which sold more than 5,000,000 copies.

When the composer submitted the manuscript of this song to Remick for his approval, the publisher turned thumbs down on the original title, *Auf Wiedersehen*, on the ground that neither the American nor the English market would take kindly to a German title when American doughboys and English Tommies were serving as cannon fodder for the Kaiser's embattled armies.

"*Auf Wiedersehen*—what does it mean in English?" Remick asked. "Till we meet again," Whiting told him.

"Then that's what we'll call it," the publisher remarked with the finality that is ever the privilege of the top man.

**Broadway, Hollywood**

Dick Whiting got his first glimpse of the Gay White Way the following year when he went to New York to write the music for his first Broadway production, *Toot Sweet*, a post-war revue, and the first edition of George White's annual *Scandals*. While in New York he attended a songwriters' dinner at which he introduced a song based on a popular expression coined by the American doughboys who had fought in Flander's fields and the Argonne forest, *Ain't We Got Fun*, and while the song got a tremendous reception, Dick put it on ice until 1921, when on publication it sold better than a million copies.

During the next 10 years, Whiting

made Detroit his home, writing with both Ray Egan and Gus Kahn, who came up from Chicago to collaborate with him. In 1928, however, Dick had another attack of stage fever, and tried to persuade Kahn to go to New York with him and write Broadway shows. But Kahn would have no part of the Manhattan musical madhouse, asserting that he couldn't write songs unless he mixed with the people who sang them and added "that doesn't mean the Broadway crowd." So Whiting went to New York alone, but before he could make contact with a theatrical producer, a music publisher put him on a train bound for Hollywood to write music for the newborn sound track.

In the film capital, Whiting first signed a Paramount contract and with Leo Robin, wrote songs that enhanced the fame of Maurice Chevalier, Jeanette MacDonald and Bing Crosby. Returning to New York in 1931, he provided the scores for two Broadway musicals, *Free for All* and *Take a Chance*, and then went back to Hollywood where he wrote for Fox before going over to the Warner Bros.' studios to team up with Johnny Mercer.

On February 19, 1938, when Dick Powell was singing Dick Whiting's *I've Got a Heartful of Music* in *The Cowboy From Brooklyn* film, the heart of its composer stopped beating. But this gifted songwriter left an equally gifted daughter, Margaret, not only to keep his songs alive but to help young songwriters climb the heights her father had scaled. Margaret was then only 14 years old, but two years later, Johnny Mercer asked her to sing one of her father's songs, *Too Marvelous for Words*, with him on his National Broadcasting Company (NBC) morning program. Her debut was highly successful and led to a regular spot on the Johnny Mercer and other network shows, and when Capitol Records was formed in 1942 she made another of her father's standards, *My Ideal*, one of the company's first smash hits.

There's a link between Dick Whiting's career and three of the many songs he wrote. He had "a heartful of music" with which he enriched the world. In both his talent and prolific output, he was "too marvelous for words." And today's songwriters could do much worse than make Dick Whiting their "ideal" in craftsmanship and conduct alike.

**RICHARD WHITING'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE**

**Popular Songs**

- 1913—**THE BIG RED MOTOR AND THE LITTLE BLUE LIMOUSINE**  
Lyrics by Earle C. Jones. Remick Music Corporation.
- 1914—**I WONDER WHERE MY LOVIN' MAN HAS GONE**  
Lyrics by Earle C. Jones. Remick Music Corporation.
- 1915—**DOWN IN THE OLD NEIGHBORHOOD**  
Lyrics by George J. Moriarity. Remick Music Corporation.
- 1915—**IT'S TULIP TIME IN HOLLAND (TWO LIPS ARE CALLING ME)**  
Lyrics by Dave Radford. Remick Music Corporation.
- 1915—**MY AMERICAN BEAUTY ROSE**  
Lyrics by Dave Radford. Remick Music Corporation.
- 1916—**MAMMY'S LITTLE COAL BLACK ROSE**  
Lyrics by Ray Egan. Remick Music Corporation.
- 1916—**(THEY MADE IT TWICE AS NICE AS PARADISE) AND THEY CALLED IT DIXIELAND**  
Lyrics by Ray Egan. Remick Music Corporation.
- 1917—**ALONG THE WAY TO WAIKIKI**  
Lyrics by Gus Kahn. Remick Music Corporation.

- 1918—**SOME SUNDAY MORNING WHEN CHURCH BELLS CHIME**  
Lyrics by Ray Egan and Gus Kahn. Remick Music Corporation.
- 1918—**WHERE THE BLACK-EYED SUSANS GROW**  
Lyrics by Dave Radford. Remick Music Corporation.
- 1918—**WHERE THE MORNING GLORIES GROW**  
Lyrics by Gus Kahn and Ray Egan. Remick Music Corporation.
- 1918—**TILL WE MEET AGAIN**  
Lyrics by Ray Egan. Remick Music Corporation.
- 1920—**JAPANESE SANDMAN**  
Lyrics by Ray Egan. Remick Music Corporation.

- 1921—**AIN'T WE GOT FUN?**  
Lyrics by Gus Kahn and Ray Egan. Remick Music Corporation.
- 1921—**BIMINI BAY**  
Lyrics by Gus Kahn and Ray Egan. Remick Music Corporation.
- 1923—**EVERYTHING IS O. K. IN KENTUCKY**  
Lyrics by Gus Kahn. Remick Music Corporation.
- 1924—**SLEEPY TIME GAL**  
Lyrics by Ray Egan. Leo Feist, Inc.
- 1925—**SWEET CHILD, I'M WILD ABOUT YOU**  
Lyrics by Howard Simons and Sam Lewis. Remick Music Corporation.
- 1925—**UKULELE LADY**  
Lyrics by Gus Kahn. Bourne, Inc.

- 1926—**BREEZIN' ALONG WITH THE BREEZE**  
Lyrics by Haven Gillespie and Howard Simons. Remick Music Corporation.
- 1927—**HONEY**  
Lyrics by Haven Gillespie and Howard Simons. Leo Feist, Inc.
- 1928—**SHE'S FUNNY THAT WAY**  
Lyrics by Haven Gillespie.



# AGVA-AFM FEUD HITS RADIO

## Cincy Albee Drops Flesh In AFM Tiff

### New Pact Talks Fade

CINCINNATI, Sept. 17.—As a result of the inability of the American Federation of Musicians (AFM) Local No. 1 and RKO to come to terms on a new musicians' contract, RKO will drop flesh attractions from its Albee Theater here, effective Thursday (22), it was learned this week. It was reported that RKO had routes booked for the Albee to play Palace-type shows once a month, with the probability of increasing it as shows became available. During August two units were presented at the house, the final winding up a week's stand August 31. When the musicians' contract expired, RKO said that in view of James C. Petrillo's statement at the recent AFM convention asking AFM'ers to "help vaudeville along," it didn't expect much difficulty in making a deal with Local No. 1, which, it is reported, insisted on a 20-week-a-year guarantee or pay a penalty pact. When RKO objected, saying it would probably play more than 20 weeks but didn't want to be tied down, Oscar Hild, local AFM chief, reportedly ordered the band out.

### Nixes New Pact

Contacted at the local musicians' headquarters, Bob Siddell, first assistant to Hild, denied that the band had been pulled out of the Albee. He said that the union's 18-month pact with the theater expired Labor Day (5) and that the local's proffer of a new pro-rated contract had not been negotiated with RKO in New York.

However, since the deal fell thru, the show booked for the Albee here September 22 will be routed to Dayton, O., which in turn causes a booking block because the Dayton house will have too many shows in too short a time.

Sol Schwartz, New York RKO exec, said the Cincy local insisted on a 20-week guarantee but would go along with less than that but at a higher rate. "This is contrary to the spirit of co-operation as expressed by Petrillo. It asks us to guarantee the (See Albee Drops Flesh on page 45)

### Real Pro

NEW YORK, Sept. 17.—A couple got up at the Village Vanguard to dance to J. C. Heard's band. Suddenly the male half of the couple went off into a wild single, the floor cleared and so did his partner. For almost 40 minutes the man put on a torrid dance full of fire, grace and imagination. He was so good that the band followed him until he and the band almost collapsed.

When he finished, beat to the socks, Max Gordon, op of the Vanguard, approached and asked if he would take a job working there as a single.

The man refused and said he was a teacher. What he didn't say was that he was Harold Owens, a professor of dramatics in a West Coast college. He was in town with his wife, Julie Neillon, dramatic coach and co-author with him on a TV show on KMBH.

## Le Ruban Bleu Tops Blue Angel As Both Niteries Open Season

NEW YORK, Sept. 17.—The two East Side spots, the Blue Angel and Le Ruban Bleu, both competition, opened for the season last week and both did big business. But unlike previous years, the nod for the preem show this time goes to the Ruban Bleu.

The room, located above Theodore's Restaurant (it uses the one kitchen) and run by Tony Mele who owns both places, probably hasn't spent more for this show than it has in previous seasons. Chances are the show cost about \$1,000. Considering the capacity (about 125), the budget isn't too bad.

The opening show has Bibi Osterwald, the blonde song-belter who finds little known songs out of old shows and kills 'em; Paula Drake, Michael Brown, the King Odom Quartet and the Norman Paris Trio.

Paula Drake has a load of special material that is as funny as it is adult. Her style, a straight stand-up with occasional easy poses, makes her as easy on the eyes as she is on the ears. The audience loved her.

Michael Brown, a *Billboard* alumnus, who broke into showbiz at Ruban last year, has picked up confidence and poise. His clean-looking appearance, always an attribute, is heightened by original material (he does his own writing) which he undersells in competent fashion. Some

of his stuff is almost good poetry, particularly a sombre piece about a swamp boy; a factual songlogue about Ruth Snyder, the sashweight gal, and the one about Starr Faithful. The Ruth Snyder piece, in addition, has a bouncy melody.

The King Odom group have fine voices, good arrangements and seem to enjoy their work. The result is the audience enjoys them.

The Norman Paris Trio plays the lulls and for the acts. Its backing of performers was superb.

The Blue Angel came up with one new act this time around, Eddie Grubin and Tony Santro, billed as Eddie and Tony. The boys do a record act and create such a tumult that anything else on the four-act bill pales into insignificance. Eddie's a fat boy who works from a wheel chair (he's a polio victim). That, however, doesn't affect his work. His affliction keeps him from moving around, so he has to depend on act- (See Le Ruban Bleu on page 44)

## Gypsy Preps Another Trek

NEW YORK, Sept. 17.—Gypsy Rose Lee may start on another 10-week concert tour December 28 if negotiations jell. The package will carry seven or eight standard vaude acts, four key musicians to be augmented on locations, and a 12-girl line. The company will consist of about 35 persons. Miss Rose's cut will be \$5,250, plus a split over \$18,500.

The deal was suggested originally by Paul Small. Frank Taylor, who is Miss Lee's personal manager and associated with the Chi office of Associated Booking Corporation, discussed the matter with Harry Leshinsky and Mort Casway. Leshinsky, Charleston, W. Va., impresario, was back of the recent Jose Iturbi concerts. Casway formerly owned the Casbah, a Philly cafe. Both Leshinsky and Casway will be co-promoters of the tour.

Stan Zucker, topper of the International Artists Corporation, will book the package, probably routing it thru Washington, Baltimore and the Midwest.

## Sugar Chile Booked For Michigan Tour

DETROIT, Sept. 17.—Frankie (Sugar Chile) Robinson has been booked for a four-and-a-half-week tour opening September 22 over the Butterfield circuit, marking his first appearances in nine towns thru his home State, outside of his Detroit appearances and a few one-nighters. The deal was signed by the Boyle Woolfolk Agency with Herbert M. Eiges, manager for Sugar Chile, and includes a complete package show, with four supporting acts and a leader and two sidemen to form the nucleus of the house band.

Routing for the unit includes: Michigan Theater, Jackson, September 22-24; Michigan, Lansing, September 25-28; Michigan, Muskegon, September 29-October 1; Capitol, Flint, October 2-5; Temple, Saginaw, October 6-8; Michigan, Ann Arbor, October 9-12; Oakland, Pontiac, October 13-15; State, Kalamazoo, October 16-19, and Bijou, Battle Creek, October 21-23.

## Chi Regal Sets "Lucasta" Run

CHICAGO, Sept. 17.—The Regal Theater, local Balaban & Katz part-time vaudeur which utilizes a Negro act and band policy, is trying a variation on the live talent return to theaters when it brings in a stage play, *Anna Lucasta*, October 7 for a week. House which mixes straight film and vaude policy, is dropping everything to present nine performances (seven evening and two matinee) of the all-Negro cast legiter. Included in the cast will be James Edwards, star of the pic, *Home of the Brave*, and Janice Kingslow, who played the title role in the play's road company. Prices will range from \$1 to \$1.67, inc. tax, a hike from the theater's usual 80 cent top.

A B&K spokesman said that the one-week legit run is being utilized as an experiment for other type of package attractions, including musical revues.

## Seattle To Get 8 2-a-Day Packages

SEATTLE, Sept. 17.—Joe Daniels is planning to book about eight two-a-day vaude packages into Hugh Becket's Metropolitan Theater here during the coming year. The last show did \$22,000 gross for the week of August 29. Tickets were scaled from 50 cents to \$2.50. The show budget was \$12,000. The Met seats 1,400. The show, which had terrific local publicity and the support of many businesses, featured Tony Martin, Billy Rayes, Rose Marie, Estelle Sloan, Prof. Lamberti and Company, Hudson and Sharae, and Craig, Colins and Ames. House ork was handled by Jackie Souders.

Daniels plans nine days of two-a-day, starting October 14, and seven days commencing December 26.

## Unions' Battle May Carry to Flickers, Too

### Vaughn Monroe Test Case

(Continued from page 3)

and AGVA. The decision in the Vaughn Monroe case therefore was turned over to the Four A's for implementation.

### Here's How It Goes

This action, well informed sources said, will take the following form. Monroe and his singing group will be notified once again to pay up all back dues to AGVA, and all singers not already in will be notified to join. If they fail to do so, AFRA will step in and suspend Monroe (he's also an AFRA member), thus stopping him from going on his air show. The show is due back on the air in mid-October. Monroe's sponsor is Camel, aired over the Columbia Broadcasting System (CBS) Saturday nights.

SAG will take similar action against suspended AGVA members (or those the Four A's decide belong in AGVA's jurisdiction) when, as and if they do any picture work. A like move will be made against AGVA-claimed people in any showbiz field they enter which is ruled by any of the Four A's unions.

### Notification Given

Letters informing all Four A's unions of this decision were mailed out late Thursday (15). It is expected that formal action will follow shortly after their reception.

Petrillo, now in Chicago, was unavailable for comment. People close to him, however, said AFM would not take such action lying down. They refused, however, to forecast what Petrillo's moves would be.

## Youngman 3G On Eckstine Unit

CINCINNATI, Sept. 17.—Billy Eckstine, be-bop singer who recently gave up leading his own ork to do a single, is framing a vaude package featuring himself and comic Henny Youngman for a four-week vaude trek opening at the Earle Theater, Philadelphia, next Friday (23). Unit follows Philly with a week each in Syracuse, Rochester, and Buffalo. Midwest dates are pending.

Youngman, current on a two-weeker at Glenn Rendezvous, Newport, Ky., is reported to have been inked by Eckstine at \$3,000 per week for the vaude swing. Youngman, slated to close at Glenn Rendezvous next Thursday (22), will pull out a day earlier to permit his hopping into Philly for rehearsal.

## Monte Carlo Opens Sept. 27; New Policy

NEW YORK, Sept. 17.—The shuttered Monte Carlo will reopen September 27 with a new show policy, using acts and musical combos to be booked by Leonard Green.

The spot, operated by band leader Dick Gasparre, will use two acts, a singer and a dance team. With these acts there will be La Playa group and Dick Gasparre's band.

## VAUDEVILLE REVIEWS

### Orpheum, Los Angeles (Wednesday, September 15)

Capacity, 2,200. Price range, 50, 65 and 95 cents. Four shows daily. House booker, William McIlwain. Show played by Rene Williams's house ork.

Vaude continues to pack its old b.-o. magnetism, drawing capacity biz for opening of the Orpheum's third flesh week. Brainy booking nets a well-balanced eight-act bill composed of refreshing newcomers and proven old-timers. Top palm-getter is Rose Marie, whose comedy talents and sense of timing pays off handsomely. Highlight is her Jimmy Durante take-off on *The Lost Chord*. Youthful Bill Shirley brings fem sighs with his song cycle, ranging from *Circus* to *Granada*. Lad possesses a fine set of pipes, keyed between tenor and baritone. His strong voice and composed stage manner make him well-suited for musical comedy.

Juggler Val Setz combines giggly patter with skillful handling of everything from coins to Indian clubs to practically stop the show. Haskells (two) throw a new wrap on their magic act and prove to be quite refreshing, highlighting their stint with a disk and phono player presenting a lesson in magic. Eddie Ryan and Glenn Vernon team up for a nostalgic minstrel routine. Knight Sisters hold the opening slot for their dance acro routines. Rio Brothers (three) throw plenty of slapstick into their act. Threesome's top hand-getter is a knockabout take-off on *The Cisco Kid*. Last slot is deservedly filled by O'Donnel and Blair. Combination of pompous prima donna and an exploding break-away piano is still a vaude bill topper.

Rene Williams and pit band admirably back show. Pic, *Skyliner*. Biz big. Lee Zhito.

### Palace, New York (Thursday, September 15)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The next to closing slot on this one went to Buster West and Lucille Page. The team started slowly, but after the fem went into her novelty acro dance it finished way ahead. The West and Page act is standard, with the boy in a sailor suit and the girl in ruffled panties under a maid's costume. There was no doubt how the audience felt about them; it loved them. The No. 4 spot, filled by Glenn and Jenkins, was another strong act in a position where heft is called for. The two blackface comics just about fractured them with their dialog, tho much of its impact was lost thru too much screaming.

The show teed off with Lewis and Van, a pair of good looking boy hoofers who worked part of their act on dual midget staircases. Their two-part dancing was precise and clean, tho it was in their challenges which they hit the hardest, finishing to big hands.

Roy Douglas, ventriloquist, showed a couple of good bits. In fact, his bits, and some which were handled like throwaways, gave body to his whole act. Douglas's dummy handling, for example, was superior to his own straightening. Comedy lines used for the dummy were funny, the straight lines needed better timing and sharper delivery. His trunk bit was well managed for the fade in and outs. The *I Can Do Anything Better Than You* number with dummy taking one part and Douglas the other, was imaginative and well received. The harmony between dummy and handler was uncanny, getting well deserved applause.

MacFarland and Brown was another top laugh and applause puller. The male, a tall, baldish guy, and the gal, a chunky blonde, showed a good commercial acro-comedy knockabout act.

Hi, Lo, Jack and a Dame did their standard singing chores in a slick fashion that was pleasant to hear and see. After opening with *Molly Malone* they segued into *Ragtime Joe* and then went into their radio jingle stuff to appreciative applause.

Bob DuPont's comedy juggling, long standard fare, was another crowd pleaser.

The bill wound up with a sizzling roller skating act by the Four Skating Macks (three girls; one boy) who went thru all the standard tricks on an oval platform. The well-costumed flasher wound up with a fast two-part swivel on a bar held by the two others.

Pic, *Stampede*. Bill Smith.

MINNEAPOLIS, Sept. 17. — The RKO Orpheum Theater's second eight-act vaude show for the week ended September 14 continued to do top-flight biz, with a \$25,000 gross reported by Bob Whelan, house manager. This conforms with the figure grossed by the No. 1 unit here in August. The movie was *Roughshod*. Whelan said the next vaude date for this 2,900-seat house was set for October 20.

## Names Vital? Fiddle Faddle! Horseshoe Violins Pay Off

NEW YORK, Sept. 17.—Practically every important cafe in the country cures its business drop-off headaches by using more and more expensive talent. In some cases these clubs have built a rep on using high-priced acts and are hesitant to use anything but the best, assuming it's available. The only exception to a widespread rule is Billy Rose's Diamond Horseshoe.

Started in 1938, almost coincidental with Rose's *Aquacade*, the room has held up remarkably. Right now its show, *Violins Over Broadway*, is in its 22d month, a record in a business where shows usually run two to six weeks.

The advantage of running a show for a long time is seen in the net income. Practically every nitery show calling for productions, music, costumes, etc., must be amortized during the life of the run. At the Horseshoe amortization must be completed in the first year. The current *Violins* cost about \$40,000 and therefore called for an \$800 monthly charge-off. This means that for the remainder of the show's run more of the gross sticks to net.

### 3-to-1 Ratio

A rule of thumb in cafe business is that gross must be three times the cost of the show to make money. If management is competent and the show doesn't need more than minor changes it can run longer and this way the ratio can be cut to two or two and half times the show budget, permitting greater profits.

Rose admits that when business is off he doesn't spend more dough to bring it back. He cuts down his show instead. His clientele, he says, doesn't know about names and isn't interested. "There are only about seven or eight performers in the country who could mean anything to my box office," he says, "but all of them are so high that I wouldn't even bother talking about them to their agents."

Instead of names Rose goes for showmanship, which is something, Rose says, most ops can't do. "These guys know names. They can't put a good show on to save their lives."

The average Horseshoe tab is \$5. With a capacity of 740 for each show the take could be \$7,400 a night for two shows, assuming complete turnover. Actually the nightly take is considerably less (the actual figure is kept secret). Rose admits, however, that it was his profits out of the Horseshoe that paid the \$630,000 for his Zeigfeld Theater, plus another 200G for renovation.

### Credit Key People

Rose gives considerable credit for the going success of the Horseshoe to a few key people, some of whom have been with him since 1929. Arthur Barcow, stage manager, runs the show and supervises all the productions. In fact, Barcow is the man whom most performers who work in the Horseshoe know. Rose himself makes only 10 appearances a year in the club. Ben Gould, another

Rose man, takes care of the tourist parties. Informed sources say Gould is responsible for bringing more business into the room via trip tie-ups with travel agencies, conventions, etc. than is generally realized.

Rose's receiving clerk, Victor Losack, is another long-termer. Rose says of Losack: "He is the guy who sees to it that I'm not robbed blind." Rose says that many a cafe man loses more dough thru receiving bad food, for which he's charged high prices, and thru kickbacks and dishonesty, than he makes thru the front door.

Since 1933 all the Rose shows have been put on by John Murray Anderson, who Rose says is one of the best in the business. Even the Horseshoe chef has been there for 10 years.

The current *Violins* will be replaced this winter by a minstrel show, which Rose thinks will run for another 22 months.

## AGVA-AFM Fracas Goes to Midwest

CHICAGO, Sept. 17.—Current flare-up between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) over who has jurisdiction over certain types of musical acts appeared in two sectors of the Midwest last week.

In Des Moines, Irving Grossman, local booking agent, was in the middle for the second time within six months. Tho reps of the AFM and AGVA would not tumble and Grossman was unavailable for comment, it was learned that Smiley Hart, Kansas City AGVA rep, has called Grossman on the carpet for a contractual difficulty, wherein the Grossman office had booked what Hart alleged were AGVA actors on an AFM pact. Grossman, it was learned, has sought aid from both AGVA and the AFM as to what his next move will be. Grossman's office was the center of a similar AFM-AGVA tangle six months ago.

Joe DiFulvio, deadpan comedy half of the Madcaps, harmonica comedy act currently at the Oriental here, was called into AFM headquarters and told that he is an AFM member rather than an AGVA actor, the union to which he had belonged. DiFulvio has resigned AGVA and is now carrying an AFM card. His partner, Carl Ford, who plays harmonica thruout the act, has been an AFM member over a year, but up to now, DiFulvio had not been asked to join.

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## Everybody Happy?

SAN FRANCISCO, Sept. 17. — Ted Lewis, who reopened the Bal Tabarin September 8, is hot under and around the collar. One block away a "Ted Lewis Show" has been playing at Club Lido for three months under the direction of Sammy Blank. Blank was featured in the Lewis show for 18 years, but now is a band leader in his own right. He has been giving Ted Lewis impersonations and featuring the "Original Ted Lewis Show" on the Lido marquee.

Lewis is threatening court action, claiming that Blank's show is an out-and-out lift.

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NEW YORK SUN

*"Nick Lucas is excellent with his guitar"*

**Shirle Duggan**  
LOS ANGELES EXAMINER

*"Nick Lucas still has what it takes to keep an audience enthralled"*

**Robert Coleman**  
NEW YORK MIRROR

*"It was terrific to wander down Memory Lane again with Nick Lucas and his guitar"*

**E. W. Oliver**  
LOS ANGELES HERALD AND EXPRESS

*"Nick Lucas wins an ovation"*

**Jerry Nusbaum**  
NEWARK STAR LEDGER

*"He was actually the show stopper"*

**Edwin Schallert**  
LOS ANGELES TIMES

*"The one above all who is likely to become an idol anew in New York is Nick Lucas with his splendid singing"*

**William Hawkins**  
NEW YORK WORLD TELEGRAM

*"Nick Lucas, looking just the same, was delightful"*

**Lowell E. Redelings**  
HOLLYWOOD CITIZEN NEWS

*"Nick Lucas, who sings and strums his guitar, was simply magnificent"*

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## NIGHT CLUB REVIEWS

### Versailles, New York (Wednesday, September 15)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Prounis and Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$4,000.

For her third time back here, Edith Piaf was, if anything, bigger than ever before. The room was sold out early and arrivals who came in at 8 (the show went on at 10:30; partly TV-ed by WPIX) were turned away. If the French canary continues to pull 'em anywhere near as well as she did opening night, the room will make a hatful of dough.

Since her last time here, Miss Piaf has picked up a little more English, starting each number with a short English intro and doing a couple of English songs. It made for better understanding by the non-parleyvoovers. When the lingo was mysterious, her acting was universal. Her expressive hands and arms plus a mobile face helped sell each number with remarkable skill.

As before, Miss Piaf was backed by a six-person mixed choral group, which together with the ork, worked behind the curtain. With the exception of the opening, when the a cappella stuff almost drowned out Miss Piaf, the rest of her act was wonderful. The crowd went for her as tho it were all free.

The Emil Petti ork backing was well rehearsed and handled. Panchito band did the rumba sessions.  
Bill Smith.

### Ciro's, Hollywood (Wednesday, September 14)

Capacity, 465. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hover. House booker, H. D. Hover. Booking policy, non-exclusive. Press, Jack Diamond and James Byron. Estimated budget last show, \$4,000. Estimated budget this show, \$3,500.

Mindy Carson, New York's new-found vocal charmer, can now add Hollywood to her list of conquests. She won her debut crowd with the ease of a showbiz vet. This little gal has what it takes. She commands attention of a packed club with her stage presence, polish and poise.

Her strong style is in keeping with her bearing. She does not resort to vocal gymnastics but offers selections in a simple, straightforward fashion. Her voice is clear and well trained, her diction is clean without being affected and her sense of pitch is true. She shapes her songs with understanding and sincerity, creating a distinct mood for each. Numbers heard included *Lullaby of Broadway*, *Bali Ha'i*, *Happiness Is a Thing Called Joe* and *All the Things You Are*. Latter was an encore for which Miss Carson made the patrons pound long and loud.

Her arrangements are meticulously penned to fit her personality. An effective example is the accompaniment for *All the Things*, which uses the first part of *Moonlight Sonata*. Miss Carson's speaking voice is never heard. She presents her songs unannounced and expresses appreciation for the rousing reception with respectful bows. She remains tastefully reserved in wardrobe. With her RCA Victor recording pact, and the *Hit Parade* air show providing a healthy boost, the gal should be hitting the upper brackets.

Matty Malneck's Strad-heavy ork and her pianist, Andy Ackers, do a commendable support job. The Malneck crew also provides smooth dance music, with the Bobby Ramos rumba combo furnishing Latin terp tunes.  
Lee Zhitto.

### Boulevard Room, Hotel Stevens, Chicago (Wednesday, September 14)

Capacity, 425. Price policy, cover charges of \$1.10 and \$1.50 and minimum charges of \$3 and \$3.50. Shows at 8 and 11:30. Producer and booker, Merriell Abbott. Choreography, Dorothe Littlefield. Publicity, Audrey Lindgren. Estimated budget this show, \$5,500. Estimated budget last show, \$5,100.

This icer sparkles with a fine routine job, but it's the excellence of acts that makes it an ice item. Each of the featured acts is better than anything seen here in the past.

Show is exceptionally varied and well-paced. With the usual fine production numbers done by a luscious-looking six-gal line, there's a mixture of thrilling and humorous acts. Tops for thrills are the Duxas, Vienesse ballroom duo, who do things on ice that would be difficult for a ballroom team on foot. Pair have a new approach to adagio work, with their thrilling whirls and the male's masterful handling of the gal winning huge mitting. The Maxwells, another European import, have put comedy and serious hand-balancing of original and top-caliber nature on skates. They amaze by doing two-man stands, and end with a Risley turn in which the prostrate member balances his partner who is standing atop six huge wicker baskets. Their fall from this stand was a high spot.

Buddy Lewis drew hands consistently for his slick jumping of up to six barrels on this 17-by-50 foot piece of ice. Jean Arlen, ingenue, is tops in skating and showmanship. Rob Murray, who opened the show with a juggling turn, needs some training in comedy impreshe, for he does his takes and funny faces at the wrong times. His balancing closer, in which he holds up a putter, while balanced on top of a driver on which is placed a golf ball, is a terrific bit.

Entire show is built cleverly along a *Spice on Ice* motif. Costumes by John Baur were good. Frankie Mas-

## Mgr. Ructions Prompt Hildy's Switch to WM

NEW YORK, Sept. 17.—The Hildegard switch to the William Morris office, two weeks ago, was caused by a ruction that involved Anna Sosenko, her manager, and Jack Bertell, who was responsible for bringing the singer to the Music Corporation of America (MCA), with charges of crossing and double crossing, freely exchanged by both sides.

Miss Sosenko's version of the split was that MCA and Bertell were trying to take Hildegard away from her. "I set a legal trap for them (MCA and Bertell), and when it was sprung, the evidence was irrefutable." She refused to give details. Miss Sosenko also charged that MCA had told her it could no longer get \$5,000 for Hildegard and her band, and she would have to take a cut to keep working. "I proved how wrong they were," Miss Sosenko said. "I booked her myself for \$6,000."

Jack Bertell, who got 2½ per cent on Hildegard's dates—MCA took 7½—had a different version. He characterized Miss Sosenko's charges as "the damndest lies I ever heard. They've been fighting for years, and I was always in the middle trying to make like a peacemaker. For a long time, Hildy's been trying to get away from Sosenko, and in fact, already made that decision herself. Friends, however, intervened, and things were patched up."

### Handshake Pact

Hildegard never had more than a handshake agreement with MCA, except for radio. MCA wheels have been trying for years to get the singer's name on an exclusive management contract, but were unsuccessful. When the radio contract expired six months ago, a verbal understanding replaced it.

Bertell's interest in the Hildegard matter goes back some years when he handled her for Columbia Artists. When that office joined MCA, he went along and took Hildegard with him. When he left MCA his deal called for 2½ per cent on all dates made for her by MCA.

The real blow-off came at Piping Rock last month. Hildegard went in with her band for \$12,500 and, according to the ops, biz was way off. This caused friction between Piping Rock ops and Miss Sosenko, who in turn, say insiders, battled freely with both Bertell and Hildegard. Before the Piping Rock deal was consummated, there was a deal on the fire for the Mounds Club, Cleveland. This was constantly thrown up by Miss Sosenko for reasons to show that MCA and Bertell okayed the wrong job.

The Morris office take-over doesn't include any formal contracts either, insiders said. On jobs got for Hildegard and signed for on MCA contracts (Persian Room, Palmer House), MCA will get the commissions. There may be trouble about the Palmer House deal because it was made by Miss Sosenko, but the contract was on an MCA form, informants said.

### Shelbourne Unwraps New Room Sept. 29

NEW YORK, Sept. 17.—The Shelbourne, East Side hotel, will preem its new room and new show September 29. The club, operating on a \$2,000 budget, is being booked by Freddie Fields, of the Greshler office.

The opening show will have Thelma Carpenter, Mervyn Nelson, Stan Fisher, two cocktail units and a pianist.

ter's ork played an excellent show, with singers Vivian Adams and Tommy Traynor handling difficult assignments well. *Johnny Sippel.*

## Le Ruban Bleu Tops Blue Angel At Season's Bow

(Continued from page 41)

ing. Tony does the jumping around, making a good foil for his partner. The act comes on while the house is dark, minimizing any possible squeamishness. Their material is based on record take-offs of Beatrice Kaye's *Sheboygan*, Katherine Grayson, plus the usual standard things. It's a sock act which should do well in any theater, tho it probably wouldn't go too well in a mass cafe.

Mme. Claude Alphand, doing a repeat date, looks like a school teacher in her white blouse and dark skirt. Her husband, with the French Ministry of Finance, is in Washington with the French delegation trying to work out a financial plan while she's in New York making a couple of bucks. Most of her songs are in French, with one English tune thrown in. The packed room apparently understood her, so it was all to the good.

Irene Williams, caught here last year, has acquired some traits which detract from her smooth selling style. Nevertheless, her blues and slow delivery were crowd pleasers.

Phil Gordon, another repeater from last season, has become careless. He threw away his first number so that it took him another song to get started. The boy sings pleasantly in a jazz idiom and does a fine job accompanying himself on the piano.

The Herman Chittison Trio is by far today one of the best small groups backing singers in New York. Chittison's delicate piano work is always a delight.

Like the Ruban, the Blue Angel is a 125-seater operating at a \$3.50 minimum with a show budget of about \$1,000. Both spots are always looking for acts, usually esoteric ones. In the past, however, it was Herbert Jacoby, the Blue Angel op, who came up with the novel performers.  
Bill Smith.

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### TA To Revamp Benefits, Demand 30-Day Clearance

NEW YORK, Sept. 17.—The benefit picture involving Theater Authority (TA) will be completely revamped by decisions made Friday (16) when the full board held its first fall meeting.

In the future all organizations seeking clearance for benefit shows will have to give a minimum of 30 days prior notice. In the past, clearance was frequently obtainable on much shorter notice.

All orgs getting such clearance will have to file a complete report with the TA showing the promoter, if any, his cut, all expenses and the complete set-up. In case any false information is filed, the org will be barred for future benefits.

Under the new set-up the TA cut will be 15 per cent of the gross. Previously it was 10 per cent of the net. A rep of the treasurer's association will be assigned to all benefits where a box office is set up to count the house.

Where tickets are sold calling for dinners and shows, the TA take will be 15 per cent of the total ticket price. In the past, tickets for benefits often read "subscription \$1; contribution \$4." In such cases the TA split was off the subscription price. Now it will be based on the total.

The various Madison Square Garden benefits, *Night of Stars*, etc., including the Harvest Moon Ball, will also have to pay for their talent from here on. Payment will probably take the form of contributions to the American Guild of Variety Artists (AGVA) sick and welfare fund.

### Van Re-Elected As AGVA Topper

NEW YORK, Sept. 17.—Gus Van was re-elected president of the American Guild of Variety Artists (AGVA) in the national election which closed September 15. Defeated were Georgie Price and Jackie Bright. AGVA sent out some 8,000 ballots, of which about 1,500 were used.

The other new officers, to be installed in mid-October, are Jerry Baker, first vice-president; Jackie Gwynne, second vice-president; Will Aubrey, third vice-president; Henry Dunn, treasurer, and Margie Coate, secretary.

Fifteen national board members were elected for a term of three years. These are \*Jerry Baker, \*Jackie Bright, \*Margie Coate, Ray Conklin Jr., Ray Conklin Sr., \*Henry Dunn, Bob Evans, \*Jack Gwynne, Jimmy Hollywood, Gypsy Rose Lee, Al Mack, \*Harry Mendoza, \*Russell Swann, \*Al Tucker and George West. Those whose names are preceded by asterisks were re-elected.

### ALBEE DROPS FLESH

(Continued from page 41)

the success of a venture we were instrumental in starting," said Schwartz.

"We pay fair wages. We have done something in bringing vaudeville back. Now the musicians want to penalize us.

"We consider Cincinnati an important city. We'd like to play shows there as often as it is economically possible. In fact, we'd like to play shows in all towns where we can do so profitably. After all, we are not a philanthropic organization. But we cannot do so if we don't get some help."

### \$2,000 TO INVEST

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## Post-Holiday Stem Slumps To 436G; Cap 49, Roxy 85

NEW YORK, Sept. 17.—The natural reaction from a big holiday week-end hit Stem takes last week to the extent that grosses for the six flesh-flicker houses dropped to \$436,000 from a previous week's tremendous \$537,000. The fact that schools opened also hurt box-office income.

Radio City Music Hall (6,200 seats; 12-week average \$134,250) did \$139,000 for its tee-off with Bernie George, Robert Marshall, George Prentice, Landre and Vernon and *Under Capricorn*.

Roxy (6,000 seats; 12-week average \$78,500) fell back to \$85,000 for its third week with Martha Stewart, Jack Haley and *Male War Bride*. The previous week's figure was a sensational \$121,000 against a preem of \$118,000.

Capitol (4,627 seats; 12-week average, \$55,500) dived to \$59,000 for its third week with the David Rose ork, Eileen Barton, Jay Marshall and *Madame Bovary*. The bill started off with \$77,000, followed by \$76,000.

### Coast Orpheum Vaude Heads Toward 25G in Third Week

HOLLYWOOD, Sept. 17. — Third week of vaude at the Orpheum (2,200 seats; 50, 65 and 95 cents) is headed for a \$25,000 b.-o. draw. Bill includes Rose Marie, Val Setz, the Haskells, Ryan and Vernon, Knight Sisters, Rio Brothers, Bill Shirley and O'Donnel and Blair. Pic, *Skyliner*. Last week's stager drew \$24,400 with Eddie Peabody, Billy and Idylle Shaw, Libonati Trio, Rich and Adair, Jon and Edna Torrence, Charles Fredericks, Moro and Yaconelli, Hermanos Williams Trio, and *Post-Office Investigator*.

Orpheum opened its vaude policy with a \$31,400 week's take boosted by a big promotion campaign. Gross is settling to a strong weekly average. Budget is in the \$3,500-per-week bracket.

Paramount (3,654 seats; 12-week average \$73,250) saw \$74,000 come in for its second week with Carmen Cavallaro ork, Gary Morton, the DeMarco Sisters and *Top o' the Morning*. The previous week and opener was \$100,000.

Strand (2,700 seats; average of \$22,750 is based on last eight weeks; four of which were with flesh) is holding up remarkably. The gross for second week with Xavier Cugat's band and *White Heat* was \$70,000 against a kick-off of \$80,000.

Palace (1,700 seats; 12-week average \$22,000) fell back to \$19,000 for its non-holiday week with Bob Hawkins, Ray Eberle, six other acts and *Blondie Hits the Jackpot*. The previous week saw a big \$28,000. The new show (reviewed in this issue) has West and Page, Bob Dupont, six other acts and *Stampede*.

### Bergen Pulls 36G in Boston

BOSTON, Sept. 17.—A break in the regular run of RKO vaude shows came with the week ended Wednesday (14), with an Edgar Bergen unit offering slick entertainment for a very fancy week's gross. The figure hit \$36,000 at regular prices, the biggest gross without an up in prices for many months.

Besides Bergen and his dummies, the unit included Ercil Twing, Ray Noble's band; Yvette, Vic and Adio, and Tony and Sally DeMarco.

Otherwise RKO grosses have been ranging between \$20,000 and \$24,000 during the past month or so, with the average about \$22,500. The current show is the same that opened the Palace May 19 (opened September 15) and is due back there Thursday (22). It has Pat Rooney Sr., Dolinoff and the Raya Sisters, Wally Brown; Mack, Russ and Owen; Hammond's Birds, Fanny and Kitty Watson, the Chords, and Berk and Hallow.

## IN SHORT

### New York:

Joey Bishop has acquired a personal manager, Chubby Goldfarb. The latter, a member of the law firm of Goldfarb, Mirenberg and Vallon, handles Sunny Skylar, Paul Winchell and Beatrice Kay. . . . Bobby Jewel, juggler, has just been discharged from the army and is being set up for showing dates by the William Morris office. . . . The Abby Greshler office has signed Gloria DeHaven and is asking \$4,000 for her personal appearances. The office has also obtained authorizations from Ella Logan and Sonny Richards.

Edith Fellows and Tommy Dix will get the Copa in December or January. . . . Phil Foster is going legit. He's playing the Sid Caesar part in the subway circuit version of "Make Mine Manhattan." Julie Oshins is in the same show and the Lindy mob bought a raft of tickets to see the two guys open.

Square dances are going big in Montreal, with the Normandie Roof cashing in. . . . The Strand will book a tab version of "High Button Shoes." . . . Billy B. Van, old-time vauder, is now in the soap biz. He's prexy of Vanpine in Newport, N. H.

Helmut Dantine, now handled by Joe Feingold, starts at the Olympia, Miami, October 12. . . . The Comerford Capitol, Scranton, Pa., will go back to flesh split weeks September 29. . . . The Ritz, Newburgh, N. Y., is now becoming the spot for band shows to break in their acts with a one-shotter.

Radio City Music Hall has a new RCA vinyl plastic screen. It measures 70 by 40 feet and is claimed to be the largest in the world. . . . Joan Merrill may join the Danny Kaye show at the Chicago. Kaye will get \$25,000 plus a split. The Kaye date is just a one-weeker. Dario's old La Martinique will open as the Emperor Restaurant. A straight eatery, no talent. . . . Jimmy Vernon is being backed to front a restaurant in the East 60's.

Betty Bruce will be the first American act to open at the new Paris nitery, the Bacarra. She will open September 29 on an eight-week consecutive deal at \$1,000 a week.

### Here and There:

Bernie Landis, Philly percenter, has bought the Drury Lane Inn, intimate musical spot in the center-city sector.

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# Guskin Finds Jewish - Lingo Outlook Bleak

Many Thesps Have Given Up

By Samuel Kreiter

NEW YORK, Sept. 17.—At the recent meeting of the Hebrew Actors Union (HAU) at the Hotel New Yorker, Reuben Guskin, HAU exec for the last 31 years, delivered his annual report to membership on the state of the Yiddish theater. To a gathering of aging actors and writers, among whom not a young face bobbed in sight, current prospects appeared anything but bright.

Among other things, they were advised that out of a 400-odd org membership, only 260 are left—and of these some are no longer active in the profession, altho they continue to pay dues. Of the remainder, 113 are professionally jobless and anxiously awaiting a break. Ten years ago there were more than two dozen houses scattered over the country lighted for language theater. This season's outlook shows the number reduced to a meager six. In the past, playing seasons stretched anywhere from six to eight months. Last year, with the exception of Menashe Skulnik's tenancy of the Second Avenue Theater, activities spanned only a 10-week run.

## Molly Picon Returning

The highlight of the local season, which opens October 3 with the end of Yom Kipper, will be the unveiling at the Second Avenue Theater of a musical, *Obi Gesunt* (At Least We Have Our Health)—a title somewhat in keeping with Guskin's report. *Gesunt* brings back Molly Picon, under the aegis of her husband-producer, Jacob Kalish, after a long absence from the downtown scene. Her supporting cast will be headed by Irving Jacobson, May Schohnfeld and Muni Serebrov—the last a fugitive from the Yiddish Art Theater. Also lighting simultaneously is the National Theater, lone survivor of two houses dedicated to vaude and pictures. The ebullient actor-author-manager, Israel Rosenberg, and torch chanteuse, Vera Rosanka, will head the variety bill.

Molly Picon thus reclaims her home-base playhouse from Menashe Skulnik, whose "schlemiel" antics have made him miraculously prosperous, while other actors have been tightening their belts. Skulnick is currently flirting with a Broadway debut which is still in the hatching stage. Whether or not he will regret the switch, only a Stem reception will tell.

Over in Brooklyn, on the same day, language theater customers get an opportunity to welcome that perennial star-producer team, Nathan Goldberg and Jacob Jacobs, assisted by their wives, Rose and Betty, in another song-and-dance, *Every Girl's Desire*, by Louis Freiman. Composer Sholem Secunda is skedded as guest-conductor for opening night. Likewise, at the other end of town, the Bronx Art Theater lights with a comedy drama, *My Husband's Wife*, scripted by William Siegel.

A matter on which all real language drama lovers are keeping fingers crossed is the reopening of the Yiddish Art Theater in mid-October. Director Maurice Schwartz has adapted a romantic comedy, *Yosele Solovei*, from Sholem Aleichem's novel. If *Solovei* doesn't ring the financial bell, it is possible that the hardy troupe nursed by Schwartz for the past 30 years may become a permanent casualty. Aware of the lethal effect of such an eventuality on the whole profession, HAU is coddling the Art Theater in every practical way.

The off-Second Avenue little theater. (See *Jewish-Lingo* on opposite page)

# Subway Circuit Nears Close; "O Mistress Mine" Is Back

NEW YORK, Sept. 17.—The Subway Circuit is on the home stretch of another season. An additional four weeks of repeat bookings are skedded, comprising *The Heiress*, *The Respectful Prostitute*, *At War With the Army* and *Bloomer Girl*, bringing the 1949 season to a total of 17 weeks. It is quite possible, however, according to management, that three more weeks may be added to the run, depending on the local legit picture next month.

While entrepreneur George Brandt, who has inherited the subway mantle of the late Jules Leventhal, refuses to give out definite figures, he is obviously satisfied with the results of the first season since the passing of the maestro. "While I want to go on record emphatically that Jules's loss had been deeply felt in all departments," said Brandt, "we have done far better than I ever expected. We've tried to keep up the standard which he set 10 years ago of never advertising anything that we don't deliver. It's paid off with a solid customer following."

The past week's tenant of the Flatbush Theater (missed by this reporter, while on vacation last month) is a return engagement of *O Mistress Mine*, co-starring Sylvia Sidney and John Loder. For anyone who saw and heard the badminton thesping of Alfred Lunt and Lynne Fontanne in

Terence Rattigan's thin little fable about a cabinet minister, a widow and her preposterous son, any recasting is a let-down. The Lunts' perfection of timing is something that *Mistress* sadly needs. However, both Miss Sidney and Loder give exceedingly satisfactory performances and there was no question Tuesday (13) as to why they were on their second time 'round the circuit. The customers liked everything they did. Young Charles Nevil is the pompous young ass of a son in this edition, and gives a creditable account of himself in a part that is 90 per cent trying. The rest of the supporting cast are adequate.

Bob Francis.

## Equity Okays Tour By Sarah Churchill

NEW YORK, Sept. 17.—Actors' Equity Council this week okayed permission for Sarah Churchill to tour in the *Philadelphia Story* under the aegis of the Theater Guild and the American Theater Society.

The council's action was based on the fact that the British actress has proven her draw in the piece, via 10 weeks of solo appearances, and also because the tour will give employment to more than a dozen Equity members.

# St. Louis Muni Opera Finishes 87-Performance Run in Black

ST. LOUIS, Sept. 17.—Guarantors of the St. Louis Municipal Opera, who posted funds at the beginning of the season to insure operation of the theater in Forest Park against finan-

cial loss, were repaid this week with checks sent out by the Municipal Theater Association. In an accompanying letter guarantors were informed that altho the books had not yet been closed, the 1949 season would show no deficit.

## Scandinavian Harvey Pulls Top Danish Biz

NEW YORK, Sept. 17.—The Brock Pemberton office reports that the Scandinavian edition of *Harvey* opened Monday (5) at Copenhagen in Denmark's Folketeatret to top business. Continued capacity business has called for an extended booking at the playhouse thru the Christmas holidays. Star Max Hansen will thereafter take the rabbit on a tour of all the Scandinavian countries. Locally, another *Harvey* troupe is ready for a repeat countrywide tour as soon as Frank Fay gives the high sign. Fay has been ailing.

Meanwhile Pemberton is doing preliminary casting on *The Time Is Yes*, the Doris Frankel comedy. He hopes to get Shirley Booth for a fem lead slot, but needs another name or two. John Root is doing the sets, and Pemberton will direct. The 48th Street Theater seems likely to get the unveiling, since Pemberton considers it a particularly lucky spot.

## ROUTES Dramatic and Musical

Afro Cuban Revue (Geary) San Francisco.  
Blackstone (Music Hall) Kansas City, Mo., 19-22; (KRNT Radio) Des Moines, 23-24.  
Brigadoon (Lyceum) Minneapolis.  
Death of a Salesman (Erlanger) Chicago.  
Evans, Maurice (McCarter) Princeton, N. J., 23-24.  
Finian's Rainbow (Auditorium) Denver, 19-21; (Capitol) Salt Lake City, 23.  
Goodbye My Fancy (Shubert) Boston.  
High Button Shoes (Curran) San Francisco.  
Kiss Me Kate (Shubert) Chicago.  
Life With Mother (Ford) Baltimore.  
Mr. Roberts (Nixon) Pittsburgh.  
Oklahoma (Paramount) Toledo, O.  
Red Shoes (Selwyn) Chicago.  
Street Car Named Desire (Mayfair) Portland, Ore.  
Summer and Smoke (Harris) Chicago.  
Thanks, Just Looking (Shubert) New Haven, Conn.

The opera ended its 31st summer season with new attendance records both for the season and for a single performance. The new mark for the season, 898,448, was established in the face of a marked slump in the entertainment field elsewhere around the country.

While 89 performances, one more than in previous years, were scheduled this summer, two of them were cancelled because of bad weather. Rain put a stop to the *Chocolate Soldier* the night of July 12 and to *Irene* July 29. Each was one of the most popular productions presented this year.

The record for a single performance, 12,016, was set by *Roberta*, Sunday night, August 14. The new mark exceeded the previous record for one night, 11,935, established by *Rio Rita* June 26, 1946.

Total attendance for the season this year was 31,485 above the previous high total, 866,963, also reached in 1946. The increase was principally in the lower brackets and the net financial gain was partly offset by a rise in operating cost.

*Song of Norway*, the last musical play presented this year, had 15 performances. The extra night was added to accommodate Labor Day week-end crowds.

77,403 Above Last Year		
<i>New Moon</i>	102,003	(11 nights)
<i>Bloomer Girl</i>	73,496	(7 nights)
<i>The Fortune Teller</i>	69,002	(7 nights)
<i>The Firefly</i>	70,902	(7 nights)
<i>The Chocolate Soldier</i>	64,055	(6 nights)
<i>Bitter Sweet</i>	72,336	(7 nights)
<i>Irene</i>	63,199	(6 nights)
<i>The Vagabond King</i>	74,365	(7 nights)
<i>Roberta</i>	80,121	(7 nights)
<i>The Red Mill</i>	77,372	(7 nights)
<i>Song of Norway</i>	71,614	(8 nights)

# Russers in Boff Bow at Metopera

NEW YORK, Sept. 17.—The tulle-and-tights season officially got under way Friday (16), with a packed congregation at the Metropolitan Opera House braving the return of the Ballet Russe De Monte Carlo for a two-week stand. There seems no question that there is still ample coin among the faithful—when entrechats are on the menu. The Russers opened to a tidy advance of almost 60G—more than enough to pay the freight for its first Metopera week. Likely this year's repeat of a \$3 top tariff has something to do with it. The troupe will give 20 performances thru October 2, including Saturday and Sunday mats and omitting Monday evenings.

Four premieres and one revival are included in the terpsiters' current rep of 22 ballets. The brand new ones are Antonia Cobos's *Mute Wife*, featured on last night's opening bill; Petipa's *Paquita*, Tatiana Chamie's *Birthday* and David Lichine's *Graduation Ball*, which will be offered in its original form.

The lone revival is Fokine's *Igrouchki*, absent from the troupe's rep for several years.

## Newie Fails

Obviously, a premiere is always a focal point of interest. Unfortunately, the unveiling of the *Mute Wife* last night signposted no great addition to the balleters' stock in trade. The Cobos choreography at moments is beguilingly amusing, but the fable on which it is hung is paper thin and can't sustain the overlong dance sequences. Likewise the arrangements of Scarlatti sonatas by Soulima Stravinsky are at odds with the spirit of the piece. The best features of the ballet's newest opus are the stepping of Nina Novak in the title role and the able support of Leon Danielian.

Danielian, incidentally, had a busy opening night. Aside from his lead chore in *Wife*, he paired with Ruthanna Boris in the *Black Swan Pas De* (See *Russers in Boff* on opp. page)

## "Story" Benefit October 9

NEW YORK, Sept. 17.—The Actors' Fund of America gets its first benefit performance of the season from *Detective Story*. Management and cast have set Sunday night, October 9, as the date.



## BROADWAY SHOWLOG

Performances Thru September 17, 1949

### DRAMAS

	Opened	Perfs.
<i>A Street Car Named Desire</i> (Barrmore)	12- 8, '47	719
<i>Anne of the Thousand Days</i> (Shubert)	12- 8, '48	262
<i>Born Yesterday</i> (Henry Miller)	2-24, '46	1,522
<i>Death of a Salesman</i> (Morosco)	2-10, '49	252
<i>Detective Story</i> (Hudson)	8-22, '49	204
<i>Diamond Lil</i> (Plymouth)	2- 5, '49	45
<i>Goodbye, My Fancy</i> (Fulton)	11-17, '48	349
<i>Mister Roberts</i> (Alvin)	2-13, '48	624
<i>The Madwoman of Chailot</i> (Belasco)	12- 8, '48	240

### MUSICALS

<i>As the Girls Go</i> (Broadway)	11-13, '49	284
<i>Ken Murray's Blackouts</i> (Ziegfeld)	9- 6, '49	15
<i>Kiss Me, Kate</i> (Century)	12-30, '48	298
<i>Lend an Ear</i> (Broadhurst)	12-16, '48	316
<i>Miss Liberty</i> (Imperial)	7-15, '47	75
<i>South Pacific</i> (Majestic)	4- 7, '49	188
<i>Where's Charley?</i> (St. James)	10-11, '48	392

### ICE SHOWS

<i>Howdy, Mr. Ice of 1950</i> (Center)	5-26, '49	155
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## Broadway Follow-Up

### AS THE GIRLS GO

(Reopened Wednesday, September 14)

#### BROADWAY THEATER

A musical. Book by William Roos. Lyrics by Harold Adamson. Music by Jimmy McHugh. Staged and designed by Howard Bay. Dances by Hermes Pan. Costumes by Oleg Cassini. Vocal arrangements by Hugh Martin. Conductor, Max Meth. Orchestrations by Ted Royal. General manager, Ben Stein. Press representative, Max Gendel. Stage manager, David Jones. Presented by Michael Todd.

Waldo Wellington.....Bobby Clark  
Lucille Thompson Wellington.....Irene Rich  
Kenny Wellington.....Bill Callahan  
Mickey Wellington.....Betty Lou Barto  
Tommy Wellington.....Donny Harris  
Guard.....Larry Laurence  
Kathy Robinson.....Iva Withers  
Barber.....Hobart Cavanaugh  
Guard.....Jack Russell  
White House Visitor.....John Brophy  
Miss Swenson.....Ursula Heymer  
Butler.....Curt Stafford  
Former Resident.....Irving Fisher  
Daughters of the Boston Tea Party—Claire  
Grenville, Claire Louise Evans, Edith Case,  
Marjorie Leach.

Floyd Robinson.....Douglas Luther  
Diane.....Mildred Hughes  
Photographer.....James Brock  
Ross Miller.....Jack Russell  
Daphne.....Dorothea Pinto  
Photographer.....Kenneth Spaulding  
Blinky Joe.....Dick Dana  
Darlene.....Rosemary Williamson  
Secret Service Men.....Larry Laurence, Jack Russell  
Secret Service Women.....  
.....June Kirby, Marian Richards  
Children.....Marlene Cameron,  
Pauline Hahn, Richard Case, Clifford Sales  
Secretary.....June Kirby  
President of Potomac College.....Douglas Luther  
Premiere Danseuse.....Kathryn Lee

SINGERS—Jeanette Aquilina, Carmina Can-  
sino, Arline Castle, Yvette Fairhill, Christina  
Frerichs, Virginia Harriot, Patty Ann Jackson,  
Margaret Jeanne Klein, Frances Krell, Pat  
Marlowe, Lia McAvoy, Frances Miller, Toni  
Parker, Norma Thornton, James Brock,  
Charles Chartier, James Elsegood, Raymond  
Johnson, Buddy Schwab, Kenneth Spaulding,  
Larry Villani, Jack Silkins.

DANCERS: Barbara Davis, Beth Douglas,  
Ellen McCown, Marian Richards, Judy Sin-  
clair, Jo Sullivan, Bob Burkhardt, Dean Camp-  
bell, Larry Laurence, Douglas Luther, Jack  
Russell, Curt Stafford.

SHOWGIRLS: Pat Gaston, Mildred Hughes,  
June Kirby, Mickey Miller, Dorothea Pinto,  
Rosemary Williamson.

It is wonderful to have Bobby Clark in harness again and apparently his enforced lay-off for the past two months has put him back in top form. So Mike Todd's big, brash revue, spotlighting the didoes of the husband of the country's first fem president, is once more in the running. What with lighting in a larger house, the Broadway, with Monday thru Thursday top tariffs cut to \$4.80 (Friday and Saturday nights scale to \$6), *As the Girls Go* is something of a bargain in the way of first-class musicals and should readily regain its slot as one of the Stem's best-sellers.

Of course, Mike Todd threw away anything resembling a book long before *Girls'* original unveiling last November. The plot vaguely has to do with a nefarious political attempt to unseat the land's first lady prexy via compromising the administration's first gentleman. There is also a trifling love interest between Madame President's eldest son and the daughter of a political rival. But it remains essentially a one-man show, with Bobby Clark tossing his whole bag of tricks into the middle of things, playing the familiar, lovable, little roue that is still terrific. *Girls'* formula is sure-fire for the t. b. m. trade—top low comedy and eye-filling cheesecake. Todd has backed the comic with one of the handsomest ensembles to be recruited hereabouts in years, and he has let Oleg Cassini underdrape it to delight the most critical tired-businessman eye. Add this, plus several tuneful songs and fine dance specialties, to Clark's ability to build even the scantiest material for laughs, and the recipe can hardly go wrong.

#### Iva Withers New Ingenue

There is a new face or two in the chorus, but with the exception of the ingenue the principal line-up returns intact. Iva Withers has replaced Betty Jane Watson as the fem half of the young-love interest. She is an excellent replacement choice and

## Guild & Gophers Back New Group

NEW YORK, Sept. 17.—In line with the effort to bring live theater to small communities, the Theater Guild has teamed with the University of Minnesota in a new venture called Theater-on-Tour. The notion is the brain-child of John Rust. The Guild donates its production facilities, angling for the development of new hinterland audiences.

The first production, which will tee off at U. of M. September 30 and thereafter embark on an 11,000-mile trek thru Midwestern towns, is the *Hasty Heart*. The Guild will produce it under the direction of Martin Manulis, with an all-Equity company.

## "Cisco Kid" for TV Via Pact With Ziv

HOLLYWOOD, Sept. 17. — The *Cisco Kid* Western adventure series, currently released via radio and motion pix, is set for tele debut early next year, according to a deal inked between Phil Krasne, head of *Cisco Kid* Productions, and Fred Ziv Radio Productions. Plans call for series of 52 half-hour video pix, to be shot in 16mm. color and released for open-end sale. Flickers will be partially bankrolled by Interstate Bakeries, currently sponsoring *Cisco* on radio. In non-interstate areas, video series will be offered to spot buyers.

Talent for the video flickers is still unsettled, but title roles will probably go to Doncan Renaldo and Leo Carillo, featured in the present series of *Cisco* theater films. Radio-wise, show features Jack Mather and Harry Lang, both of whom are also in the running for the tele version. Airshow is produced in Hollywood via transcriptions, with Fred Levings and Hilly Sanders handling megging reins for Dan B. Miner ad agency.

## Wilmington's Season On

WILMINGTON, Del., Sept. 17.—The Playhouse, on which \$60,000 has been spent for remodeling, reopened Thursday (15) with *Life With Mother*. Francis E. Cavanaugh, manager, listed as coming attractions *Sweet Poison*, *Light Up the Sky*, *Private Lives*, *The Man Who Came to Dinner*, *Mother Hildebrand*, *Blackstone*, a double bill of *Cavalleria Rusticana* and *Pagliacci*, Ballet Theater, Richard Walker and Helen Roberts in Gilbert and Sullivan rep, *Student Prince*, *Rose Marie* and *Merry Widow*. Theater Guild-American Theater Society subscription series will include *Silver Whistle* and three other plays to be scheduled.

does exceedingly well by the show's two most tuneful numbers, *You Say the Nicest Things*, *Baby* and *Lucky in the Rain*. Young Bill Callahan continues to handle the top stepping chores splendidly, both solo and in duos with Kathryn Lee. The latter are the show stoppers they were on opening night. In the face of Clark spotlighting, Irene Rich's chore as Madame President is somewhat of an upstage figure, but Miss Rich is lovely to look at and gives the rowdy goings on a nice touch of cultural background. If we had to have a lady Chief Executive, she would certainly be this reporter's choice.

In sum, *Girls* is still a glittering, expensive-looking show. It doesn't even want a customer to think, and is at its peak when Bobby Clark is clowning or intoning lecherously about *American Cannes* or *I've Got the President's Ear*, when Bill Callahan and Kathryn are teaming their steps, when Iva Withers is ballading, and when the gals just keep going.

Bob Francis.

## Strawhat Review

### A LETTER FROM HARRY PUTNAM COUNTY PLAYHOUSE, MAHOPAC, N. Y.

(Reviewed Sunday, September 4)

A drama by Leon Stein. Presented by the Putnam County Playhouse. Director, Jill Miller. Scenic designer, Jan Spencer Scott. Costumes, William Moore. Stage manager, Carl Harms.

Martin.....Richard Carlyle  
Wally.....Howard Caine  
Kay.....Elizabeth Moore  
Jed.....John Koch  
Harry.....Lawrence Arrick  
A Girl.....Fredya Simon  
Mrs. Glick.....Rose Goldberg  
Rose.....Sylvia Paul  
Abe.....Martin Balsam  
Mr. Calucci.....Gordon Peters  
Mrs. Desmond.....Marion Randolph  
Anna.....Elizabeth Lawrence  
Anna as a Child.....Lindy Heagerty  
Harry as a Child.....Daniel Heagerty  
Mr. Desmond.....Bill Griffiths  
Sugg.....Lee Marvin

Leon Stein's initial offering as a playwright, *A Letter From Harry*, showed power and depth of writing and a real honesty in approach. Stein has written at once a poetic and a brutal play. Reports have it that Lee Sabinson is eying the script for a Broadway showing in the fall, but the play needs tightening and more flow in continuity to hold a Stem audience. The all too numerous flashback scenes give *Letter* a chop-piness that is distracting and makes the story difficult to follow.

Without the smoothness of performance given the script at the Playhouse, structural complexities might have completely bogged it down. *Letter* revolves around a post-war G.I. who finds an unmailed letter in a mudhole of France and his subsequent search for the person to whom it was written. With it is a notebook containing a few clues.

#### At Wally's Bar

The search begins at Wally's Bar, where Martin meets the first woman mentioned in the notebook—a character played with great force by Elizabeth Moore. She identifies the letter writer as a certain Harry. And, tho bits read from the letter make obvious the beauty of its message, the lady pictures (thru flashback) Harry as a heel. Disillusioned, the ex-G.I. continues his search, but Harry is progressively proven quite unlike the envisioned writer of the letter.

Thru the flashbacks Stein has sharply drawn Harry as a young man and a child confused and frustrated by life's problems. Only at the last, before he is killed in the war, does he put down in the unmailed letter the solutions he has found, solutions which prompt its finder to his search. Finally the ex-G.I. discovers that both the letter and he himself were intended for Harry's sister, Anna.

#### Sometimes Talky

Some of Stein's best writing has been put into the bits from the letter, while at other times the lines become talky and obscure. Most successful in surmounting excess verbiage was Richard Carlyle, as the searcher. He spoke with sincerity and brought a reality to the play. Lawrence Arrick, as Harry, clearly established the frustrated boy the script intended, but was perhaps too zealous in bringing out the character's intensity. Rose Goldberg, Martin Balsam and Sylvia Paul added excellent portraits of a Jewish family involved in Harry's unhappy past, and in the final stanza Marion Randolph gave the play's most touching performance as the lad's distracted mother. Elizabeth Lawrence, as the sister, showed moments of capability, but too often her character seemed to slip her grasp. In the numerous flashbacks sharp contributions were made by Gordon Peters and Bill Griffiths, and Lee Marvin, as a sergeant, gave the third act a brutal punch with a strong characterization.

In sum, Stein's play has Broadway potentialities. It shows definite ability and greater writing power. A thro tightening in the later stanzas thru a discreet elimination of some

## Jewish-Lingo Outlook Bleak

(Continued from opposite page)

ter movement is at its best with the Folksbühne, an enterprising amateur group which has built up a repertoire of fine dramatic quality over the past decade via week-end productions at the Jewish Center on Stanton and Norfolk streets. Another such group stems from disciples of the former Artef (Arbeiter Teater Ferband) with which Benno Schneider was associated as director.

Outside of New York, seasonal prospects look particularly bleak. Plans to reopen the Douglas Park Theater in Chicago are still incomplete. As and if they are readied, the company will be prepared to make fortnightly appearances in Detroit's Music Hall. So far, despite the interest of Eddie Cantor, plans for installing a resident language troupe in Los Angeles have failed. Except for occasional one-night stands, there seem to be few or no encouraging possibilities countrywide this year.

Guskin did not mince words in his report—freely admitting that matters Yiddish theaterwise are bad. However, he refused to admit the theater's loss of its right to a proper place in entertainment—and deplored the pessimism and apathy which appear to have overtaken many members of the profession. Perhaps, he said, this is merely a transitional period—and the theater's survival is in the hands of its own. Obviously, many of the union's top performers have deserted for more lucrative fields, but there are still ample oldsters on the roster to band together and bring the Yiddish drama out of its doldrums. Optimism and co-operation are the cry. However, somewhat later this reporter ran into that eternally youthful Aaron Lebedoff. In reply to a question as to whether he was hurrying to a playing engagement, the vet comic replied: "Yes, for pinochle."

## ABC Peddles Video Religious Stanza

CHICAGO, Sept. 17.—American Broadcasting Company's central division this week sold the net's first TV religious show and announced that, effective October 9, ABC will air on an all-station web a program sponsored by the Young People's Church of the Air.

Program, placed thru the J. M. Camp & Company Agency, Fort Wayne, Ind., will feature the Rev. Percy Crawford and a musical and choral group.

Stations carrying the show Sundays from 9:30 to 10 p.m. will be WFIL-TV, Philadelphia (origination city); WJZ-TV, New York; WMAL-TV, Washington; WXYZ-TV, Detroit; WENR-TV, Chicago; WAAM-TV, Baltimore; WTVN, Columbus, O.; WLAV-TV, Grand Rapids, Mich.; WTCN-TV, Minneapolis; KECA-TV, Los Angeles, and WFBM-TV, Indianapolis.

## RUSSERS IN BOFF

(Continued from opposite page)

*Deux*, which brought both an ovation as the evening's high point. In the finale, the troupe's old favorite, *Gaite Parisienne*, he revived his old comedy role of the Peruvian—in sum, a full night's work for any dancer.

Mary Ellen Moyaln contributed a splendid interpretation of the swan queen in *Swan Lake*, the bill's opener, and Oleg Tupine did excellently by her prince. Frederick Franklin and Alexandra Danilova repeated their familiar terping chores as the baron and the flirtatious glove-seller in the *Parisienne* frolic. Bob Francis.

unnecessary scenes could make it a potent Stem entry. Altho ably handled by Jill Miller's direction and the Putnam County Playhouse designer and staff, it still stands disconnected. However, its faults could and probably will be corrected.

Dennis McDonald.

## Magic

By Bill Sachs

**DR. SILKINI** spook opra and spine chiller, headed up by **Jack Baker**, played to a bonanza on a midnight engagement in Cincinnati, Friday, September 9, when it jammed two local RKO houses, the Albee and Shubert, at \$1 per head. The show was originally booked into the 3,000-seat Albee alone, but advance sales were so great that the 2,200-seat Shubert was harnessed into the deal to handle the overflow. The Silkini attraction played to similar business at both houses last season. Last Friday (16) the show played to a capacity house at the RKO Keith Theater, Dayton, O. Baker reports a vast improvement in business since the advent of cooler weather. The Silkini show plays the smaller towns during the week, moving into the larger cities on the week-ends. The Baker attraction plays Columbus, O., next Friday (23); Huntington, W. Va., Saturday (24), and the Kearsse Theater, Charleston, W. Va., Sunday (25). Advance and exploitation is handled by **Don Lee**, Toledo. Prior to invading the Ohio territory, the show enjoyed six big weeks on the Butterfield Time in Michigan, Baker reports. The unit is set for the Capitol Theater, Washington, September 30. . . . **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, was on duty at the Safety Booth at the Kentucky State Fair, Louisville, September 11-17, where he says he met up with numerous magicians, among them **Martin Barnett**, who related that he had heard that **Cantu** was killed in a recent auto accident. The Magic Desk has had no report of the accident. Can any of our readers confirm or deny? . . . **The Johnstones**, George and Betty, are sending out a novel announcement to herald the arrival of a son, **George Jay**, at Ravenswood Hospital, Chicago, September 10. . . . **The Great Nahala**, mentalist, is leaving Wichita, Kan., for Ohio this week to begin an extensive theater tour which he says will take him from coast to coast, with the veteran **Charles H. Davis** handling the advance. **Sally Hancock** will serve as assistant. . . . The Magic Desk holds an important message for **Valerie Erwin**. Please shoot in your address. . . . **Lloyd**, magician and hypnotist, has opened his fall season in Southeastern Kentucky under the guidance of **Thomas J. Winkler**, of Pineville, Ky.

**CARL BALLANTINE** (The Amazing Mr. Ballantine) passed thru Cincinnati last Thursday (15) en route from St. Louis, where he played a week at the Fox Theater, to Washington, where he opens next Thursday (22) at the Capitol Theater. He saw **Ben Badley** in St. Louis and says that Ben is in good shape again following a recent illness. He also bumped into **C. Thomas Magrum** in the Mound City while the latter was en route to begin his school trek. . . . **O. S. Solomonson** (The Great Solly) is playing private club dates thru Western Connecticut. . . . **Kodell** winds up a two-weeker Thursday (22) at Glenn Rendezvous, Newport, Ky. . . . **Royal Vilas Chapter**, Assembly No. 20, Society of American Magicians, Bridgeport, Conn., last week installed **James P. Flynn**, Fairfield, Conn., as president, succeeding **Dr. Peter Pileggi**. Other officers

## Printers' Strike End May Give Chi Biz Boost

(Continued from page 3)

from varitype to linotype composition.

The radio and TV industry will benefit primarily because papers will be able to make up logs closer to actual dates of broadcasts. For example, *The Chicago Tribune* has been making up its logs three days in advance of publication, and its Sunday logs have been made up a week in advance. These were inviolate deadlines, with no corrections possible. Now Sunday deadlines will be three days before publication, but daily logs will be correctable at last minute. This same story, with minor deviations, is true for other papers.

In the legit, night club and vaude fields, new plans of the *Tribune* also are indicated. During the strike the Trib has been running only a few pages of showbiz news on Sunday, and these have been part of a section containing other departments. But with end of strike, paper will go back to old policy of a large, separate Sunday entertainment section.

On other papers there is not much likelihood at this time of increases in space devoted to entertainment, but faster deadlines will be beneficial to business. Nitery reviews in the *Daily News* have been running one week after shows were caught. Now the *News* will be able to get into its special Saturday entertainment section shows caught only a couple of days before. With public given chance to read about shows at earlier date, biz stimulation of press notices obviously will result in better attendance.

Legit press agents also agreed the end of the strike will be helpful. They stated that during the strike their stories have been appearing many days after planting, thus delaying box office effect of publicity. Now, they claim, stories can be planted on Friday, for example, and appear in popular, well-read Sunday editions, giving effect by Monday. They agreed, too, that greater flexibility of make-up and resultant greater number of daily editions will enable them to score, as of old, in first editions even if they missed news-packed finals.

## WHEELER COLOR ACE

(Continued from page 15)

technical study of color television and the experimental findings made available by various members of the RMA. It was this report which contained the statements cautioning against "getting panicky."

The board of directors was given a preview of the RMA film designed to educate the consumer on the care of a video receiver. The film is scheduled to be shown to the press in New York Thursday (22). The group also approved a television "town hall" meeting for Washington November 1-3.

seated were **Christian C. Angoli**, vice-president; **Garland W. Harger**, secretary-treasurer. . . . **Landrus** the Magician is on the midway at the Mid-South Fair and Live-stock Show, Memphis, September 22-October 1. He follows that with the State Fair of Texas, Dallas, October 8-23.

## Burlesque

By UNO

**MARGIE HART** is due in New York soon from California for rehearsals for a touring company of **Moss Hart's** "Light Up the Sky," which takes to the road in October. . . . **Joe (Dempsey) Devone**, comic, straight man and candy butcher, is in a plastercast in Highland Hospital, Oakland, Calif., after a hip operation. . . . **J. G. Tiger** is now in complete control of Global Productions at the Follies Theater, Dallas. . . . **Helen Irwin**, formerly **Dolly Dawson**, with **Sammy Smith** opened at the Chanticleer, Baltimore, September 23, thru **Dave Cohn**. . . . **Jack Montgomery**, producer, is assembling four chorus groups to play the **Jack Kane** houses in Youngstown, O., Cleveland, Columbus, O., and Rochester, N. Y. . . . **Herbie Leighton** is new house singer at the Hudson, Union City, N. J. . . . **Deenah** and the **Toni Twins** have joined **Billy Mack** and **Howard Montgomery** at the Burbank, Los Angeles. . . . **Floyd Hallicy** threw a party for his sister, **Elinore Denk**, and her husband, **Jack Grennan**, of Rochester, N. Y., at the Forrest Hotel, New York, September 9. Feet in trough were **Irving Becker**, **Freddie Sears** and **Mac Dennison**. . . . **Walter Budd**, **Roberta Lee** and **Red Doolin** will be the features at the Roxy, Cleveland, September 30 week.

**ZENANA** and **Fifi**, her trained monkey, debuted at the Roxy, Montreal, last week. **Winnie Garrett** follows in the featured spot September 23. . . . **William Collins**, former manager of the National and Palace theaters, Detroit, was ticket superintendent for the recent Michigan State Fair. . . . **Vince Boylan** is house singer and stage manager at the Avenue, Detroit, where **Paula Norton**, added attraction, has been held a second week. . . . **Cherie Miller**, former chorine, is now **Lenna Lane**, principal with the **Barris-Frampton** unit on the circuits. . . . **Burly** principals in stock spots in Baltimore include **Mac Barron**, emcee and producer, in his 11th year; **Jerry O'Brien**, **Ginger Britton**, **Kitty Murphy**, **Dorothy Smith**, **Princess Renee**, **Elisha Ross** and **Dan Baker**, at the **Kolker Brothers'** Piccadilly nitery; **Miles Murphy**, **Jack Lang**, **Alva**, **Marsha** and **Texas** at **Mark Silvers'** Globe, managed by **Billy Houseman** and **Billy Bosser**, emcee; **Roberta**, **Marianna** and **Thelma Berger** at **Hon Nickels'** Gayety nitery managed by **Buddy Nichols**. **William Douglas** is ork leader at the last-named spot. . . . **Jules Arlis**, manager of the Troc, Philadelphia, has changed his show schedule this season to an evening and midnigher on Saturdays and another midnigher on Sundays.

## Industry News Of the Week

(Continued from page 15)

**Mont**, is chairman of the company's plans committee, and **Leonard F. Cramer**, DuMont veepee, will act as master of ceremonies at the affair. . . . **Wilcox-Gay** announced a new AM-FM radio console with a three-speed changer to retail at \$199.50. . . . **Motorola** introduced a new seven-inch TV set in all-white plastic cabinet designed for kitchen use. The price is set at \$1,129.95.

### Personnel Changes

**J. W. Rondel**, formerly sales manager of G. E. table and portable radios, has been appointed general sales manager of the G. E. electronics department. . . . **G. O. Crossland** has been named sales manager of G. E. radios for the company's receiver division, and **D. E. Weston** was promoted to merchandising manager of the receiver division.

## D. C. Sesqui \$\$ Up to Senate Action Again

(Continued from page 4)

an outside chance that a compromise measure might get by both houses. President Truman has strongly indorsed the outlay. Barron told the Senate committee this week that the proposed \$3,000,000 fund amounts to a sort of "prestige loan" from which perhaps about \$100,000 would be spent, the balance of the money to be repaid from revenue from the exposition itself. Barron said that the congressional grant is needed to convince business firms that the government has indorsed the celebration and thus encourage the leasing of exhibits. Leases on space, he said, would return most of the cost.

**Edward Boykin**, chairman of the National Capital Sesquicentennial Commission, told the committee that 25 exhibits from government agencies are planned. He said that at least 42 States are ready to sponsor exhibits. Chairman **Kenneth McKellar** (D., Tenn.), of the Senate Appropriations Committee, indicated he might favor the grant but sharp criticism came from Sen. **Guy Cordon** (R., Ore.), who voiced belief that Washington business men should underwrite the celebration.

## Conclaves Bring Coconuts to L. A.

(Continued from page 4)

gatherings. Above figures concern Los Angeles proper and do not include Hollywood, Long Beach, Santa Monica, Pasadena and other communities which together comprise this far-flung metropolis. These communities mostly attract State and regional conclaves, with groups buying talent from L.A. bookers.

### Rapid Growth

L.A.'s rapid growth as a convention center is seen by comparing present-day figures with those of recent years. In 1939 L.A. proper drew 54,501 delegates whose total local expenditure (including hotel, restaurants, transportation, retail items) amounted to \$2,180,000. This is \$20,000 less than what delegates this year are spending for entertainment alone. In 1940 delegates jumped to 74,930 and total expenditures reached \$3,000,000. Conventioneers in 1941 climbed to 79,000 and spending moved to \$3,300,000. Wartime transportation curbs interrupted conventions, but L.A. continued to mount in importance during the postwar era. In 1946 Los Angeles had 26 confabs and a year later multiplied its convention figures to 87, of which 48 were major national gatherings. During 1947 showbiz's take reached the million-dollar mark for the first time.

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## Reading Adds 2 Drive-Ins; 2 To Be Built

READING, Pa., September 10.—Two major drive-ins were opened last week in this area, with two others in the district being rushed to completion. The Reading Drive-In, accommodating 1,000 cars, opened on the Allentown-Reading Highway just beyond the Reading Fairgrounds. At nearby Easton, the Eastern Medina Drive-In was opened outside the city limits.

Reading spot was opened by the Fabian Theater interests of New York and the Jay Emanuel Theater interests, Philadelphia. It includes a refreshment building with a 50-foot counter and a completely equipped children's play area in front of the screen. Special provision is made for babies, with bottle warmers provided free. Admissions are 50 cents or 65 cents with tax to all adults. Children are admitted free.

Work is being speeded for a second drive-in which will serve the Reading area, with a population of about 245,000, by Philadelphia theater interests. It will be called the Exeter Drive-In.

Construction of the new drive-in near Pottsville, Pa., also is well under way for opening this month. Being built at a cost of \$175,000, provision is being made for 600 cars, but sufficient ground is included in the tract to expand to 800. Spot is being erected by the Rowland & Schumacher interests. Charlie Poorman, former circuit manager for the Rubinsky Theaters in the area, will manage the new drive-in.

## Spokane Operator Asks Construction Holiday

SPOKANE, Sept. 17.—Plans of Joseph R. Rosenfield, Spokane, and Salt Lake City theater owner, to open a drive-in theater here this month struck a legal snag last week.

Lowell Thompson, owner of one of the city's two established drive-ins, brought court action to block the opening until next May 1. His suit alleged that construction of a theater at the new site before that date is a violation of a lease he formerly had on the site.

## Grove Drive-In Chartered

CHARLESTON, W. Va., Sept. 17.—Grove Drive-In Theater, Inc., of Wheeling, has obtained a certificate of incorporation from the secretary of state, listing authorized capital stock at \$5,000. Incorporators are A. Fox, R. Sterrett and M. Harper Mauzy, all of Charleston.

SAVANNAH, Ga., Sept. 17.—Harris Robinson, president of the Dixie Drive-In Theaters, announces that rapid progress is being made on construction of the new 700-car drive-in on Route 80. Opening is scheduled for October 1.

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## Clown Car?

SELINGROVE, Pa., Sept. 17.—M. L. Spigelmeyer, manager of the Nu-Way Drive-In, got a jolt when a car drove in containing 12 adults and 24 children for a "Family Night" promotion last week. Offering a prize for the car having the most occupants, Spigelmeyer thought he had seen everything when the previous week brought in a car that crowded 24 persons in it.

## Reade Chain Bows Trenton Drive-In

TRENTON, N. J., Sept. 17.—Lawrence Drive-In, fourth outdoor theater in the Walter Reade Theaters circuit, was opened here last week, with State and township officials taking part in the ceremonies. Drive-in has an 850-car capacity.

Altho operated by the Reade org, spot was constructed in association with W. W. Smith and Melvin Fox. Free popcorn and orange drink were given to every patron opening night and Station WTTM carried the debut ceremonies. The drive-in also includes a large playground built at the foot of the screen.

Paul Petersen, who managed Reade's Woodbridge, N. J., Drive-In, pilots the new theater. He was succeeded at Woodbridge by Jack Flax.

## Evanses Direct Hospital Activities at Warm Springs

WARM SPRINGS, Mont., Sept. 17.—Following two years as recreational directors at Eastern State Hospital, Vinita, Okla., Mr. and Mrs. John S. Evans have joined the recreation department of the Montana State Hospital here.

Mrs. Evans is in charge of music therapy, while Evans handles the pic attractions in addition to his athletic chores. He says he has a number of flesh and lyceum attractions booked for the winter.

## Philly Trio Gets Permit

PHILADELPHIA, Sept. 17.—Permit for the construction of a drive-in within the city limits has been granted by the Zoning Board of Adjustment to Harry Bolhover and Charles and Ben Goldfine. Operators' plans also include the establishment of an amusement park adjoining the open-air playhouse. Permit, for one year, was granted over the strenuous objections raised against the project by the Philadelphia Theater Owners' Association. If the project is not started within the year's period, another permit will have to be obtained.

## Charleston Drive-In Opens

CHARLESTON, S. C., Sept. 17.—North 52 Drive-In Theater, built by Consolidated Theaters, Inc., here at a cost of about \$80,000, held its formal opening September 7. Project covers about 10 acres and has accommodations for 500 automobiles. John Thomason, former manager of the company's drive-in theater at Gastonia, is manager of the new spot.

## Rapaport's First Run

MT. CARMEL, Pa., Sept. 17.—First instance of a drive-in in the Eastern Pennsylvania area playing a first-run picture occurred last week when Eagle Lion booked *Tulsa* into Mickey Rapaport's Natalie Drive-In here. The feature did record business during its three-day engagement.

## New One for Dallas

DALLAS, Sept. 17.—James McQuaid and C. J. Leon will erect a \$100,000 drive-in theater a mile south of Garland, Tex. It will accommodate 700 cars. Thus Dallas' suburbs will get the fourth new drive-in theater within 12 months.

## Plunkett Hits Pay Dirt on Nebraska Run

### Kansas Opener Winner

TRIBUNE, Kan., Sept. 17.—Plunkett's Stage Show has returned to established territory in this State following the most successful tour of Nebraska in the show's history, Kennedy Swain, of the show, said here this week. Show worked to fair results at stands in Atwood and Colby, Kan., despite the fact that it was its first appearance in either of the towns as the lots were located near the city limits. Units opener in Sharon Springs, Kan., more than doubled last year's business there. Show has two more weeks set in Kansas before returning to Texas.

Jerrie Plunkett underwent an appendectomy in Alliance, Neb., and was out of the show for two weeks. Newlyweds Mr. and Mrs. Bob Wegher purchased a new trailer, while Mr. and Mrs. Jim Plunkett took delivery on a new car.

One of Fuzzy Plunkett's seals died of pneumonia during the stand in Bridgeport, Neb. Mr. and Mrs. Blaser rejoined. She's the show's school teacher and school opened September 5 with five pupils. Show's last stand in Nebraska was Hayes Center where it played its only fair date.

Hayes Center is the home of Mr. and Mrs. Lester Garrett, she being the former Toots Plunkett. They were hosts to the personnel at dinner in their home. Guests included Rusty, Mary, Lou, Jim, Billie, Pat, Larry, Fuzzy, Marie, Bruce, Cleo, Gloria, and Jerrie Plunkett; Kennedy, Snooks and W. I. Swain; Bob and Charlene Wegher, Sally Frederick, Leon Block, Dave Midget and Dick, Flo, Shannon and Rickey Darling.

Show's working personnel includes Jessie Underwood, Gene Hibbon, Jerry Copek, Polack Clarkson, Melvin Winter, Floyd Swartz, Herb Carrey and Curley Jeffcott. Recent visitors included Eve Davenport, Mr. and Mrs. Don Null and Mr. and Mrs. Joseph Fleming.

## Rep Ripples

L. E. (ROBA) COLLINS, who has been in Patterson, Mo., since the death of his mother and father, opened his Magic Circus school show in Southeast Missouri September 7. He plans to play schools in Missouri and Arkansas until December 1, carrying two assistants and presenting an hour assembly program. Collins was with the John Pawling Circus as Side Show manager for the first seven weeks of the season until his parents' illness forced him to return home. . . . Boyd's show-dance outfit will open its season soon in Holden, Okla., and will play some school dates in between regular night showings. . . . Sol L. Carwell's 16mm. pic and vaude show has been playing Southwestern South Dakota to fair returns. . . . Call's pic and museum show, which has been in Western Kansas most of the summer, will move into Oklahoma soon and work its way to New Mexico where the show has played the past two winters. Show is a three-cast family unit. . . . Bob Stewart plans to operate his show-dance trick around Calhoun, Tex. . . . Griff's Show reports good business in the Pearsall, Tex., area. . . . Joel Harvey will have 16mm. pix for the second season, playing sponsored dates around Bonham, Tex., for the most part. . . . L. L. Harris infoes from McComb, Miss., that he will have a small minstrel to play sponsored dates in Mississippi and Alabama late this fall.

## Drive-In Notes

Douglas Amos, Hartford, Conn., division manager for Lockwood & Gordon Theaters, has returned to his local office, following a visit to the organization's newly completed Danbury, Conn., Drive-In Theater. He reports that the theater, first of its kind in the Danbury area, will continue to put on double feature film programs this season as long as weather permits. William Moore, former manager of the Regal Theater, Hartford, is piloting the new location. . . . Plans have been revealed for erection of an outdoor theater near Killingly, Conn., by Maurice Safner, Danielson, Conn. . . . Zoning Board at Fitchburg, Mass., has rejected the application of E. T. Abramek, Woonsocket, R. I., for authority to construct an outdoor theater in that town. . . . Edward J. Carroll's Riverside Park-In Theater, Agawam, Mass., is the first outdoor theater in the area to close for the season. Others plan to continue operations as long as weather permits.

BERLIN, Conn., Sept. 17.—A. W. Hall, local business man, has announced plans to construct an outdoor picture theater on a parcel of land near here. He has petitioned the town's zoning commission for a change from residential to business on the land and it will be heard at a meeting scheduled for September 9.

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**ASTORI**—Mrs. Alda (de Stefano), 45, composer and concert pianist, September 9 in the Bronx, N. Y. She often made joint recitals with her husband, Salvatore Mario de Stefano, concert harpist. She was the music editor of *Musical Forum and Digest*. Besides her husband she leaves her mother and a sister.

**AUMANN**—Olive E., 38, wife of Tom Aumann, recently in St. Margaret's Hospital, Hammond, Ind. Burial in Dallas.

**BOOTHE**—Col. Earle, 66, former theatrical producer, September 12 in Harwich Port, Mass. In 1919 Boothe was a leader in the actors' strike, siding with the Actors' Equity Association. Later becoming a producer, he specialized in such comedies as *Is Zat So*, *The Shannons of Broadway*, *Pomeroy's Past*, *Jonesy* and *Apron Strings*. During the depression Boothe was the exec secretary of the Works Division of the State Department of Public Welfare, head of the Works Progress Administration drama unit and director of the Civil Works Administration drama department. During World War II he organized the blood donation service of New York. His widow, mother, two sisters and a brother survive.

**BROOKE**—Cynthia, 82, London actress who retired in 1914 with *Aren't We All*, September 11 in New York. Born in Australia, she made her stage debut in London in 1889 and in 1905 married the late Fred G. Latham, stage director. Her daughter survives.

**BURLEIGH**—Harry T., 82, former well-known Negro singer, September 12 in Stamford, Conn. Burleigh wrote the music for over 200 songs and his best known compositions included *Little Mother of Mine* and *Just You*.

**CARLYLE**—Rita, former stage and screen actress, both in this country and in England, recently in Banning, Calif. Survived by a son, Sidney, of Banning.

**CLARKSON**—Grace, 68, retired film writer, September 11 at her home in Los Angeles. Survived by a sister. Interment in Grandview Cemetery, Los Angeles.

**COHEN**—Maurice, 60, president and general manager of the Palladium Ballroom, Hollywood, September 15 in Los Angeles of a heart ailment. A native of Chicago, Cohen was associated with Hollywood showbiz for 35 years. Before entering the ballroom field, Cohen was active as a motion picture producer, at one time being an executive with the Invincible and Chesterfield pic companies. In 1940 he founded the Palladium and had held the top executive berth since then. Survived by his widow; a daughter, Mrs. Herman Bernard, and a son, Richard.

**EDMONSON**—Edward W., 75, veteran roadshow manager, September 13 at the home of his nephew, L. E. Douglas, Raleigh, N. C. He began as an usher at the old Lyceum Theater, Memphis, and later became cashier. Edmonson spent 30 years in show business in Chicago. Surviving are three sisters and a brother.

**FACKEN**—Margaret, 59, well-known musical comedy toe dancer 40 years ago, August 23 in Butler, Pa. Burial in Butler.

**FEARNLEY**—John W., former theater musician and director of the city band of Meriden, Conn., September 7 in Meriden. He had played the cornet in outstanding dance orchestras of his time. Locally, Fearnley also played in the old Delevan Opera House and Loew's Palace Theater and conducted orchestras at Poli's and the former Community Theater.

**HAYVORONSKY**—Michael, 57, Ukrainian composer, September 11 in New York. His widow survives.

**HUFFMAN**—William F., 54, editor and manager of *The Wisconsin Rapids Daily Tribune*, September 8 in Wisconsin Rapids, Wis. He was also president of the Wisconsin Network and station WFHR, which was established in 1940. His widow, son and daughter survive.

**KATTERJOHN**—Monte, 57, former scenario writer, September 9 at his home in Evansville, Ind. He began writing for films in the early 1900s. Some of his adaptations were *The Great Divide*, *Flame of the Yukon*,

## THE FINAL CURTAIN

*The Great Moment*, *Prodigal Daughters* and *Broadway Babies*. Survived by a son, Kent, Boonville, Ind., and two brothers, Fred, Long Beach, Calif., and Ray, Boonville. Burial in Boonville.

**LEE**—Joseph, 51, former outdoor trouper, September 11 in Winston-Salem, N. C. Burial in that city.

### IN LOVING MEMORY

## PHIL G. LITTLE

We Wish To Thank Our Friends Everywhere for the Kind and Beautiful Expressions of Sympathy Extended to Us in Our Sorrow.

### THE PHIL LITTLE FAMILY

**MacDONALD**—George S., 55, concessionaire on the Bill Lynch Shows for many years, September 11 in Chatham, N. B. His widow, three daughters and a son survive. Burial in Halifax, N. S.

**MADSON**—Edward C., at one time with the Cole Bros.' Circus, recently in Omaha. Survived by his widow, Beverly. Burial in Omaha.

**MAY**—E. C. (Clay), widely known in outdoor show business and this season with the Blue Grass Shows in an executive capacity, September 12 in Anniston, Ala. Among the orgs with which he had been associated were Sheesley's Mighty Midway and years ago he was a partner with W. G. Wade in the operation of the Wade & May Shows. His widow survives. Burial in Anniston September 15.

**McGOWAN**—John L., 64, stagehand at the Capitol Theater, Trenton, N. J., September 13 in Donnelly Memorial Hospital, that city. Survived by a brother, James. Burial in St. John's Cemetery, Trenton.

**McNAMARA**—Peter J., 68, former vaudevillian and professional practical joker, September 12 in New York. Known as Pete Mack, he started in vaude with an act on the Gus Sun Time and later the Keith-Albee Cir-

cuit. From there he went into agenting, first with the Pat Casey office and then with his own org. He sold *Show Boat* in radio version, which had a long run. He also booked bands with the Delbridge & Gorrell office before playing the lecture circuit with his famous double-talk. His favorite pose was that of Dr. Bela Hodapp, Hungarian impresario. His widow and two sons survive.

**MEADE**—Charles A., 73, veteran theater manager, September 14 in New York. Formerly associated with motion picture producers, he later operated six movie theaters in Canada. Twelve years ago he joined RKO, handling numerous houses, including the Palace, New York. His widow survives.

**MECK**—Billy, 11, son of Mr. and Mrs. Harold Meck, ice cream concessionaires with the American Beauty Shows, August 22 in University Hospital, Iowa City, Ia., of polio.

**MIDDLEMASS**—Robert M., 66, screen actor, September 11 at his North Hollywood, Calif., home. He was a member of the Lambs and Actors' Equity.

**MITCHELL**—Sidney J., 64, composer of the ballad *When Your Hair Has Turned to Silver*, September 13 in Philadelphia. He was a hotel man by profession, managing hotels in New York, Texas, Chicago and Canada, and was the executive assistant manager of the Sheraton Hotel, Philadelphia, at the time of his death. His widow and daughter survive.

**MORDECAI**—David, 46, conductor of theatrical orchestras, September 12 in New York. He was stricken last October while conducting a road company revival of *Show Boat*. Mordecai also conducted orchestras for Billy Rose's *Aquacade* and *Car-men Jones*. Among other New York engagements were *Song of Norway* and dates at the Palace Theater. In Los Angeles he led the Civic Light Opera Company. His widow and parents survive.

**NEVINS**—Edward, 24, carnival showman, September 9 in Rego Park, L. I. Further details in General Outdoor Department.

**NIEMEYER**—Ella M., 63, Detroit musician, September 12 in that city. Survived by three daughters. Interment in Woodlawn Cemetery, Detroit.

### In Memory of Father

#### LEO BARTOLOME ORTEGA

Passed away Sept. 21, 1947

BONITA (ORTEGA) MILLER

3316 N. Wallace Ave., Indianapolis, Indiana

**RABAUD**—Henri, 75, French composer and conductor, September 12 in Paris. He conducted the Paris Opera, the Opera Comique, and the Boston Symphony Orchestra and composed operas and symphonic works.

**REID**—Mary Augusta (Gussie Reid), 71, wardrobe mistress for many years with various legitimate productions, September 13 in Chicago. Survived by a son, Roy S. Hubbard, Chicago. Crematory services in Chicago September 16.

**REILLY**—John E. Jr., 37, member of the Columbia Broadcasting System's technical staff in New York, and former engineer at WICC, Bridgeport, Conn., and WELI, New Haven, Conn., September 11 in Elmhurst, L. I., N. Y. Survived by his widow, Mary; daughter, Maureen, and his mother, Mrs. Anna Sailer Reilly, all of Bridgeport. Burial in St. Michael's Cemetery, Bridgeport, September 14.

**ROBERTS**—Lee S., 64, musician and songwriter, recently in Napa, Calif., of a heart ailment. He was the composer of *Smiles, Patches and California to Thee*, theme song of the State's Diamond Jubilee. His widow, Margaret, and two sons, William P. and Lee Jr., survive.

**ROSSON**—Cecil B., 42, for the past 20 years connected with the North Carolina Theaters, Inc., and recently manager of a theater at Asheboro, N. C., August 31 in that city of a heart attack. Survived by his widow and three daughters.

**SAUER**—Mrs. Edith, whose program, *Breakfast at Sauers*, is heard over Station WPFB, Middletown, O., September 14 in Leesburg, O. Survived by her husband, Kinley H. Sauer, publisher.

### IN LOVING MEMORY

of My Dear Husband

## JESSE M. SHOAT

who died September 24, 1941  
NO. 1 ANN SHOAT

**SINK**—Percy, 45, associated with the James M. Raftery Shows for the past 18 years, recently in New Bern, N. C., following an operation. Survived by his widow, Nellie; two sisters, Mrs. Carlton Hedgecock and Mrs. James M. Raftery, and his mother. Burial in Rockymount, Va.

**WORSLEY**—Francis, 47, one of Britain's leading radio producers, September 15 in London. Among his shows was *Itma*, a weekly British Broadcasting Corporation feature for 10 years.

## Marriages

**ARRIES-LOGAN**—Leslie G. Arries Jr., program operations manager of WDTV, Pittsburgh, and Elizabeth Logan, September 17 in Washington.

**CONKLIN-GENESSEE**—Chester Conklin, film comic, and Valda Genessee at Las Vegas, Nev., September 9.

**DAUNORAS-CONNELLY**—Walter Daunoras and Lynn Connelly, WBKB TV flack, September 10 in Chicago.

**FROME-WALLACE**—Milt Frome and Barbara Wallace, both recent performers overseas with the United Service Organization, September 18 in Brooklyn.

**GARDINER-HENIE**—Winthrop Gardiner Jr., nonpro, and Sonja Henie, ice skater, September 15 in New York.

**HOUSE-HUME**—Billy House, actor, and Elaine Hume, September 7 in Malibu, Calif.

**LIVINGSTONE-BRYDEN**—Alex Livingstone, nonpro, and Betty Bryden, for 20 years operator of a theatrical booking agency in Detroit, September 10 in that city.

**MORAN-STRAHL**—Bobby Moran, fire foreman, and Coleen Strahl, Girl Show member, both of the Southern Valley Shows, August 9 at Arkadelphia, Ark.

**POWER-ZINSMEISTER**—Tom Power, former flack of the Pittsburgh Playhouse, and Marjorie Zinsmeister September 10 in Pittsburgh.

**ROSS-BROWN**—Jerry Ross, Seattle booking agent, and Patricia Brown, treasurer of American Federation of Musicians Local 76, Seattle, September 3 in Everett, Wash.

**SHALIT-ZIVIAN**—Ivan Shalit, son of Carl H. Shalit, central division manager for Columbia Pictures, Detroit, and Louise Zivian, in that city September 11.

**TROUBETZKOY-IDRIS**—Prince Youka Troubetzkozy, film and radio actor, and Marcia Stranahan Idris September 11 in Greenwich, Conn.

## Births

A daughter, Billy Marie, to Mr. and Mrs. Jack Orr August 13 in Kingsville, Tex. Parents were formerly with the United Exposition Shows.

A daughter to Mr. and Mrs. Mickey Spetales September 1 in Jewish Hospital, Philadelphia. Father heads a musical unit bearing his name.

A son, George A. 3d, to Mr. and Mrs. George A. Hamid Jr., September 6 in Atlantic City. Father is a member of the talent agency, George A. Hamid & Son.

A son to Mr. and Mrs. John Hall Boller September 4 in New York. Mother is the former Metopera soprano, Claudia Pinza.

A daughter to Mr. and Mrs. Robert M. Baird August 30 in San Angelo, Tex. Father manages KTXL.

A daughter to Mr. and Mrs. Bill Burton August 31 in Santa Monica, Calif. Mother is Margo Woods, actress.

### In Loving Memory

of

## MILTON M. MORRIS

Departed September 21, 1947

Our lines seem so void

Without you, Dear;

But cherished memories

Are always with us

Day after day, year after year.

Your loving wife, Iva,

and family.

Brothers

LEE MORRIS

DAVE MORRIS

Sisters

MILLIE MORRIS

BELLE KAHN

HORTENCE MORRIS

Communications to 188 W. Randolph St., Chicago 1, Ill.

# EXPOS FOR K. C., CHI IN 1950

## City Accepts Chi R. R. Fair Gift of Plant

### Plan Yearly Lakefront Event

CHICAGO, Sept. 17.—An annual lakefront fair on the site of the current Chicago Railroad Fair here became a certainty this week when Mayor Kennelly not only indicated that the city would accept the gift of the fair plant from the directors of the Railroad Fair but announced he would appoint a commission to organize and operate the event.

The mayor's action followed his acceptance of a report of a committee he had appointed to consider the offer of the directors of the Railroad Fair to turn the facilities over to the city for use as a permanent fair site. The committee, in its report, urged acceptance and recommended that a fair be held annually.

#### To Name Commission

In announcing that he would appoint a fair commission, the mayor said the group would consist of about 25 members, with an executive group of seven persons. Membership of the commission is expected to be announced next week.

The commission, the mayor said, would be empowered to arrange for a delay in demolition of the Railroad Fair plant until such time as the commission is organized fully to make improvements, and it would be authorized to raise between \$400,000 and \$1,000,000 to underwrite the 1950 fair make-ready and assemble a staff for the operation of the event.

The commission also would formulate policies governing the character of the exhibits from year to year, select an exposition director, and (See *City Accepts Chi. R.R.*, page 62)

## Gould Show Draws Editorial Praise In Southeast Chi

CHICAGO, Sept. 17.—As the first circus to play Chicago's Southeast Side in years, Jay Gould's Million Dollar Circus, which recently completed a stand at 108th Street and Ewing Avenue, drew the highest editorial praise in the September 1 edition of *The Daily Calumet* which serves that area.

Nearly 200,000 persons visited the show which closed its stand the night of August 30 as a free attraction under auspices of the East Side Lions Club, the *Calumet* reported in lauding the show with the statement that "there just can't be a cleaner, a more ethical outfit."

"Of course, there were Side Shows, and various rides, for which nominal sums were charged. But they were worth the money—and more," the paper stated.

Then the editorial went on to say that the show was "refreshingly different . . . the acts were numerous and pleasing" and complimented Gould on his high-caliber operation and the Lions Club for its "sponsorship of high class entertainment." The editorial concluded with the expressed hope that the show will stand as a yardstick for other forms of entertainment in Southeast Chicago.

## New Liberty Clicks from Start; Illions Skeds Expansion Plans

BUFFALO, Sept. 17.—Harry A. Illions, owner of the New Liberty Park at Williams and Union Road, reports that attendance and business over the Labor Day week-end was very good, starting off a bit slowly Saturday (3) but hitting the high spots Sunday (4), with an estimated attendance of 10,000, and Monday (5), with a turnout of close to 20,000.

While no free acts were used during the week-end, the park put on one of the biggest displays of fireworks ever seen in Buffalo Sunday (4) night. Despite high winds Labor Day, attendance was double that of Sunday.

On Wednesday (24) and Thursday (25) of the preceding week, New Liberty Park was hit by heavy gales,

with winds of such force that several ticket booths and concession stands were toppled over. No attempt was made to open the park during the two days.

#### Funspot Shutters

The park wound up its first season Sunday night (11). New Liberty Park was constructed by Harry A. Illions, in time for the summer season, at a cost of more than \$100,000. Illions has divided his time between his new (See *New Liberty Park on page 62*)

## PNE Midway Biz Good, Tho Down From Last Year

VANCOUVER, B. C., Sept. 17.—Good business, tho down from last year, was registered by the West Coast and Ziegler shows at Pacific National Exhibition (PNE), which closed its 11-day run here Labor Day.

Happyland shows and concessions, all part of the permanent midway, were down, however, as the B. C. Electric Railway closed a street car line running to the Powell Street gate. This killed business at that gate and customers entered the PNE from the opposite end of the exhibition grounds, thus sharply reducing the number to reach the Happyland set-up.

Eat and drink concessions generally found business good. Game concessions were down sharply from '48.

## St. Louis Cops Ink Wirth Talent for '50

ST. LOUIS, Sept. 17.—Frank Wirth, head of the New York booking agency bearing his name, was awarded the talent contract for the 1950 St. Louis Police Circus Wednesday (7). Wirth has supplied talent for this major annual indoor date for the past several years. Dates are April 28 to May 14.

Wirth was informed of the awarding of the contract by telephone at Ebensburg, Pa., where he was supervising presentation of his revue in front of the grandstand at the Ebensburg Fair.

## Brockton Clips '48 Mark; All Segs Hold Their Own

BROCKTON, Mass., Sept. 17.—With attendance considerably up over 1948 as it headed into today's closing sessions climaxing an eight-day run, the Brockton Fair was well on its way to registering one of its most successful operations in several years. Near-perfect weather prevailed today, and crowds were on hand early, indicating that the wind-up attendance may be of record proportions.

Comparative attendance figures thru Thursday (15) follow:		
	1948	1949
Totals .....	129,365	148,958
Sunday .....	33,741	47,634
Monday .....	32,016	14,065
Tuesday .....	13,708	32,414
Wednesday .....	19,483	19,681
Thursday .....	16,161	16,762

Totals .....

Incomplete reports indicate that all departments will at least be on a par with last year, while several are sure to go ahead. In the latter category are game concessions, exhibits and the new eating concessions inaugurated last year.

#### Midway, Mutuel Steady

World of Mirth Shows on the midway and the pari-mutuel handle are holding their own with the grosses registered last year, Frank H. Kingman, fair secretary, said. The new

3,000-seat steel and concrete grandstand has not held the crowds expected, despite the fact that the Al Martin night show was acclaimed one of the best seen here.

The principal innovation for this year's event was the Kingman-devised Children's World, a huge combination play and entertainment area for youngsters. The area included numerous free and paid attractions including the World of Mirth's 11 kiddie ride units which were priced at 9 cents thruout the week, just about every type of playground equipment, basketball courts, miniature golf and other sports facilities. The area was decorated with about 90 cutouts painted to resemble fairyland characters. Each figure was about 18 feet high. A miniature farm and zoo were also included.

#### Free Gate for Kids

The special area for children was started by Kingman several years ago. Since then several thousand dollars have been spent annually on enlarging it. It was more popular this year than ever before and it will again be elaborated next year, Kingman said. Youngsters turned out daily in large numbers this year because they were admitted free up to 12 years.

Another outstanding attraction at this year's annual was the presenta- (See *Brockton Clips on page 58*)

## 75-Acre Site Is Sought by K. C. Official

### To Follow R. R. Fair Pattern

KANSAS CITY, Mo., Sept. 17.—An exposition, patterned after the Chicago Railroad Fair, to run from June 3 thru Labor Day, will be the major feature of Kansas City's 100th anniversary celebration next year, according to plans now in the works.

C. W. (Woody) Woodard, assistant executive manager of the Kansas City Chamber of Commerce, who has been named to serve as manager of the centennial corporation to be chartered soon, said that a 75-acre site is being sought.

#### 1850 Motif for Midway

Highlight of the expo will be a pageant, which will depict the history of Kansas City. Tentatively, this spec is planned for presentation each night, with matinees probably three times a week. A grandstand to seat 5,000 to 6,000 is proposed.

In addition to the spec, the expo will follow other lines set down by the Chicago Railroad Fair. The midway will adhere to the 1850 motif, a narrow-gauge railroad will be operated, and there will be a kiddieland, fireworks and an ice show. Other features will include farm machinery and heavy road machinery shows.

A promotion and make-ready expenditure of \$1,000,000 is indicated, and there is every assurance that the money will be subscribed by various Kansas City business interests.

While the expo itself will be the (See *Kaycee Official Seeks*, page 62)

## Super-Duper Garden Pops Up Again in NY

NEW YORK, Sept. 17.—A project for building a super-duper Madison Square Garden off Columbus Circle again popped up this week with city construction co-ordinator Robert Moses and Mayor O'Dwyer needling the Garden interests with broad hints that the city will handle the project on its own if the Garden biggies don't come up with a definite decision to go along on the deal before October 1.

Should the city shoulder the project plans for the building will be considerably modified, retaining the huge convention hall and public garage features but dropping the sports arena and other items of the original plan.

## Otis Hill Killed In Fall From Pole

LOUISVILLE, Sept. 17.—Otis C. Hill, 21, of Laurel, Dela., died here Tuesday afternoon (13) of a broken back when he fell from his sway pole in front of the grandstand at the Kentucky State Fair.

Hill was performing a hand stand when the pole cracked, bent nearly double and the cross bar and hand holds slipped out.

The act was managed by Eddie Vess and booked into the fair by the Gus Sun Agency. Hill is survived by his mother, Mrs. Lonnie Hill, of Laurel.

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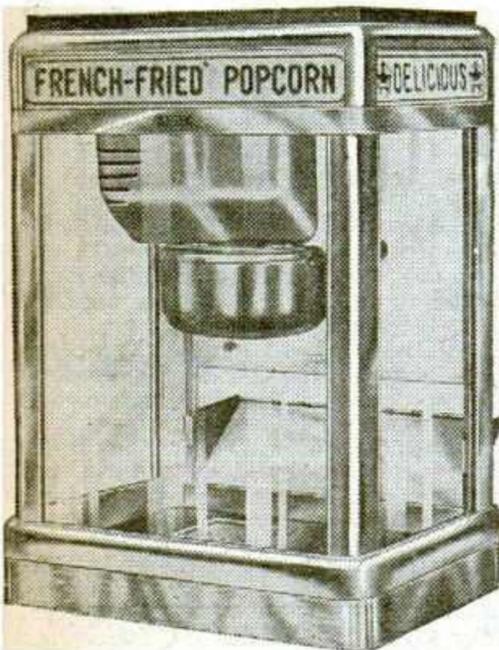
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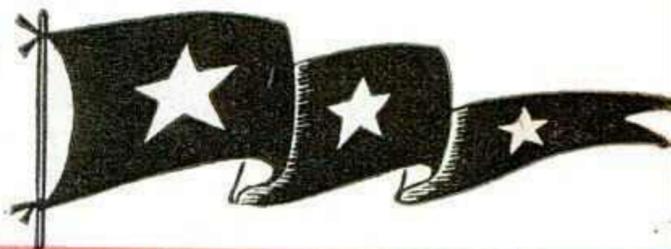
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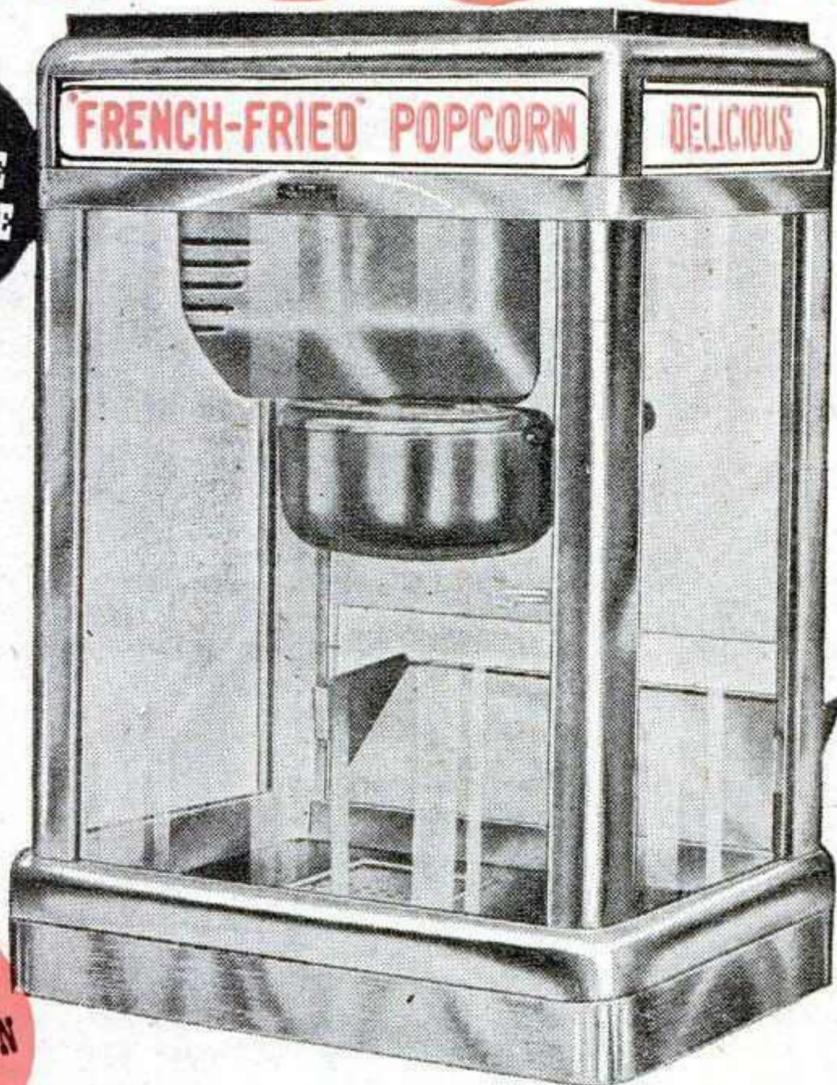
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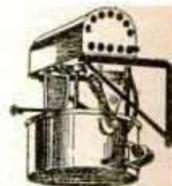
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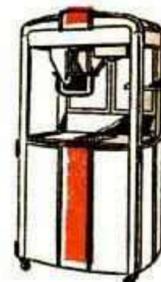
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## 10% Gate Hike Gives Pomona Strong Start

POMONA, Calif., Sept. 17. — Los Angeles County Fair got off to a strong start toward its 1,500,000 attendance goal here yesterday when 40,000 people, about 10 per cent more than at the initial stanza in 1948, attended. The fair runs 17 days. Last year the fair set a gate record of 1,254,503.

Crafts Enterprises, headed by Orville N. Crafts, again has the midway with its augmented Exposition Shows. Featured are about 25 major rides, including the Velare Brothers' double Ferris Wheel and a kiddieland of 18 rides. On the midway are 12 shows and approximately 125 concessions. Crafts came in here after a 450-mile jump from California State Fair, Sacramento. Spending was reported about 12 per cent up by Pat Treanor, novelty concessioner, who has played the local event since its inception in 1922.

Aerialist Paoli Frankoni fell from the 50-foot level of his 100-foot high pole act as he was descending following his performance in front of the grandstand during the afternoon racing meet. Frankoni struck but apparently did not injure two persons. The performer walked away from the scene of the accident and was later discharged from Community Hospital following an examination. He did not appear today because of damage to his rigging.

## Out in the Open

"So that our entire membership may be properly informed of the activities of the Royal American Shrine Club . . . and that other Shrine clubs may be organized in the outdoor amusement industry to provide more entertainment at Shriners' hospitals for crippled children," the Royal American Shrine Club recently published an attractive booklet which recounts the history of the club and its many contributions to crippled children. The booklet is illustrated with pictures and contains reproductions of letters attesting the club's activities. Membership in the Royal American club, which was started in 1947 with 47 members, now numbers 168, including Shriners from 44 temples in the U. S. and Canada.

Ozark Empire District Fair, Springfield, Mo., Sunday (11) was the subject of a two-page color picture spread in The St. Louis Post-Dispatch. First page of the paper's magazine section was devoted entirely to a shot of the midway. Second page carried eight pix which pointed out that "the rural fair is a going concern." . . . Sam Holman, owner of the Sunshine Manufacturing Company and the Sunshine Shows, Tampa, is the grandfather of 18-year-old **Jacque Mercer**, who as Miss Arizona, was the winner of the recent Miss America beauty contest in Atlantic City. Mr. and Mrs. Holman were in Canada at the time of the award, their new

Whirlwind ride having been booked on the Conklin Shows.

A speech in praise of the Chicago Railroad Fair was delivered on the floor of the Senate last week by Senate Majority Leader **Scott Lucas** (D., Ill.), who urged "every man, woman, and child in the country" to take in the exposition before it "closes forever October 2." Important debate on reciprocal treaties was temporarily laid aside as senators heard Lucas give a complete description of the magnificent pageant, "Wheels A-Rollin'." . . . **Nathan Cohn**, executive secretary and general counsel for the Western Show Owners' Association and Show Folks of America, announces he has moved his law offices to Suite 911-917, 625 Market Street, San Francisco. Cohn is the son of **Harry (Polish)** and **Rose Fisher**, general managers of the Golden West Shows.

**Betty Dean**, who closed recently at Club Lido, Youngstown, O., is playing the Faust Club, Peoria, Ill. . . . **Buddy Bernstel**, former Girl Show operator, now has a talent agency in Harrisburg, Pa. Bernstel is booking, among others, **Dee Dee Manners**, currently at the Talk of the Town, Chicago. . . . **Henry H. Lueders**, United Booking Association, Detroit, has the booking contract for the Johnson and Wallace Indoor Circus.

**Joie Chitwood's** Thrill Show will figure prominently in a forthcoming MGM movie, according to arrangements tentatively made in Detroit Sunday (11) by **Clarence Brown**, MGM producer. The Chitwood show, appearing at the Michigan State Fair for one performance only Sunday night, was caught by Brown, who discussed arrangements subsequently with Chitwood and **Bill McGaw**. Script plans call for **Clark Gable** to do a sequence, joining the Chitwood show—with the actual name used in the film, with some scenes of the performance as well as "life backstage." Actual shooting is expected to be in Hollywood.

Officers of a new three-day fair at Stoneham, Mass., are **Leo Barbo**, president of the Chamber of Commerce; **William D. Desmond**; **John E. Bertwell**, general chairman; **Elwood B. Elliott**, exhibits chairman, and **Nelson Bragg**, chairman of the television committee.

## Ballston SPA Draws 18,000 for New Mark

BALLSTON SPA, N. Y., Sept. 17.—Slightly more than 18,000 persons attended the 108th annual Saratoga County Fair, which ended here Saturday (3) night, topping last year's record by nearly 2,000.

The fair opened Monday night (29) with **Jimmie Lynch** and **His Daredevils**, who drew a gallery of 2,500 despite rain in the late afternoon. On Saturday (3), closing day, afternoon and evening shows were put on by the **Horace Heidt Talent Group**.

Tuesday (30) was Children's Day and drew about 2,000 paid admissions, plus 500 children admitted gratis. Cloudy weather and some rain cut Wednesday's (31) gate to 1,900, but this was upped to 3,000 Thursday (1). Friday (2) drew more than 4,000, and the closing day, Saturday (3), brought out 4,200 for the **Horace Heidt** performances.

Fair secretary **Wendall Townley** said there were 1,890 entries in all departments and that premiums and prizes totaling \$12,000 were awarded.

LEAKSVILLE, N. C., Sept. 17.—Chilly weather held down attendance at Leaksville Agricultural Fair, which closed here Saturday (10) under sponsorship of the Lions Club. **Jack Perry** Shows occupied the midway.

## Peak Receipts, Near-High Gate For Huron, S. D.

HURON, S. D., Sept. 17.—Gross receipts for the 65th annual South Dakota State Fair, which closed Saturday (10) after a six-day run, hit a new peak, the attendance missed by a few thousand the all-time high set in 1947.

Total income hit \$125,452.35, **Frank Hafner**, secretary, disclosed. Not included in receipts was money appropriated by the Legislature for building and grounds improvements.

Rain washed out the Labor Day activities and threatening weather closing day erased hopes of a new attendance mark. Nevertheless, the gate reached 162,080, topping last year's 161,000 but falling short of the 169,000 record of '47.

Despite the weather, **Dodson's Imperial Shows** enjoyed a good week on the midway, hitting a peak Wednesday (7). **Barnes-Carruthers Theatrical Enterprises**, Chicago, presented the night grandstand revue, and despite heavy showers Labor Day, pushed thru its night performance. Two night shows were given Wednesday to pick up the one lost Tuesday night (6) to rain. Grandstand attendance for the week held about even with '48.

Exhibits were more numerous than in previous years, overflowing permanent buildings, despite the availability of a new commercial exhibit building, constructed this summer. Need for more buildings in the State 4-H camp was pointed up as 2,000 farm youth moved in for a record encampment.

## Northampton Draws 55,000 To Equal '48; Cut Prices Hit Take

NORTHAMPTON, Mass., Sept. 17.—Total attendance of about 55,000, on a par with last year's gate, was chalked up at Three County Fair here during a week's run which ended Saturday (10).

Altho the fair was favored by comfortable temperatures and clear skies thruout the showing, its take was down because of reduced prices. Last year's entrance fee was 75 cents, including tax. This year's admission was reduced to 50 cents, tax included.

The pari-mutuel betting handle totaled \$844,954 this year, whereas a year ago it reached \$866,000. The drop was blamed on mounting area unemployment.

Altho the decrease in income reduced the fair association's profits for the week, **Charles N. Derosé**, association president, said the annual will show a profit.

## Sevierville, Tenn., Biz

### Okay Despite Bad Weather

SEVIERVILLE, Tenn., Sept. 17.—Sevier County Fair, which closed here Saturday (10), did okay business despite unusually cool weather and rain Tuesday night (6), **Ernest Thurman**, secretary-treasurer, reported. Friday (9), which was School Day with a free gate for kids, attracted 5,000.

**Shan Bros.' Shows**, on the midway, reported satisfactory business.

## Blandford Gate Hits 7,500

BLANDFORD, Mass., Sept. 17.—Sunny skies and comfortable temperature marked the 82d annual Blandford Fair, sponsored here over the Labor Day week-end (4-5) by Union Agricultural Society. Total attendance was 7,500, an average gate, according to **Warren V. Bodurtha**, society president. The Sunday turnout was 3,500 and Labor Day drew 4,000. The 4-H show, a highlight, had a record 110 entries. Entertainment consisted of a gymkhana, **Wild West Show** and vaude.



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100,000	23.95

**Close-Ups:**

# Ex G-Man John J. Dineen Rules Unique Hampton Beach Casino

By Jim McHugh

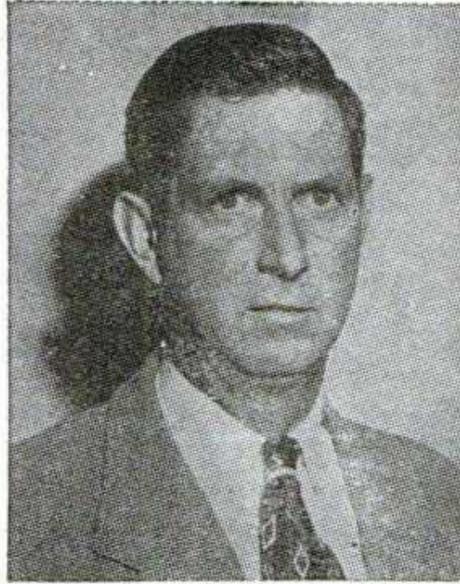
(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

**F**ORMER G-MAN JOHN J. DINEEN, major domo of the fabulous Hampton Beach Casino at the equally fabulous Hampton Beach, N. H., cast aside the cloak and dagger phase of his career without reluctance at war's end to again concentrate on the entertainment of thousands of beach patrons on whose off-the-beach time he has a virtual monopoly. As a boy John was schooled by his dad in the big job of entertaining crowds that on weekends and holidays range from 50,000 to 100,000, depending on the weather, with a minimum of discord and trivia. As a result, the old-fashioned, albeit high-grossing atmosphere maintained is enough to create envy among less fortunate ops and disbelief among others.

**Family Trade Solicited**

The Casino, a two-story, block-long wooden structure, quaintly features a spacious veranda running the length of its second floor. It houses a ballroom that consistently gives name bands top grosses, even when purse strings thruout the country have been notably tightened; a theater, a Penny Arcade and multiple concessions, mainly food stands. Honky-tonk activities have been avoided and the moral atmosphere is akin to that of a church picnic, with the result that the family trade that keeps the beach going is never lacking, in good times or bad.

The present head's father, John; an uncle, James A.; John Cuddy and Napoleon Cuddy acquired the funspot in 1926. John became general manager and treasurer of the 50-year-old amusement center on the death of his father in 1937. Altho John was only 28 when he took over the vast enterprise, he was not lacking in experience.



JOHN J. DINEEN

At the age of 16 he started at the bottom, literally, as a bus boy in the dining room. He later scraped the bowling alleys by hand and it wasn't until the moved on to other segments of the business that modern cleaning machines were added.

His dad made him manager of the dance hall, a unit that grosses thousands of dollars, at the age of 18. The following year he was allowed to handle all of the advertising after his father took heed of his criticism. John's interest in advertising has never waned, and he has been instrumental in the yearly hiking of the Chamber of Commerce budget which this year topped \$30,000, about 25 per cent of which was contributed by the Casino.

John was born in 1910. He graduated from Philips Exeter Academy in 1930 and from Dartmouth College in 1934. He studied law at Boston University and received his degree in 1941. In college he was president of his class, president of the student council and president of his fraternity.

**Four Years With FBI**

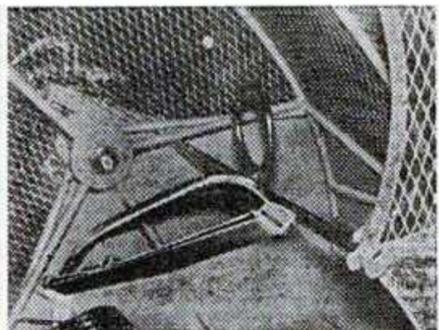
His scholastic, leadership and work background won him a place with the FBI which he joined in the summer of 1941. His duties as one of Edgar's boys lasted for four years and took him thruout the country. His experiences were exciting and read like fiction, but the day-by-day happenings at the beach with multitudes of people on hand are equally so, John maintains.

John is an on-the-spot manager with his usual working day beginning at 9 a.m. and lasting until 1:30 the next morning. With his right-hand man, Jim Batterbury, he supervises 200 employees, including 11 managers and their assistants. Despite his comparative youthfulness for so big a job, John handles his chores effortlessly as the result of his many years of experience.

The Casino enterprises are operated by a young, clean-cut personnel. About 100 of the employees are college kids and among them are perhaps 50 top-flight athletes. The managers are teachers and so available year after year. A crackerjack football team could be recruited from his personnel at anytime, John points out.

**Fought Dog Tracks**

John's efforts are largely concerned with maintaining the "tone" of the beach and the surrounding area. The beach is dry and its non-alcoholic status is considered good from a business standpoint. It isn't a matter of deprivation, since those who want liquor can secure all they want at Salisbury Beach in Massachusetts, only five miles away. John led the successful fight to keep dog tracks (See Ex G-Man John J. on page 67)



**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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## Talent Topics

Talent appearing at the York, Pa., Interstate Fair in the Frank Wirth revue "Swing Out the News," includes Bobby Dae and Babs, tap duo; John Panter Buccaneers; Tom Pack's baby elephants, worked by Mac MacDonald; the Bricks, trampoline; Gambrelli, ballet; Salici Puppets; Don Cumming, emcee; La Lage, aerialist; Captain Hyer and horse, Starless Night; Tom Barrett and Minnie Allen, song and dance; Walter Neilson, unicycle; Florida Trio, pantomime; Wayne Marlin Trio, acro dancers, and the Gaudsmith Bros. and their French poodles. Special attractions were Tony Martin, radio-flicker star, and Phil Spitalny and His "Hour of Charm." B. Ward Beam's auto thrill unit appeared closing day, September 17. The night show was staged by John Lonergan.

Jack W. Gordon, general manager of Gordon's Entertainment Bureau, Hartford, Conn., booked six local acts, including Don Ricardo, into the Bethlehem (Conn.) Fair Sunday (11). . . . Skating Macks, who just finished a week at the Three-County Fair, Northampton, Mass., are on the bill at the Palace, New York, with Bob Dupont, juggler. . . . Lott and Joe Anders, unicyclists-jugglers, were the free attractions at Eldridge Park, Elmira, N. Y., recently. . . . Charles and Peggy Kline report that they will close their fair dates at the State Fair of Texas, Dallas. They are booked by Ernie A. Young, Chicago.

Harry, Irene and Dolly Ruffer report they have played the following park dates: Kirkwood, near Pottstown, Pa.; Twin Grove, Lebanon, Pa.; Shorty Long's Sante Fe Ranch, Reading, Pa.; Edgemont, Walnut Port, Pa., and Dorney Park, Allentown, Pa. After several night club dates in and around Philadelphia, they again will head for the Carolinas to open their tent theater. To date the Ruffers have visited Polack Bros.' Eastern Unit, where their cousin, Billy Barton, performs; Biller Bros.' Circus, and circus fans Mr. and Mrs. Herbert Douglas, Rudolph Conway and Mr. and Mrs. Charles B. Kistler. . . . Patsy Montana and the WLS Rangers, along with Jake Disch (Corrigan, the Clown Cop) were featured at the Gays Mills, Wis., Fair.

Cy Ritter has his two comic cars playing celebrations. One is at Utah State Fair, Salt Lake City, and the other appeared at the recent California State Fair, Sacramento. . . . Acts appearing at the Kewanee, Ill., Labor Day celebration included the Harrisons, bicyclists; Suki and Company dog act; the Alberts, musical troupe, and Irma and Renee, balancing.

C. L. (Jack) Raum, owner-manager of Raum's Cavalcade of Stars, reports that both his units have been pulling excellent crowds at fairs in Ohio and Michigan. Acts with the No. 1 Unit are Lawton Hart and family, tight-wire and hand-balancing; Shooting Mansfields, impalement-shooting act; Great Galvanda, magic; Nollie Tate, dog act; Eva May Lewis, single traps, cloud swing and web; Kenneth Waite Troupe, Jo-Jo Lewis and Nollie Tate, clown alley; J. J. Haney, scenery-lights; Ralph Bechdolt, public address-system; Virgil Earp, sound car; C. J. (Jack) Raum, emcee; Richardo and Gracie Orton, feature act. No. 2 unit consists of Raum's horses, with Ray and

Ann Doering, Lester and Louise Eichison, Wilson and Joan Mathis, Ralph, Dorothy, Donna, Beverly and Sandra Duke; the Jacksons, horizontal bars and trampoline; Duke Trio, aerial act; Ralph Duke and his Funny Austin; Mike Higgins, emcee; Ralph Duke, Shelby Jackson and Grover O'Day, clown alley, with the Great Berosini as an added feature at some fairs.

### Rain Hurts Biller In 3 N. C. Spots

LUMBERTON, N. C., Sept. 17.—Rain hurt Biller Bros.' Circus in three North Carolina towns. An all-day rain here Tuesday (13) held attendance to two three-quarter houses. In Gastonia Thursday (8), matinee attendance was light, despite good weather and the threat of rain that night held the crowd to a near three-quarter house.

In Spartanburg, S. C., Wednesday (7), rain held the matinee crowd to less than a half house and cloudy night weather made for only a three-quarter house.

In Gaffney, S. C., Tuesday (6), show had good weather and registered two strong houses. Asheville, N. C., played Monday (5), proved a red one, matinee being an overflow and night house was capacity.

### Sask. May Amend Circus Laws, Labor Minister Says

REGINA, Sask., Sept. 17.—Amendments to circus legislation may be necessary at the next legislative session to overcome various complaints, according to Labor Minister C. C. Williams.

Complaints of overcharging seemed general, Williams said. He suggests that in the future admission charges and the prices of all commodities sold by circuses be agreed upon in advance and plainly advertised.

Much of the circus difficulty this year was with collection of the amusement tax, of which a municipality is entitled to 10 per cent. At several points it was felt the circus did not pay the proper tax.

### Arizona Giving Rogers Good Biz; Tucson Fair

TUCSON, Ariz., Sept. 17.—Arizona towns have been giving Rogers Bros.' Circus good business, with a two-day stand here recorded as only fair. Playing here Tuesday and Wednesday (13-14), show had a light matinee opening day but capacity at night. Story was similar the second day.

Nogales, Monday (12), gave with two full ones despite rain, while Deming, N. M., Wednesday (7), accounted for a full one at the matinee and a straw at night. Las Cruces, N. M., Tuesday (6), registered a light matinee but capacity at night.

### Rebeca Ramos Injured

WASHINGTON C. H., O., Sept. 17.—Rebeca Ramos, aerialist with Dailey Bros.' Circus, fell from her traps at the matinee performance here Friday (2). She was performing about 20 feet in the air when one of the ropes gave way at the bar, throwing her to the ground. She suffered a sprained wrist and ankle and bruises.

### Estimated 100,000 Catch Polack Bros. At Vancouver Stand

SEATTLE, Sept. 17.—After playing to an estimated 100,000 persons during its Vancouver stand, Polack Bros. Western Unit opened its date in the Civic Ice Arena here Friday night (9), day and dating Ringling Bros. and Barnum & Bailey.

Week-end business was heavy with light business the rule Monday and Tuesday (12-13) for the four performances.

Org closes its stand here Sunday night (18) and opens in Klamath Falls, Ore., Tuesday (20). Following the Oregon date, show moves to Denver, opening there Friday (30).

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 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, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. . . . . 10¢ each

### 3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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 White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.  
 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra. 50¢  
 Ping Pong Balls, printed 2 sides . . . \$15.00  
 Replacements, Numbered Balls. Ea. . . . .40  
 3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 . . . . . 1.25  
 M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 . . . . . 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M . . . . . 1.50  
 3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M . . . . . 1.75  
 Adv. Display Posters, size 24x36. Each .10  
 Cardboard Strip Markers, 10 M for . . . . .75  
 Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for . . . . . 15.00  
 Thin Transparent Plastic Markers, Brown, 3/4 Inch. Per M . . . . . 1.00  
 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 5/8 the size . . . . . \$2.00 M  
 Cork Markers, 1/2 inch diameter. M . . . . .75  
 Round White Cardboard Markers, 1800 to Lb. 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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# Minneapolis Aquatennial Loses \$1,158

David Silverman New Prez

MINNEAPOLIS, Sept. 17. — The 10th annual Minneapolis Aquatennial, held in July, showed a deficit of \$1,158, the Minneapolis Aquatennial Association was told Tuesday (13) at its annual meeting.

David Silverman, managing editor of *The Minneapolis Star*, was elected vice-president of the association. He succeeds W. N. Dickson.

The financial report by D. W. Onan, association treasurer, showed the 1949 income was \$94,538. Income in '48 was \$101,786. Expenses this year were up \$5,396 due to an effort to internationalize the annual canoe derby and to erect a stadium at the Parade, Onan said.

As the association begins 1950 preparations it has only \$7,183 in cash. A \$12,500 contingency fund remains intact, however.

### Festival, Dance Lose

Heaviest losses were the musical festival which dropped \$4,408, attracting an income of only \$518 as against \$4,926 expenses, and the pioneer dance, which brought in \$265 as against a \$1,075 outlay.

Largest income was from memberships which accounted for \$34,310, as against an expense of \$850. Ticket sales and stadium seating brought in \$19,908 against an outlay of \$16,226.

The *Aqua Follies*, operated by Al Sheehan and Lyle Wright on a concession basis, gave the Aquatennial a \$17,390 income as against \$3,868 in expenses. The Bob Hope radio stint cleared \$3,987, with the expense born by radio station WCCO, which staged the program. Skipper pins brought in \$6,406. Expenses were \$4,679. The queen coronation grossed \$6,015 with a \$4,947 expense outlay. Other expenses were accounted for by nearly a score of other activities for which there was no income.

### Other Officers Listed

Officers who will serve with Silverman are Theodore B. Knudson, former secretary, and Onan, treasurer, elected vice-presidents; Harold J. Anderson, board member, and the new secretary, and Lyman Wakefield Jr., former assistant treasurer, treasurer.

Board members re-elected were Harold J. Anderson, John Reibold, Emmett Duenke and Jack Jorgensen. Newly elected to the board were William A. Benson, Robert Billington, Merle S. Jones, Ralph W. Keller, D. W. Onan, Lee A. Potter Jr., Samuel S. Thorpe Jr., Lyman Wakefield Jr., E. C. Bank, Jack Robinson, Kenneth W. Emmanuelson, Russell C. Duncan and William F. Brandt.

# Lewiston, Ida., Rodeo Pulls 22,500; Sheppard Highest

LEWISTON, Idaho, Sept. 17. — C. Sheppard, Prescott, Ariz., won all-around cowboy honors at the 15th annual Lewiston Round-Up last weekend (9-11). More than 10,000 persons saw him edge out Gene Rambo, Shandon, Calif., two-time International Rodeo Association's world champion. Total attendance was about 22,500. Sheppard had 971 points in the final standings. Johnnie Reynolds, Melrose, Mont., was second with 930; Rambo, third with 910, and Bill Linderman, Billings, Mont., fourth with 674.

# Seek Conn. Game Law Change

DANBURY, Conn., Sept. 17.—The board of councilmen has approved a resolution favoring action by the Connecticut Legislature to modify State laws prohibiting gaming activities at carnivals or similar events sponsored by civic, fraternal or church organizations on a non-profit basis for civic or charitable benefit.



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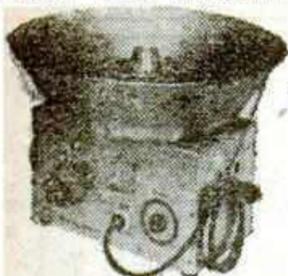
NEW YORK 12, N. Y.

# Mathers Injured in Fall

MASON CITY, Ill., Sept. 17.—Dr. M. B. Mathers, who has frequently supplied outdoor shows with wild animals from his private zoo here,

sustained a fractured skull in a 15-foot fall Tuesday (13) from the roof of a new garage he was inspecting on his property. Dr. Mathers was taken to St. Johns Hospital, Springfield, Ill., in an unconscious condition.

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**Brockton Clips '48 Mark; All Segs Hold Their Own**

(Continued from page 51)

tion of square dancing. The all-round success of this event indicates that it would be a highly desirable attraction for any fair, Kingman said. Between 800 and 900 participants were on hand. All were costumed and many performed routines identified with racial groups to provide a notably varied performance. Participants attended on an invitational basis. No prizes were awarded.

**Shoe Exhibit**

Brockton is one of the nation's principal shoe manufacturing centers but it wasn't until this year that virtually all of the local manufacturers were prevailed upon to stage an exhibit. The success of the venture indicates that it will become a permanent fixture.

The Bush and Laube-operated eating concessions, including restaurants, cafeteria and stands, won considerable praise this year, having overcome the operation bugs encountered last year when food concessions were first let out on an exclusive basis. Kingman noted that the health rat-

ing accorded them was the highest possible, which was not unexpected since all units are of the most modern design.

**Eskew's Rodeo First Of Attractions Set For Philly Arena**

PHILADELPHIA, Sept. 17. — The Arena, indoor spot featuring outdoor-type attractions and special events, got its season under way Thursday (8) with the presentation of Col. Jim Eskew's J. E. Ranch Rodeo with the Sons of the Pioneers as the feature attraction.

Peter J. Tyrell, managing director of the 6,500-seat Arena, which is owned by *The Philadelphia Inquirer*, announces a heavy schedule of bookings.

The *Ice Capades of 1950* will open October 18 and run thru the end of the month. The *Warriors* play their first home game in the newly organized National Basketball Association the first week in November.

A return engagement of the *Roller Derby* is scheduled for November 23-December 17, with the *Ice Follies* following on December 26 for a month's run.

**Horan Unit Biz Okay Despite Bad Weather**

NEW YORK, Sept. 17. — Despite considerable inclement weather encountered at recent engagements, Irish Horan reports that his Lucky Hell Drivers are having a successful season. The org heads south after a wind-up performance tomorrow (18) at the Westchester County Fair, Yonkers, N. Y.

The New York State Fair at Syracuse turned in three good night houses despite cold and rain. However, the afternoon crowds were light, Horan said. Vernon, N. Y., Tuesday (13), was a complete wash-out. Remaining dates include Hagerstown and Frederick, Md., Rocky Mount and Greenville, N. C.

In the line-up at several of the show's major spots was Rex Mays, Indianapolis driver, an added attraction. Regular drivers include Buddy Toomey, Whitey Reece, Bill Horton and Bo Canup. Frank (Pancho) Roberts, with two special cars and assisted by Wimpy Tracey, holds down the comedy spot. Bobbie Cable does the motorcycle stunting, while Horan handles the mike.

Bob Long, of the Indianapolis Speedway publicity staff, is advance press representative. Bob Conto is his assistant. Tex Sherman handled press for the New England dates. Two sound cars were ahead of the show, with Clarence Chirstman in charge of the billing.

**Gene Rambo Title Winner At Ellensburg Rodeo**

ELLENSBURG, Wash., Sept. 17.—Gene Rambo, Shandon, Calif., piling up 994 points, won the all-around championship of the 26th annual Ellensburg rodeo here September 3-5, and a leg on the new Harry L. Anderson trophy.

Approximately 30,000 saw riders compete for \$6,000 in purses. Lone casualty was Mowe Drueger, Brewster, Wash., who suffered a broken leg.

Results:  
Calf Roping—Gene Rambo, first; Homer Pettigrew, Chandler, Ariz., second; Joe Stenson, Yakima, third; George Pambrun, Browning, Mont., fourth.  
Saddle Bronk Riding—Casey Tibbs, Fort Pierre, S. D., first; Gene Rambo, second; Bill Ward, Angel's Camp, Calif., third; Chuck Sheppard, Phoenix, Ariz., fourth.  
Steer Wrestling—Claude Henson, Chandler, Ariz., first; Pettigrew, second; Tom Henderson, Spokane, third; Buckshot Sorrels, Tucson, Ariz., fourth.  
Wild Cow Milking—Chuck Erwin, Walla Walla, Wash., first; J. F. McDonough, Elma, Wash., second; Rambo, third; Sorrels, fourth.  
Bull Riding—Herb Siltman, Omak, Wash., first; Tony Benedictis, Lewiston, Idaho, and Bob Maynard, Hollywood, split for second and third; Jim Shoulders, Tulsa, Okla., fourth.

**Iowa State Fair Story To Penetrate Russia's Curtain**

DES MOINES, Sept. 17.—Russians, as well as others living in Europe and the Near and Far East, will be able to read about and see pictures of the recent Iowa State Fair here.

The one publication which penetrates the iron curtain most effectively will carry the story of Iowa State Fair.

The publication is *America*, published by the U. S. State Department's division of public affairs and that department's press equivalent of radio's *Voice of America*.

Under an exchange agreement, 50,000 copies of the magazine are permitted into Russia, where the publication is sold on newsstands. In return for this privilege, Russia prints a magazine, *Soviet Russia*, which is sold in the United States.

Material about the '49 Iowa State Fair was obtained by Tom W. Parker, a State department writer, with the assistance of his wife.

"We are trying to show what the farmer gets out of coming to the fair," Parker said. "We are picturing him viewing the farm machinery, talking to the salesmen and learning what is new about crops."

Parker and his wife also will show the lighter side of the fair—the amusements, such as the midway and other attractions, including the old fiddlers.

*America* sells for 10 rubles a copy. That it has a readership many times its print order is indicated by the well worn copies that are resold on Russian newsstands.

**Hannibal, Mo., Fall Fete Pulls Estimated 135,000**

HANNIBAL, Mo., Sept. 17.—Third annual fall celebration here since World War II pulled an estimated 135,000 August 29-September 3. Mount City Shows furnished the rides and shows. Harry Smith, former carnival general agent, was in charge of the merchants-manufacturers display tent.

Established in 1898, the event was held annually with the exception only of World War II years.

**Cincy's Food Show Expected To Chalk Substantial Profit**

CINCINNATI, Sept. 17. — With attendance the final two days, Sunday (4) and Labor Day (5), totaling 47,039, the 32d annual Food and Home Show's 14-day run at the Zoo here was expected to wind up with a substantial profit when final tabulations are made. Altho hampered by rain on five of the 14 days, John F. Heusser, general manager of the show, and E. P. Zachman, chairman of a civic committee sponsoring the show, said they believed that a box-office check, currently in progress, would reveal an over-all success for the event.

Zachman said that he believed that the total paid admission figure this year would fall short of the all-time record of 198,801 established last year in weather comparable to that which hit this year's showing. Sunday's (4) good 20,000 gate was attained despite intermittent rains thruout the afternoon and night. Altho Labor Day broke cool and cloudy and rain again hit in the afternoon, 26,870 turned out for the final day's festivities.

Exhibitors represented by 207 booths, 20 more than last year, reported excellent returns on their investments. This year's event was sponsored by *The Cincinnati Times-Star*, *The Cincinnati Post*, Disabled American Veterans, Greater Cincinnati Retail Meat Dealers' Association and Cincinnati Electrical Association.

Numerous radio and tele shows were aired from the grounds in addition to the usual line-up of acts and free attractions presented thruout the 14-day run.

**15,000 Attend Official Bow of New Miami Stadium**

MIAMI, Sept. 17.—Approximately 15,000 persons attended the official opening of the new Miami Stadium here, August 31, with celebrities from sports and civic orgs represented.

Home of the Miami Sun Sox in the Florida International League, the stadium will house sports and other amusement spectacles. Leo Seltzer's roller derby is booked for January.

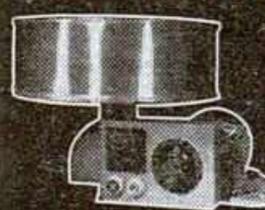
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### Woof! Woof!

QUEBEC CITY, Que., Sept. 17.—A young fem visitor at the Exposition Provinciale here was all set to take a hefty bite out of a juicy frankfurter sandwich in front of a grab stand when she discovered that her jaws refused to close.

Her frantic gestures brought to the scene a doctor who quickly diagnosed the trouble as a dislocated jaw. His remedy was a solid uppercut to the lady's jaw which put the dame's choppers back into working condition. Hot dog!

### Automobile Strikes Ed Nevins, Kills Him

NEW YORK, Sept. 17.—Edward Nevins, 24, carnival showman and brother of Harold Nevins, owner of the Harold Nevins Shows, was struck and killed by an automobile the night of September 9 at Rego Park, L. I.

Nevins was returning home from the carnival lot at 152d Street and Cortland Avenue, the Bronx, in the car of his brother-in-law, William Kaempf, when a tire blew out on heavily traveled Queens Boulevard. As Nevins stood in the roadway warning traffic away from the stalled car he was struck.

Funeral services were held September 13, with burial in St. John's Cemetery, Brooklyn.

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## Revival Good In Westchester

After 26 years association stages show in Yonkers to good attendance

YONKERS, N. Y., Sept. 17.—Westchester County Fair, revived after a 26-year Rip Van Winkle, opened at Empire Race Track Friday (9) under sponsorship of Westchester County Fair Association and, largely due to extensive billing and good advance promotion, has been drawing surprisingly good attendance.

The fair was originally set for the Blind Brook Polo Grounds, in Harrison, but a last-minute deal brought the event to the Empire track, which offers better facilities and more space.

In addition to a beautifully landscaped layout, the Empire plant has a permanent grandstand seating around 12,000 spectators, a well-kept track and a level, well-drained infield which remains solid even in rainy weather. In addition to its seating capacity, the track's grandstand provides excellent exhibit space on its ground floor and upper deck and is equipped with a large, attractive lunch counter, rest rooms and office space. Big tents were set up in the infield to provide additional exhibit space.

#### Attendance Good

The first venture of the Westchester group, headed by Mrs. Myra T. Houston, president; John M. Houston, general manager, and Mrs. Mildred Houston, secretary-treasurer, opened auspiciously Friday (9) with a good turnout. Attendance jumped on Saturday (10) and hit a high Sunday (11), estimated at 60,000 by showmen in attendance. The breakdown on attendance is not yet available. The low chalked up so far was Tuesday (13), which was rained out. Monday's (12) pay gate was around 7,000, plus nearly 15,000 moppets admitted gratis.

The intention is to make the Empire track the site of succeeding Westchester County fairs and with more time for planning the annual, this year's slip-ups will undoubtedly be rectified and full advantage made of the track's facilities.

#### Beam and Horan

Providing the principal grandstand shows were the Ward Beam and Irish Horan auto thrill drivers and the C. J. Ranch Rodeo. Beam's zanies performed Friday (9), Sunday (11), Wednesday (14) and Thursday (15), while Horan's wreckers took over Friday (16) and Saturday (17). The C. J. Ranch Rodeo faced the grandstand Saturday (10) and Monday (12) and were slated to appear Tuesday (13) but were rained out.

In addition there were parades, band concerts, contests of various types and special events, plus dancing for the public every evening.

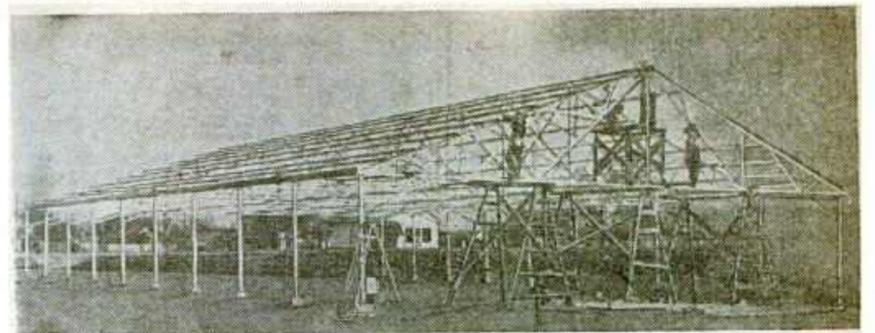
Ample parking space is provided on the grounds, the lighting is excellent and the admission price reasonable—a \$1 entrance charge including admission to daily grandstand shows. The midway, with Gerard's Greater Shows, was well laid out and got a big night play.

Run of the fair has been extended one day to provide for staging events rained out Tuesday. Closing has been set for Sunday night (18).

### Palmyra, N. Y., Attendance Sets New All-Time Record

PALMYRA, N. Y., Sept. 17.—The 94th annual Palmyra Fair here, August 30-September 3, proved the most successful in history, with an estimated 60,000 attending the five-day event.

Fair featured B. Ward Beam's Thrill Show, a George A. Hamid revue, two radio shows, Jack Wescott's Rodeo, harness races, square-dance contests, Junior Olympics and a lucky dollar show.



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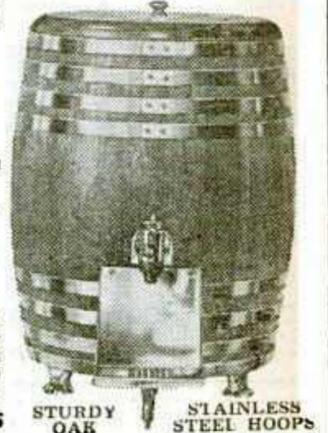
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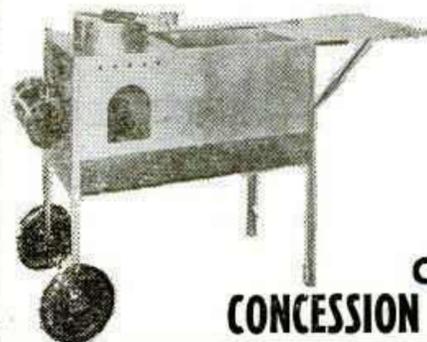
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo: Denton, Tex.; Lufkin 26-Oct. 1.  
 All American Midway: Shawnee, Okla.  
 American Eagle: (Fair) New Albany, Miss.  
 American Funland: Brinkley, Ark.; Eudora 26-Oct. 1.  
 American Midway: (Fair) Bowie, Tex.  
 American Midway, No. 2: (Fair) Floresville, Tex.  
 A. M. P.: Fincastle, Va.; Marion, N. C., 26-Oct. 1.  
 Badger State: Montgomery, Minn.  
 B. & C. Expo: (Fair) Hemlock, N. Y., 21-24.  
 Beam's Attrs.: (Fair) Hughesville, Pa.  
 Becht, Lee: Brookville, O.  
 Bee's Old Reliable: (Fair) Munfordville, Ky.; (Fair) Sandy Hook 26-Oct. 1.  
 Bernard & Barry: Stratford, Ont., 19-21; Galt 22-24.  
 B. & H.: Fair Bluff, N. C.  
 Big Four: Perryville, Mo.; Wardell 26-Oct. 1.  
 Big State: (Fair) Stanton, Tex.; (Fair) Pecos 25-Oct. 1.  
 Blue Grass: (Fair) Scottsboro, Ala.; (Fair) Jasper 26-Oct. 1.  
 Bogie & Reese: (Fair) Jasper, Mo.; (Fair) Aurora 26-Oct. 1.  
 Bohn & Son United: Erick, Okla., 21-24.  
 Brobeck-Schrader No. 1: (Fair) Hutchinson, Kan.; No. 2: (Fair) Hutchinson.  
 Burke, Harry: (Fair) Port Allen, La.; (Fair) New Iberia 27-Oct. 3.  
 Burkhart: (Fair) Fredericktown, Mo.  
 Buck, O. C.: (Fair) Great Barrington, Mass., 24-Oct. 1.  
 Bullock Am.: (Fair) North Wilkesboro, N. C.; Gastonia 26-Oct. 1.  
 California: Colusa, Calif.  
 Cepell Bros.: (Fair) Antlers, Okla.  
 Capital City: (Fair) La Grange, Ga.; (Tri-County Fair) Manchester 26-Oct. 1.  
 Catlett Greater: Holden, Mo., 21-23.  
 Cavalcade Am.: (Fair) Nashville; (Fair) Laurel, Miss., 26-Oct. 1.  
 C. & B. Am.: Portageville, Mo.  
 Central Am.: Murfreesboro, N. C.  
 Central States: (Fair) Chickasha, Okla.; Clinton 26-Oct. 1.  
 Cetlin & Wilson: (Fair) Hagerstown, Md.  
 Chanos, Jimmie: Miamisburg, O.  
 Cherokee Am.: Osceola, Mo., 21-24.  
 Clifford's: Fallon, Nev.  
 Coleman Bros.: (Fair) Rochester, N. H.  
 Collins Bros.: Gothenburg, Neb.  
 Collins, Wm. T.: Hutchinson, Minn.; Ritchfield 23-25.  
 Cote Am.: Rochester, Mich., 21-24.  
 Crafts Expo: (Fair) Pomona, Calif.  
 Crescent: Kamloops, B. C.; Kelowna 26-30.

Crescent Am.: (Fair) Hamburg, Ark.; (Fair) Carthage, Tex., 26-Oct. 1.  
 Crystal Expo.: Chatsworth, Ga.; (Fair) Barnesville 26-Oct. 1.  
 Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Athens 26-Oct. 1.  
 Curl, W. S.: New Holland, O.; Blanchester 26-Oct. 1.  
 DeLuxe: (Fair) Durham, Conn., 23-24.  
 Denton, Johnny J.: Attalla, Ala.; Athens 26-Oct. 1.  
 Dickerson: Sharpsburg, N. C.  
 Dick's Greater: Nashville, N. C.; Reidsville 26-Oct. 1.  
 Dodson's Imperial: Huntsville, Ala.; Corinth, Miss., 26-Oct. 1.  
 Douglas: Puyallup, Wash.  
 Downriver Am.: River Rouge, Mich.; Norwayne 26-Oct. 1.  
 Drew, James H.: (Fair) Taylorville, N. C.  
 Dumont: Oxford, N.C.  
 Dyer's Greater: West Helena, Ark.  
 Elliott Am.: Nashville, Ind.  
 Endy Bros.: Bridgeton, N. J.  
 Fairway Am.: Winnsboro, Tex.; Mineola 26-Oct. 1.  
 Fidler's United: Haiti, Mo.; Monette, Ark., 26-Oct. 1.  
 Fleming, Mad Cody: (Fair) Cumming, Ga.; (Fair) Douglasville 26-Oct. 1.  
 Florida Am.: Booneville, Ark.  
 Folk Celebration: (State Fair) Albuquerque, N. M., 25-Oct. 2.  
 Franklin, Don: Crockett, Tex.  
 Frear's United: (Fair) Yellville, Ark.; (Fair) Harrison 26-Oct. 1.  
 Garden State: Crisfield, Md.; Snow Hill 26-Oct. 1.  
 Gem City: (Fair) Camden, Ark.; (Fair) Eldorado 26-Oct. 1.  
 Gentsch, J. A.: (Fair) Cleveland, Miss.; (Fair) Brookhaven 26-Oct. 1.  
 Georgia Am.: (Fair) Irvington, Ga.  
 Golden Rule: Vineland, N. J.  
 Golden West: Watsonville, Calif.  
 Gooding Am. No. 1: (Fair) Lebanon, O.  
 Gooding Am.: Centerville, Mich.  
 Gooding Greater: Adrian, Mich.  
 Gooding Park Attrs.: (Fair) Delaware, O.  
 Graceland: Kennett, Mo.  
 Grand American: (Fair) Moulton, Ia., 21-24.  
 Grand Sutton: Moberly, Mo.  
 Greater Rainbow: Giltner, Neb., 23-24; Cozad 28-30.  
 Groves Greater: Winnfield, La.  
 Gulf Coast: Charleston, Mo.  
 Hagensick's Rides: (Fair) Neosho, Mo.; (Fair) Kincaid, Kan., 28-Oct. 1.  
 Hannum, Morris: Ephrata, Penna.  
 Happy Attrs.: Tuscarawas, O., 21-24; Mt. Vernon 26-Oct. 1.  
 Harry's Greater: Wakarusa, Ind.; (Fair) Hagerstown 26-Oct. 1.  
 Heart of Texas: Anadarko, Okla.  
 Hennies Bros.: Wichita, Kan.; Muskogee, Okla., 26-Oct. 1.  
 Henson, J. L.: (Fair) Coshatta, La.; (Fair) Leesville 26-Oct. 1.  
 Heth, L. J.: (Fair) Cartersville, Ga., Carrollton 26-Oct. 1.  
 Hiawatha: Paw Paw, Mich., 22-24; Decatur 29-Oct. 1.  
 Hill's Greater: (Fair) Shamrock, Tex.; (Fair) Childress 26-31.  
 Home State: Valley City, N. D., 19-21; (Fair)

Aneta 22-24; (Stock Show) Jamestown 26-Oct. 1.  
 Howard Bros.: Logan, O.; St. Paris 26-Oct. 1.  
 Hottle, Buff: (Fair) Thibodaux, La.; (Fair) Oberlin 26-Oct. 1.  
 Imperial: Hooperton, Ill.  
 Inland: Catron, Mo.  
 Jack's Greater: Louisa, N. C.; Pageland, S. C., 26-Oct. 1.  
 J. & B.: Chesterfield, Va.  
 Jansen's Midway: Carrington, N. D., 20-23.  
 Johnny's United: Camden, Tenn.  
 Jones Greater: Paintsville, Ky.  
 Jones, Johnny J.: (Fair) Chattanooga; (Fair) Atlanta 30-Oct. 9.  
 Kaus, W. C.: Zebulon, N. C.  
 Keystone Attrs.: Stanley, Va.; Glasgow 26-Oct. 1.  
 Keystone Expo: Saluda, S. C.; (Fair) Crestview, Fla., Oct. 3-8.  
 Kile, Floyd O.: (Fair) Pitkin, La.  
 Kirkwood: Mt. Airy, N. C.  
 Lamb, L. B.: Fulton, Miss.  
 Lane, Sammy: (Fair) Ava, Mo.; (Fair) Eldon 26-Oct. 1.  
 Lawrence Greater: (Fair) Chester, S. C.; (Fair) Hickory, N. C., 26-Oct. 1.  
 Lee Am.: Decatur, Ga.  
 Lone Star Am.: Clayton, N. M.  
 Lone Star: Rome, Ga.  
 Magic Empire: Greenwood, Miss.; (Fair) West Point 26-Oct. 1.  
 Manning, Ross: Poughkeepsie, N. Y.  
 Marlon Greater: Darlington, S. C.; Bennettsville 26-Oct. 1.  
 Marks, John H.: Warsaw, Va.; Fayetteville, N. C., 26-Oct. 1.  
 McKee, John: Beebe, Ark.; Paris 26-Oct. 1.  
 Meeke's: Pendleton, Ore.; Yakima, Wash., 28-Oct. 2.  
 Merit: Farmington, Me.; North Waterford 30-Oct. 1.  
 Merriam's Midway: (Fair) Tecumseh, Neb., 19-22; (Fair) Iowa Falls, Ia., 27-28.  
 Merry Midway: Canalon, Mo.  
 Midway of Mirth: Marked Tree, Ark.  
 Mid West: Ely, Nev.; Needles 28-Oct. 2.  
 Midwestern Expo: (Fair) Des Arc, Ark.  
 Mighty Hoosier State: Versailles, Ind.  
 Mighty Page: Smithfield, N. C.; (Fair) Warrenton 26-Oct. 1.  
 Moore's Modern: Blytheville, Ark.; Senath 26-Oct. 2.  
 Mound City No. 1: Fayette, Mo.  
 Mound City No. 2: (Fair) Cardwell, Mo.  
 Myers: Newnan, Ga.  
 Nelson, Geo. W.: (Fair) Mountainview, Ark., 22-24; (Fair) Batesville 29-Oct. 1.  
 Nessler's: Humboldt, Tenn.; Trenton 26-Oct. 1.  
 Nolan, Larry: (Fair) Hugo, Colo.; Cheyenne Falls 26-Oct. 1.  
 Northern Expo: Bismarck, N. D., 21-24.  
 Ohio Valley: Newport, Ark.  
 Page Bros.: Brownsville, Tenn.; Ashland City 26-Oct. 1.  
 Palmetto Expo: Orangeburg, S. C.  
 Parada: Baxter Springs, Kan.  
 Paul's Amusement: Atkins, Ark.  
 Peck Am.: McLean, Ill.  
 Penn Premier: (Fair) Carthage, N. C.; (Fair) Lexington 26-Oct. 1.  
 Peppers All State: Spring Hill, La.; Bossier City 26-Oct. 1.  
 Perry, Jack, J.: High Point, N. C.; (Fair) Asheboro 26-Oct. 1.

Powelson Greater: Corning, O.; Cardington 28-Oct. 1.  
 Powelson Expo: Lodi, O., 21-24; Sullivan 28-Oct. 1.  
 Prell's Broadway: Fredericksburg, Va.; Rocky Mount, N. C., 26-Oct. 1.  
 Prell's World Fair: Goldsboro, N. C.  
 Queen City: Westerville, O.  
 Raftery, James M.: Havelock, N. C.  
 Raines Am. Co.: (Fair) De Queen, Ark.; (Fair) Foreman 26-Oct. 1.  
 Rogers Greater: (Fair) Lexington, Tenn.; (Fair) Huntingdon 26-Oct. 1.  
 Rose City: Linden, Tex.  
 Rosen, H. B.: (Fair) Boliver, Tenn.  
 Royal American: (Fair) Tulsa, Okla.; (Fair) Oklahoma City 24-30.  
 Royal Crown: (Fair) Florence, Ala.; (Fair) Lawrenceburg, Tenn., 26-Oct. 1.  
 Royal Exposition: (Fair) Statesboro, Ga.; (Fair) Louisville, Ga., 26-Oct. 1.  
 Royal United: Princeton, Ill.  
 Rumble Am.: Alexandria, Ind.; Aurora 26-Oct. 1.  
 Schafer's Just for Fun: (Fair) Temple, Tex.; (Fair) Corsicana 26-Oct. 1.  
 Shan Bros.: (Fair) Elberton, Ga.; (Fair) Gainesville 26-Oct. 1.  
 Siebrand Bros.: Las Vegas, Nev.  
 Silver City: Havensville, Kan., 22-24.  
 Silver Slipper: (Fair) Jonesboro, Ga., 24-29.  
 Silver Star Attrs.: Postoria, O.  
 Smith Am.: Wewoka, Okla.; Okmulgee 26-Oct. 1.  
 Smith, Geo. Clyde: (Fair) Farmville, Va.; (Fair) Rocky Mount 26-Oct. 1.  
 Snapp, Greater: Hope, Ark.; Pine Bluff 26-Oct. 1.  
 Southern States: Madison, Fla.; Camilla, Ga., 26-Oct. 1.  
 Southern Valley: Vicksburg, Miss.  
 Sparks, J. A.: Etowah, Tenn.; Murphy, N. C., 26-Oct. 1.  
 Srader, M. A.: (Fair) Guymon, Okla.; (Fair) Elkhart, Kan., 26-Oct. 1.  
 Star Am.: (Fair) Dumas, Ark.; (Fair) Hampton 26-Oct. 1.  
 Starr, Joe: Boynton, Okla.  
 Steblar Greater: Jonesville, S. C.  
 Stephens, C. A.: Erwin, Tenn.; Crawfordville, Ga., 26-Oct. 1.  
 Strates, James E.: Shelby, N. C.; (Fair) Danville, Pa., 26-Oct. 1.  
 Stumbo, Fred R.: Huntsville, Ark., 21-24; Clinton 28-Oct. 1.  
 Tassell, Barney: Dillwyn, Va.; Brookneal 26-Oct. 1.  
 Tatham Bros.: Bismarck, Ill.  
 Thomas, W. A.: North Loup, Neb., 20-22; Anselmo 24-26.  
 Tidwell, T. J.: (Fair) Littlefield, Tex.  
 Tinsley, Johnny: (Fair) Griffin, Ga.; Newnan 26-Oct. 1.  
 Tip Top: Black River Falls, Wis., 23-25.  
 Tivoli Expo: (Fair) Berryville, Ark.; Magnolia 29-Oct. 1.  
 T & J: Cairo, Ga.  
 Turner Bros.: (Fair) Dexter, Mo.  
 Twentieth Century: Beatrice, Neb., 19-22; Bentonville, Ark., 26-Oct. 1.  
 Twin State: Raeford, N. C.; Hamlet 26-Oct. 1.  
 United Expo: Paris, Tex.; (Fair) Pittsburg, Tex., 27-Oct. 1.  
 United Liberty: Planagan, Ill.  
 U. S.: Marion, Va.  
 United States: Abingdon, Va.

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Veterans' Expo.: Pearson, Ga.  
 Veterans' United: Dunlap, Ia., 19-21; Extra  
 22-24; Shenandoah 26-29.  
 Victory Expo.: Plainview, Tex.; Iowa Park  
 23-Oct. 1.  
 Virginia Greater: Smithfield, Va.; Enfield, N.  
 C., 26-Oct. 1.  
 Vogt's Southern Am.: Temple, Okla.  
 Volunteer: (Fair) Lebanon, Tenn.  
 Wade, W. G., Unit No. 1: (Fair) Ludington,  
 Mich.; (Fair) Kalamazoo 26-Oct. 1.  
 Wade, W. G., Unit No. 2: Bourbon, Ind.  
 Wallace Bros.: Jackson, Tenn.  
 Wallace Bros. of Canada: Lindsay, Ont.;  
 Leamington 26-Oct. 2.  
 Wallace, I. K.: Charlotte Court House, Va.;  
 East Bend, N. C., 26-Oct. 1.  
 Wallace & Murray: Toccoa, Ga.  
 W. E. Attrs.: Sardis, Tenn.; Henderson 26-  
 Oct. 1.  
 Williams, John, & Sons Rides: Greensboro,  
 N. C.  
 Wilson's Famous: Eureka, Ill., 22-24; Astoria,  
 29-Oct. 1.  
 Wolfe Am.: Greer, S. C.  
 World of Mirth: Allentown, Pa.  
 World of Today: Ft. Smith, Ark.  
 Young, Monte: Salt Lake City.

## Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Orange, Tex., 20; Lake Charles,  
 La., 21; Lafayette 22; Opelousas 23; New  
 Iberia 24; Crowley 25; Baytown, Tex., 26;  
 Galveston 27; Bryan 28.  
 Biller Bros.: Augusta, Ga., 20; Dublin 21;  
 Vidalia 22; Douglas 23; Fitzgerald 24.  
 Cole Bros.: Pueblo, Colo., 20; Ja Junta 21;  
 Garden City, Kan., 22; Dodge City 23; Liberal  
 24; Pratt 25.  
 Dalley Bros.: Wilmington, N. C., 20; New  
 Bern 21; Kinston 22; Williamston 23; Selma,  
 24.  
 Da'es: Winona, Miss., 20; Eupora 21; Calhoun  
 City 22; Aberdeen 23; Armory 24; Okolona 26.  
 Flamante: Madera, Calif., 20; Firebaugh 21;  
 Mendota 22.  
 Gould, Jay: DeKalb, Ill., 19-21; Forrest 22-23;  
 Marseilles 24-25; Chicago, at 108th St. &  
 Ewing, 26-28.  
 Kelly, Al. G.-Miller Bros.: Sigourney, Ia., 20;  
 Pella 21; Indianola 22; Winterset 23; Guthrie  
 Center 24.  
 Kelly-Morris: Elberton, Ga.  
 King Bros.: Enid, Okla., 20; El Reno 21;  
 Shawnee 22; Seminole 23; Ada 24; Lindsay  
 25; Chickasha 26.  
 Mills Bros.: Cortland, N. Y., 20; Norwich 21;  
 Utica 22; Fort Plain 23; Albany 24; Pough-  
 keepse 26; Peekskill 27; Port Chester 28.  
 Polack Bros. (Eastern): Panama City, Fla.,  
 23-24; Tampa 27-29.  
 Polack Bros. (Western): Klamath Falls, Ore.,  
 22-24; Denver 30-Oct. 8.  
 Ringling Bros. and Barnum & Bailey: Oak-  
 land, Calif., 20-21; San Francisco 22-25;  
 Stockton 26; Fresno 27; Los Angeles 28-  
 Oct. 2.  
 Seal Bros.: Walnut Grove, Calif., 24.

## Misc. Routes

2160 Patterson St., Cincinnati 22, O.  
 Send to

Barton's Society Circus: Murfreesboro, N. C.,  
 19-25; Seaboard 26-Oct. 1.  
 Bradley & Benson's Hillbilly Jamboree:  
 Rosthern, Sask., 27; Shellbrook 28.  
 McClung's Pythons: (Fair) Memphis 22-Oct. 1.  
 Pan-American Animal Exhibit: Ardmore,  
 Tenn., 21-22; Athens, Ala., 23-24.

## Mineola, N. Y., Okay For Isser - Trebish

MINEOLA, N. Y., Sept. 17.—The  
 midway at the 107th Mineola (Long  
 Island) Fair, which opened Tuesday  
 (13), again is occupied by the com-  
 bined I. T. Shows and Carnival  
 Shows, Inc., of Phil Isser and L.  
 Trebish, which have added several  
 shows and concessions for this spot.  
 All rides, however, are office-owned  
 and operated.

Rides include two Merry-Go-  
 Rounds, two Ferris Wheels, Cater-  
 pillar, Tilt-a-Whirl, Ridee-O, Octo-  
 pus, Whip, Comet and miniature rail-  
 way, plus three kiddie rides. Shows  
 are Slim Kelly's flashy Freak Show,  
 Ewing's Indian Village, live Mouse  
 Circus, Bob Edward's Nudist Colony,  
 Casba Girl Show and an Athletic  
 Show.

In addition, there is a pony ride,  
 Harry Nelson's new baseball high  
 striker, about a dozen eat and drink  
 stands and a large number of games  
 and concessions.

While opening day, Tuesday (13),

## Dayton Annual Hurt by Rain

DAYTON, O., Sept. 17.—Mont-  
 gomery County Fair, September 5-8,  
 played in hard luck opening day when  
 heavy afternoon and evening showers  
 held down the crowd.

Labor Day paid attendance was  
 21,219, about half the usual gate.  
 Racing was abandoned that day, but  
 otherwise the fair operated on full  
 schedule, even including vaude acts  
 before the grandstand.

Tuesday brought 11,463 paid ad-  
 missions; Wednesday, 16,150, and  
 Thursday, 16,717, for a 65,549 total.

This was the first time in 10 years  
 the fair had been partially rained  
 out on opening day. The fair board  
 was not dismayed, however, and an-  
 nounced that all premiums would  
 be paid.

Grandstand acts were provided thru  
 Gus Sun, Springfield, O.; Ernie Young,  
 Chicago; Boyle Woolfolk, Chicago;  
 Frank Wirth Enterprises, Inc., St.  
 Louis; Dave Malcolm, Chicago, and  
 Klein's Attractions, New Waterford,  
 O. They included Klein's *Rhythm  
 Revue*, which played one night, and  
 the following: Egony Trio, Maschino  
 Troupe, Gold Dust Twins and Four  
 Whirlwinds.

Gooding Amusement Company,  
 Columbus, O., supplied a Merry-Go-  
 Round, Ferris Wheel and Hurricane.  
 There were side shows, all space  
 they had previously used being oc-  
 cupied by farm machinery.

Entertainment highlight was on  
 Tuesday night when, instead of racing,  
 the program included a parade of  
 prize livestock, farm implements, 600  
 students in a massed band concert,  
 the Klien's revue and other acts.

## State Fair Junket Ends in Oklahoma; Set Late '50 Bow

PERRY, Okla., Sept. 17.—State  
 Fair Shows wind up their season here  
 today, terminating their tour ahead  
 of original expectations after filling  
 all fair and celebration contracts.

Out since April 3, when it opened  
 at Hollis, Okla., the org moved from  
 Oklahoma into West Texas and then  
 into Western Kansas, getting excel-  
 lent business the first six weeks. Busi-  
 ness then dropped sharply until the  
 org went into its fairs. All fairs, how-  
 ever, were down from last year, the  
 drop-offs ranging from 25 per cent  
 to 40 per cent.

C. A. Goree, owner-manager, will  
 establish winter quarters at the fair-  
 grounds here. He plans to go out late  
 next season, setting the 1950 opening  
 tentatively for about June 1.

The org's staff as the show entered  
 its closing day here consisted of Roy  
 Edsell, manager; R. L. (Red) Bishop,  
 general agent; F. H. Burton, elec-  
 trician, and Jimmy Gallagher, man-  
 ager of shows.

was almost washed out by rain, at-  
 tendance and biz picked up Wednes-  
 day (14) and Thursday (15). Fri-  
 day (16) was Children's Day, always  
 a big one, and today, the wind-up, is  
 expected to pull peak crowd.

Slim Kelly's show is probably the  
 big money-maker, but the Girl, Ath-  
 letic and other shows are all doing  
 okay. Lunch and drink stands  
 grabbed big patronage, but games  
 and some concessions found pickings  
 meager except on peak nights.

**Plus? plus EVERYTHING!**

**...PROVING THE BEST ALWAYS COSTS LESS!**

- Gives Butter-like Flavor and Color.
- Gives MORE Volume from a given amount of corn.
- Produces fewer "duds".
- Cleaner to handle.
- Costs LESS to use than ordinary coconut oil.
- No wonder it's always a leader!

In the easy-to-handle Gallon Can.

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**\$1250<sup>00</sup> ea.**  
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**COMPLETELY EQUIPPED.**

Sell Popcorn by the cornfield—It's equipped with Cretors #41 Giant Model Popper. Sell sandwiches, soda, etc. It travels light and easy—is jazzed up with eye catching, Sparkling Plexiglas, Red Illuminated Ball Corner and Colored Fluorescent Lighting. It's finished in Gleaming White Enamel, has a Polished Stainless Steel Counter, an Inlaid Linoleum Floor, ample window serving space AND it's insulated and built to last for years and years.

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## Oceanarium for Clearwater

CLEARWATER Fla., Sept. 17. — Japanese Gardens here, long the property of Mrs. Marion W. Williams, of Gloucester, Mass., has been taken over by Marine Gardens, Inc., of this city. An oceanarium is to be added to the gardens for display of salt water fish. In addition there will be a display of porpoises and sea lions, with a professional trainer handling them. Construction of tanks starts October 1. The oceanarium is expected to be completed November 15. Incorporators are W. R. Slack, New York; R. L. Heath, Clearwater, and J. E. Dirse, Miami.

## Kaycee Official Seeks Expo Site

(Continued from page 51)

big feature of the centennial, plans call for many other features to be tied in with the anniversary celebration. An industrial exposition will run eight days, beginning June 3 in Municipal Auditorium, and annual Kansas City features, such as the American Royal Livestock and Horse Show, spring rodeo and dairy cattle show, the home show and the electrical exposition, will be tied in with the cele.

Many special events also will be offered. Included among those under consideration are an aquatic show, a major league baseball game, other sports events and a musical festival. Current plans call for a special event each day from June 3 thru Labor Day.

### R.R.'s Pledge Co-Operation

Indications are that the railroads will give strong co-operation. Pledges from key railroad execs already have been given, and there is a possibility that some of the railroad equipment used this year and last at the Chicago Railroad Fair will be brought here to be used in the pageant.

Temporary centennial offices have been established in the Chamber of Commerce Building. Formation of the centennial corporation is expected to take about four weeks.

Woodward, who has been granted a leave of absence by the Chamber of Commerce to head up the centennial organization, is a former manager of the Greater Kansas City Motor Car Dealers' Association. He also helped plan the 1935 automobile show, the first major event held in Municipal Auditorium here.

Woodward said that the exposition is planned to pull 1,500,000 persons. He said that he believes that estimate to be reasonable "inasmuch as the population of Greater Kansas City alone is 760,000."

Herbert H. Wilson, president of the Chamber of Commerce, is general chairman of the centennial celebration committee which paved the way for the formation of the centennial corporation. Mayor William E. Kamp is honorary chairman of that committee.

## Napoleon Annual Pulls Record 35,000

NAPOLEON, O., Sept. 17. — The Henry County Fair ran markedly ahead of 1948 figures to draw an attendance of 35,000, setting an all-time record, according to James Murray, secretary. Event ran four days, including entry day. Exhibits were exceeded only by pre-war figures.

The grandstand show, featuring a revue and two days of vaudeville and circus acts, with three complete changes of bill, played to nightly capacity crowds of 2,000. Show was booked by Henry Leuders, of the United Booking Association.

Business on the midway was good proportionately, with the F. E. Gooding Shows up about 10 per cent from last year.

## New Lot Scheduled For New Castle, Pa.

NEW CASTLE, Pa., Sept. 17.—A permanent city-owned circus and carnival lot will be established on Cascade Street here, Mayor John F. Haven announced. The property is the city plot acquired some years ago from the Lehigh Portland Cement Company. New site will have excellent railroad facilities, Mayor Haven said.

The city council plans to appropriate money to clear the land. Work is expected to be completed early next spring. The mayor said the city would continue to show discretion in the number of circuses and carnivals allowed here annually.

## New Liberty Park Clicks From Start

(Continued from page 51)

park and Celoron Park at Jamestown, N. Y., which he also owns, and has succeeded in chalking up satisfactory results at both spots.

The Buffalo park panned out better than expected and Illions is mapping improvements and additions for next season, among which will be the erection of an elaborate front entrance and installation of several new rides. New rides tentatively set for erection in the park include a 115-foot high Phoenix Wheel, which was a feature of former Cotton Expositions in Atlanta. This ride has a capacity of 120 passengers every four minutes. During the past year all electric light and power lines were placed under ground and new public restrooms were installed at a cost of \$20,000.

### Staff Listed

Administrative staff of New Liberty Park, Inc., is composed of Harry A. Illions, president and treasurer; Florence Lusse, vice-president; Carl Rothfuss, secretary, and E. Percy Morency, park manager. Morency's post is a year-round job, with winter months devoted largely to promoting picnics and special events for the coming season.

The concessionaires at New Liberty Park are J. C. Gilbert, with all amusement games and bingo; Harry Beach, Scooter and dark ride; Gilbert Noon, shooting gallery and all popcorn and ice cream and R. H. Kuehne, operator of a de luxe Diesel-powered miniature railway, made at his Buffalo plant in North Hampton.

## ESE To Honor Moses, Brooks at Ceremony

WEST SPRINGFIELD, Mass., Sept. 17.—Memories of two men instrumental in founding and developing Eastern States Exposition will be perpetuated with the dedication of two buildings at the fairgrounds on Governors' Day, September 19.

In the last phase of construction is the new administration building at the main entrance to the grounds, which will be dedicated to the memory of Joshua L. Brooks, who served as president for 25 years and held the title of honorary president until his death this year.

The Junior Achievement Building will be renamed the Moses Memorial Building and dedicated to the late Horace A. Moses, who donated the building and who was interested in the exposition until his death.

Dedication ceremonies will be a part of Governors' Day, when chief executives and their representatives from 10 North Atlantic States, together with exposition officers and town officials, will take part.

## Ayres and Kathryn Davies Wind Up Outdoor Season

KIRKLAND, Ill., Sept. 17.—Regular outdoor season for the Ayres and Kathryn Davies Circus ended here Tuesday (6). Equipment is stored in Dixon, Ill., until the show starts its indoor route October 20. A new big top will be ordered for spring delivery. Agents Stowell and Duke are on the road contracting indoor dates.

Recent visitors to the show have been Mr. and Mrs. Carl Romig, Grace and Flo McIntosh, Bob Collins, Happy Holmes, Harry Mills, Bert Wallace, L. Verne Slout and Bob Couls.

## City Accepts Chi R.R. Fair

(Continued from page 51)

choose industries, individuals and groups to make use of the exhibition facilities.

Pledges of financial support were given this week by State Street merchants, hotels and other business interests. Marshall Field & Company, department store, paced those which pledged financial aid, offering to contribute \$50,000 to the underwriting fund.

Maj. Lenox R. Lohr, Railroad Fair president, no doubt will be sought to run the fair. Possible acceptance by him would be conditioned, it is generally believed, upon the assurance that he would be given a free hand in actual management.

As the move for an annual fair was pushed this week, the Chicago Railroad Fair ran into one of its worst weeks, weather-wise, in its two-year run. Cold and rain cut into attendance, and thru Wednesday (14) the attendance for the seven-day period ending then totaled 114,233, considerably under what it had been pulling. The weather washed out three performances of *Wheels-a-Roll-in'*, but the spec thru that day had played to 1,169,513 this year. The fair's gate to the same point was 2,204,633.

The fair is slated to close its 100-day run October 2.

## Rain, Cold Gives Allegan, Mich., Jolt First Half of Run

ALLEGAN, Mich., Sept. 17.—Rain and cold hit the first three days of the six-day Allegan County Fair here this week. An all-day rain marred Monday (12) but Joie Chitwood's thrill show, slated for two night performances, managed to go on for one despite a mired track and played to 2,152 persons.

Rain fell Tuesday morning (13) but the strong lure of kids' day showed up when the weather cleared and the gate count was not far below par for that day. The night grandstand, featuring an Ernie Young revue, pulled 1,500. On Wednesday (14) cold weather cut attendance, and the Young unit that night pulled 1,200 into the grandstand.

The Young revue, which embraces a 16-girl line, with Dick Ware as emcee, plus eight acts, was skedded for two shows nightly Thursday (15) thru tonight. Colt harness races, which drew a record entry of 148, exhausting the fair's stabling facilities, were skedded for three afternoons, Wednesday thru Friday. Opening day of the sulky events pulled a good grandstand despite cold weather. The heavy entry forced the stabling of horses as far distant as Kalamazoo, Mich.

Happyland Shows, on the midway, reported business down about 20 per cent the first three days as compared to the same period last year.

## Seal Bros. Registers Four Full Ones in Oregon Towns

BURNS, Ore., Sept. 17. — Seal Bros.' Circus chalked up red ones here and in Vale. Playing here Thursday (8), the show, despite unfavorable weather in the afternoon, registered a full matinee and came back at night, with weather good, with another full house.

In Vale, Wednesday (7), weather was okay and the show chalked up two capacity houses.

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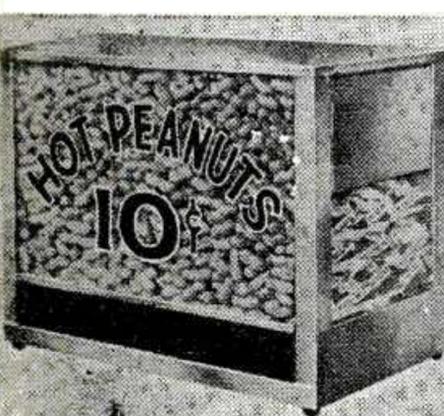
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# RAIN NICKS 2 PENNSY BIGGIES

## Reading Gate, Takes Down

Night show, grand circuit races washed out—prospects still not gloomy

READING, Pa., Sept. 17. — Rain which blanketed the East this week took a heavy toll on the Reading Fair. Showers lasting thruout Tuesday (13) resulted in the cancellation of the night show for the first time since 1935 and the cancellation of the afternoon program of grand circuit racing. A muddy track Wednesday (14) again caused cancellation of the afternoon racing card and resulted in the management's refunding money to thousands of ticket holders. A substitute program was not attempted since most of the patrons were on hand to witness the running of the \$8,000 futurity.

Comparative attendance figures thru Thursday (15) follow:

	1948	1949
Sunday .....	43,987	41,731
Monday .....	19,360	11,853
Tuesday .....	47,432	6,581
Wednesday .....	43,697	44,712
Thursday .....	33,847	45,148

Totals ..... 188,323 150,025  
Yesterday (16) good weather brought a big crowd to the grounds. Continuing good weather today and tomorrow, when the annual winds up with the presentation of big car auto races, a sure-fire draw here, may result in most departments' approximating last year's business, officials said.

### Prospects Good

Pre-opening prospects were good, with the sale of space approaching record proportions. Cattle exhibits had to be turned away as temporary stabling was exhausted. The gross revenues resulting from Sunday and (See Reading's Gate on page 65)

## Knoxville Gate Up 10% 'Til Rain Hits on Big Day

KNOXVILLE, Sept. 17.—Attendance at Tennessee Valley A. & I. Fair here thru Thursday (15), fourth day of its six-day run, was running 10 per cent ahead of the corresponding period last year.

Rain, however, hit Friday (16), customarily the big day of the event, and Pat Kerr, secretary, figured that the dent in that day's gate would offset the early attendance gain.

Patronage for the open air show, offered twice nightly and each matinee, also was up 10 per cent for the first four nights, Kerr said. The seating capacity for the open air presentation, which again consists of an Ernie Young revue, plus acts inked by the Chicago booker, was increased by 400 this year, and this accounted for the increase in patronage.

Thru Thursday, the Johnny J. Jones Exposition's rides and shows had grosses about the same as last year. Friday's rain, which alternated between downpours and drizzles, hit the midway area hard and rained out the matinee grandstand show.

New improvements to the fair this year include a modern information booth in the main building. Commercial exhibits were outstanding, filling a 100 by 400 feet building.

## Olsen and Johnson Do It in Rain To Put on Rained-Out CNE Show

TORONTO, Sept. 17. — Officially, the record-smashing Canadian National Exhibition closed its 14-day run Saturday night (10) after piling up an all-time high attendance of 2,651,000, but Olsen and Johnson, who had been featured nightly in front of the 22,000 capacity grandstand during the CNE's regular run, added a dramatic postscript Tuesday night (13). Then, O. and J. and their troupe staged a show which had been rained out during the CNE. And they staged the run-off in rain that was punctuated by several cloudbursts, but the more than 20,000 who paid to see the once rain-postponed show stayed to the drenching end.

### Improvise Plenty

O. and J. improvised for about an hour at the outset of the show as rain lashed down. The huge stage assumed a slick surface, yet the huge company contrived to provide a winning performance that delighted a good-natured audience. Once the stage had to be cleared of water before the show could continue.

Tickets for the performance rained out during the CNE were honored. Proceeds from new ticket sales went to four charities. A benefit show for these charities had been skedded for Monday night (12) but this perform-

ance was called off when execs felt that the ticket sale might prove light after Olsen and Johnson's extended run of the show at the CNE.

### Gross Tops 400G

Counting Tuesday's show, Olsen and Johnson played before about 350,000 persons at the CNE in what was their second appearance in as many years. Receipts for their shows will total in excess of \$400,000, Elwood A. Hughes, the CNE's general manager, pointed out Friday (17).

The CNE's final gate of 2,651,000 is 39,000 higher than the peak set last year. Closing day's gate surpassed estimates, hitting 261,000 or 3,500 higher than the record closing day last year.

## Record Gate Mark Set by Calif. State

698,235 Spin Turnstiles

SACRAMENTO, Sept. 17.—All records for California State Fair (1-11) were broken when a total of 698,235 persons went thru the turnstiles during the 11-day event. This is 41,451 more than the previous recording-breaking year in 1947, the first post-war fair.

Last year total attendance was 596,826. Aerial acrobatics by air corps jet fighters helped keep attendance up for a final day record of 57,187, nearly 10,000 more than the closing day in 1947.

The pari-mutuel handle registered a record high of \$2,640,462 with a daily average play of \$293,385. Plans call for construction of two tracks at the new fairgrounds, one a mile track for runners and a smaller inside track for harness races.

In addition to setting a new attendance mark, this year's fair also rang up a new premium record with 7,000 prizes going to exhibitors as compared to 4,900 last year, Secretary-Manager E. P. (Ned) Green reported. Future Farmers of America and 4-H Club members received \$33,000 in premiums.

## Carroll Funspot Ends Fine Year

AGAWAM, Mass., Sept. 17.—Riverside Park rang the curtain down Sunday (11) on what Edward J. Carroll, owner-manager, termed a "fine season."

From Riverside's point of view, the weatherman should be rewarded, for only one stock car race had to be postponed. Officials said the postponement proved unnecessary, but the decision was made too early.

Only one picnic was interfered with by rain. In all, about 20,000 persons were served at outings. School and midway outings were attended by an estimated 25,000.

Altho the midway area is closed, stock car races will be continued thruout this month, the restaurant will be open week-ends and there will be bowling and roller skating year-round.

## Syracuse Nears Nine-Day Record In Six-Day Run

SYRACUSE, Sept. 17.—Final attendance for the six-day New York State Fair, which closed Saturday (10), was 364,784. This was 17,216 below the all-time high of 382,000 set in 1941 when the event ran three days longer.

Suspended seven years because of the war, the fair opened Labor Day with a record 103,000 turnout. Second biggest day was closing day when the gate count was 67,919. Final day feature was the 100-mile AAA-sanctioned national championship race, traditionally a big feature here. Speed event was directed by Ira Vail.

James E. Strates Shows piled up an excellent midway gross.

## Butte County, Calif., Annual Off to Good Start at New Site

GRIDLEY, Calif., Sept. 17.—Butte County Fair opened its four-day run here Thursday (15) to good crowds. Paving of approaches to the new fairgrounds was completed last week. A new sewer line also was installed. New buildings include the \$137,000 exhibit building, known as Farmers' Hall. It will be used the year around for civic events.

One of the fair features is a fashion show with styles for the last 100 years getting the spotlight. Other highlights are an amateur rodeo with purses ranging from \$50 to \$110. Opening day featured a centennial parade. All exhibit space was used fair officials announced.

California Shows, on the midway, had competition from Seal Bros.' Circus, playing a one-day stand during fair week.

## York Likely To Equal '48

Covered stage saves night show — concession space sales may hit \$90,000

YORK, Pa., Sept. 17.—A highly successful run is assured the York Interstate Fair, which ends a five-day run tonight, despite some rain and overcast skies on most days.

While the threatening weather has undoubtedly kept some patrons away, attendance on the first few days was on a par with 1948, Samuel S. Lewis, president, said. If the good weather prevailing yesterday (16) continues thru today, it is likely that the attendance will approach former marks.

The financial outlook was bright right from the start. Commercial exhibits hit a new high, and the sale of concession space had topped \$82,000 opening day. The concession income may easily hit the \$90,000 mark since tabulations were not complete.

### Covered Stage Pays Off

Rain opening Tuesday (13) posed no problem insofar as grandstand operations were concerned since the fair has an all-weather stage built at a cost of \$86,000. Altho it was ready and in use last year, Tuesday marked the first time that the covered stage has had a chance to pay off on the initial cost.

About \$6,000 has been invested in stage and truck lighting facilities in the past year. The entire straightaway of the track can be lighted without a shadow. Plans call for the expansion of the lighting system to include the remainder of the track, so that major race events can be presented at night.

### Seats Earn Initial Cost

The concrete stand, containing permanent chair-type seats erected along the rail in the paddock area last year at a cost of about \$10,000, earned about \$11,500, Lewis said. A like amount of net revenue will result. (See York's Likely on page 65)

## Weather Hits Saginaw; Gate In Slight Dip

SAGINAW, Mich., Sept. 17.—Despite some rain and cold weather, attendance at Saginaw Fair here thru Friday afternoon (16), the sixth day of the seven-day event, was holding close to 1948 levels. The gate to that point was off only about 6 per cent, Secretary Clarence H. Harnden estimated.

Cold and threatening skies hurt the first two days and rain hit Tuesday (13), washing out the matinee grandstand show. Grandstand attendance thru Friday was under the total for the corresponding period last year but grandstand receipts were up. Reason for the increase in grandstand income was that the fair discontinued general admission seats, putting backs on 2,700 and selling them at \$1.20, as against the 85 cents which prevailed last year for general admission.

Night grandstand attraction is a Barnes-Carruthers revue, plus acts. Afternoon grandstand bill consists of acts from the night bill.

Ride and show business for Floyd E. Gooding on the midway was running slightly behind last year thru the first six days, Harnden said.

# Michigan Centennial Gives 'Em Strong Attraction Bill, Scores Record 10-Day Pull

## 100-Mile Big Car Race Piles Up 61G Grandstand Gross

DETROIT, Sept. 17.—A strong three-day finish enabled the Michigan Centennial State Fair to wind up its 10-day run Sunday (11) with attendance 26 per cent higher than last year. Final gate count was 787,034, of which 543,841 was paid. This topped last year's figures of 610,410 and 429,074, respectively, but surpassed the peak paid gate of 537,947 for a 10-day run set in 1947. Only the 16-day 1937 edition which pulled 728,947 and the 12-day 1931 run, with a paid gate of 689,133, topped it. Top money grosser this year was the 100-mile AAA-sanctioned National Championship Big Car Auto Race, the first held here in 16 years. The speed event staged the closing day drew a paid crowd of 21,807, with ducats scaled from \$3.60 to \$7.40, and grossed \$61,148.20 for what undoubtedly is a grandstand record here.

The Tex Ritter Rodeo, in for 16 performances, played to 75,468 paid and grossed \$58,920. Joie Chitwood's Hell Drivers, in front of the grandstand the final night, showed an excellent closing night crowd of 6,163 paid. Weakest grandstand attraction was the *Grand Ole Opry*, which in two performances played to only 1,610.

The Coliseum shows demonstrated great strength, playing to about 60 per cent as many people as the grandstand, tho the building was not available for shows three afternoons when it was used for stock judging. Coliseum shows were built around a Gus Sun revue, with Bob Hope heading the bill six performances and Jo Stafford and Bobby Breen in for three shows.

### Coliseum Grosses 69G

Hope played to 42,124 paid for a \$35,904.95 gross, while Stafford and Breen played to 23,668, who paid \$23,182.90 to see the three performances. *Welcome Traveler*, radio show, was in for six Coliseum performances, grossing \$9,948.70 from a paid attendance of 8,489. Total Coliseum paid attendance was 74,281 for 15 performances, with the gross hitting \$69,036.55.

Multiplicity and variety of attractions, coupled with potent showmanship uncovered by the new manager, James D. Friel, and his aides, featured the event.

Midway business topped last year, with the ride and show gross totaling \$150,313.49, as compared to \$129,800 in 1947. Floyd E. Gooding held the midway contract and augmented his units by booking in eight shows thru Ray Marsh Brydon

### ESE Execs Occupy New

#### Brooks Memorial Bldg.

WEST SPRINGFIELD, Mass., Sept. 17.—All personnel of Eastern States Exposition have been moved into permanent headquarters on the fairgrounds here, marking the first time since the exposition's inception 28 years ago that all activities have been centered at the plant. Up to now executive offices of the exposition were in Springfield.

The staff is now located in the new Brooks Memorial Building, which will be dedicated to the memory of Joshua L. Brooks, founder and first president, during the 1949 showing which opens Sunday (18).

## Worst Weather Since 1925 Hits Rutland's Gate

RUTLAND, Vt., Sept. 17.—Rutland Fair closed Saturday (10) with total attendance of only 98,000 for its six-day run—the lowest gate in years—the result of rain every day except closing day. No previous Rutland fair since 1925 had five successive days of rain.

Altho this year's total was considerable below last year's 110,500 and the record 139,500 in 1946, Arthur B. Porter, secretary-manager of the fair, said that, taking the weather into consideration, the fair had done well and that both fair officials and concessionaires were satisfied.

Clear skies Saturday brought out a crowd of 24,000, second highest turn-out of the week, and the grandstand was nearly filled for Ward Beam's auto thrill show. Monday (5) and Saturday were the only days on which rain did not disrupt things.

Rain put a damper on the visit of Governor Gibson and washed out the racing card Thursday (8) afternoon and the auto races skedded for Friday (9) night. Performances of the George A. Hamid grandstand show were presented as per schedule, despite the weather.

World of Mirth Shows vacated the grounds Sunday (11) morning to jump to Brockton, Mass.

## Mineola Hits Pace Like '48

Rain hurts at outset but pick-up later in week indicates triumph

MINEOLA, L. I., Sept. 17.—The 107th annual Mineola Fair opened Tuesday (13) with rain cutting attendance to a meager 3,000 paid admissions and forcing cancellation of practically all outdoor events, including rodeo performance, for the day.

Wednesday (14) brought better weather and a good turnout, but the biggest day of the first half of the fair's run was Thursday (15), which drew large afternoon and night crowds. Friday (16), Children's Day, is always big, as is Saturday (17), closing day so Charles Bochert, fair manager, hopes to chalk up attendance approximately equal to last year's.

Grandstand attraction this year is Lewis Blackmon's Diamond B Ranch Rodeo, which puts on a speedy performance with 25 events and acts (See *Mineola Matches Pace*, page 80)

## Topeka Stand Off 20%, RAS 15%; Cold Hits

### Winkley Races Gross 9G

TOPEKA, Kan., Sept. 17.—Kansas Free Fair, which opened here Saturday (10), caught cold weather and some rain thru Friday (16), closing day, and, as a result, was down from last year.

Grandstand receipts were off an estimated 20 per cent, Maurice C. Jencks, secretary, said. Midway business for the Royal American Shows was off 15 per cent, he added.

Night grandstand attraction was the Barnes-Carruthers No. 1 Revue, plus acts. Biggest grosser of the afternoon attractions were the big car races, staged Sunday (11) by Frank Winkley, with the speed events grossing in excess of \$9,000. Second highest afternoon money-getter was Joie Chitwood's Thrill Show, Tuesday (14), which produced almost a \$9,000 grandstand.

Other afternoon grandstand attractions were Frank Winkley's Thrill Show, in for two days, and three additional days of auto races, the latter also staged by Winkley.

### Greensboro, Ga., Biz Good, Ditto Annual's Prospects

GREENSBORO, Ga., Sept. 17.—The Johnny T. Tinsley Shows will be on the midway of the Greene County Agricultural Fair here the week of October 17. Annual's prospects loom bright, as conditions here are good and record interest has been manifested in the fair.

C. H. Crumley is secretary of the fair.

## Weather Hits Louisville Fair After Record 80,000 Opening; Gate Dips, Spending Drops 20%

By Herb Dotten

LOUISVILLE, Sept. 17.—Dogged by rain or the threat of rain each day except the opener, the Kentucky State Fair ended its seven-day run here tonight in a downpour that set in just as the grandstand broke. Attendance for the full run was down slightly from last year and spending was off about 20 per cent in practically all departments.

The fair opened auspiciously, pulling an announced record crowd of 80,000 tee-off day, Sunday (11), but the menace of rain, plus cold, clung to the wind-up.

Attendance for the full run was estimated at 410,000 as against 426,000 last year, when good weather prevailed thruout.

The customers had a marked inclination to hold on to their money, backing away from the grandstand and even the always strong horse show. Fair officials pruned horse show prices and also scaled down the grandstand admissions early in the run. The grandstand, scaled at \$1.20, \$1.80 and \$2.40 the first few days, was knocked down to 60 cents for matinees and \$1 at night.

But the cut in prices didn't bring about any upsurge in grandstand business. Act program, provided by the Gus Sun Agency, in for two grandstand shows twice daily, Monday thru Friday, was lucky if it made the nut. Opening and closing day (Weather Hits Louisville, page 80)

## Weather Cuffs Quebec Expo; Gate Off 12%

### Coliseum Loss Is Felt

QUEBEC CITY, Que., Sept. 17.—Cold, rain and windstorms, plus a four-day bus strike, dropped attendance at Exposition Provinciale, which ended its 10-day run here Sunday (11). Emery Boucher, exposition manager, placed the gate drop at 12 per cent.

The annual operated without a coliseum, the site of one of the event's major attractions. Fire destroyed the old structure and a new one, complete with ice plant and seating about 10,000, is being constructed, with execs hopeful that the building will be ready for use by December 1.

Bad weather was especially a severe jolt with the loss of the coliseum. Profiting tho was the midway, where the Conklins, Patty and Frank, with Frank in charge, had the attractions. Midway shows did particularly well, as the patrons were driven to cover repeatedly by the weather.

Grandstand business was cuffed soundly by the elements. Night show, consisting of free acts, plus a revue booked in thru George A. Hamid, New York, and fireworks, supplied by T. W. Hand, played to between 10,000 to 12,000 for the run of the event.

Despite the weather and the lack of a coliseum, profit for the exposition was estimated at "from \$40,000 to \$50,000" by Boucher.

## Topsfield Hits New Gate Mark

TOPSFIELD, Mass., Sept. 17.—The Topsfield Fair drew a closing day crowd of 25,000 to give the sponsoring Essex Agricultural Society a new aggregate attendance record of over 100,000 paid admissions. Final day crowd, Saturday (10), altho short of the opening Sunday (4) all-time single day crowd of 30,000, probably was the third largest in fair history. Total attendance last year was 41,771.

The attendance this year was considered remarkable by fair officials in view of the fact that rain washed out the sixth day of the fair.

Sally Rand and her troupe, the featured night grandstand entertainment, earned a reported \$6,000 at this stand. Pari-mutuel horse racing hyped the crowds and an expected difficulty in holding the horse fans over to attend the Rand show failed to materialize.

## Yolo County, Calif., Annual Seeks 155G For Improvements

WOODLAND, Calif., Sept. 17.—A request by Yolo County Fair board for \$155,000 from the State for expanding facilities at the fairgrounds has been made. Included in the master plan is a proposed combination auditorium-exhibition building costing \$110,000. Other contemplated improvements include a \$15,000 livestock barn and \$15,000 earmarked for additional land.

Request was filed with the State Department of Finance by Fair Manager Stuart Waite. The money is made available to fairs from taxes collected on pari-mutuels.

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# PNE Gate Down 4,850 From 1948

## Polack, Hobby Shows Click

VANCOUVER, B. C., Sept. 17.—A drop in Labor Day attendance from last year caused Pacific National Exhibition (PNE) to finish its 11-day run that night short by 4,850 of matching its 644,237 peak set in '48. The Labor Day turnout was announced at 90,373, as against 103,426 for the same day last year.

Event had perfect weather, whereas the '48 edition was marred by many rainy days. Polio epidemic, unemployment and a tightening up of money were given as the reason for the dip. Midway gross took a greater drop than the attendance, with polio cutting into kiddie patronage and the tighter money situation having a deep effect upon concessions.

Polack Bros.' Circus and the Hobby Show were the only two attractions that bettered their 1948 figures. The Forum Show, starring Edgar Bergen and Charlie McCarthy, ended in the red.

The outdoor theater, which ran continuously afternoon and evening with varied entertainment such as bands, drill teams, fashion shows, radio shows, etc., also clicked solidly, but it was a free attraction, with the fair picking up the tab for \$10,000.

Much of the outdoor theater was picked up for free or at little cost to the fair, as bands, drill teams and some acts came in from neighboring cities to do their stuff cuffed.

## Fredericton Sets Ex Revival in '50

FREDERICTON, N. B., Sept. 17.—City of Fredericton will stage an exhibition during Labor Day week in 1950, it was announced here this week by C. Hedley Forbes, exhibition president.

The last such annual was held in 1938. A year later the event was canceled on the eve of its opening by the outbreak of the war and the immediate occupation of the exhibition plant by the Department of National Defense.

The plan is to hold the customary autumn race meeting plus a carnival and grandstand attractions.

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## York Is Likely To Equal 1948

(Continued from page 63)

sult from their use this year. Other major improvements in operation this year included new rest room facilities erected at a cost of \$60,000. Last year approximately \$40,000 were spent on comfort stations. Also added was a six-bed hospital staffed by registered nurses and operated under the direction of the Red Cross.

Despite showers and threatening skies Wednesday (14), several of the gates had to be closed by early afternoon as the fair's several parking lots, capable of accommodating 6,000 cars, became jammed. Additional land, acquired several months ago, and adjacent to the present plant, will be ready for use as parking areas next year.

### Pavement Combats Rain

Paved roadways thruout the grounds, including the entire midway area, make it possible for all units to work at capacity immediately following the hardest rain. This, together with the covered grandstand stage, gives the annual as much protection against rain as it is possible for an outdoor event to have.

Grandstand entertainment followed the top-caliber, lengthy pattern set in the past. Featured night fare was Frank Wirth's *Swing Out the News Revue* together with special name attractions. Tony Martin, radio-flicker star, was featured Wednesday afternoon and night (4) and drew capacity crowds. Phil Spitalny's *Hour of Charm* drew big crowds Thursday and Friday (15-16).

The Wirth Revue was staged by John Lonergan, who staged the Xavier Cugat show currently at the Strand Theater, New York.

## Reading's Gate, Takes Drop Off

(Continued from page 63)

Monday were about equal to those garnered in the same period last year.

Cetlin & Wilson Shows, on the midway, are likely to suffer most from the inclement weather since the org operates here for only six of the scheduled eight days because of the necessity of fulfilling other overlapping commitments.

Rain Tuesday washed out Children's Day. The kids were invited back Thursday and accounted for the gate surging above the 45,000 mark.

### Many Features Carded

The entire eight days were loaded with crowd-getting features. Jimmy Dorsey and ork were featured in front of the grandstand Sunday and Monday nights (11-12) after a concert by the U. S. Air Forces Band. Attendance was good but a little under last year.

A George A. Hamid revue was featured Monday thru Saturday nights. Grand Circuit racing, with purses aggregating \$50,000, were carded Tuesday thru Friday. Joie Chitwood's Hell Drivers were the opening Sunday afternoon attraction. Jack Kochman and his thrill unit were skedded for this afternoon. Big car auto races, staged by Sam Nunis, will be featured tomorrow afternoon.

### Olsen in Skate Rink

Johnny Olsen's giveaway show was featured nightly in the skating rink. The show drew better than it did when it first appeared here a year ago but has not developed into a top attraction.

Radio coverage of the fair, arranged for by Russ Moyer, publicity director, was notable. Participating stations, many of which aired live programs, included WRAW (NBC); WEEU (ABC); WHUM (CBS), all of Reading; KYW (NBC), WFIL (ABC), WCAU (CBS), all of Philadelphia; WLAN, Lancaster; WHP, Harrisburg; WPPA, Pottsville; WCMB, Lemoyne, and WNAR, Norristown.

# Spencer Gate Dips Slightly, As Cold Hits

## Two Grandstand Records Set

SPENCER, Ia., Sept. 17.—Clay County Fair here opened its six-day run Monday (12) in cold weather following a week-end of heavy rain. Cold weather continued thru Friday (16), causing a slight drop-off in attendance to that point as compared to last year. Bill Woods, secretary, estimated the gate for the first five days at 146,000, off about 4,000 from the '48 figure at the same point.

Grandstand patronage showed surprising strength in the face of the overcast weather. Frank Winkley's thrill show, in opening afternoon, set an all-time Monday grandstand record when it played before a capacity stand. The Barnes-Carruthers night bill, in for the full run, chalked up the biggest single night grandstand turnout Thursday (15) when it showed to over 12,000 persons. Seating capacity that night was augmented by placing seating accommodations for several thousand on the race track.

Midway business was down at least 25 per cent for the first five days, Woods reported.

## Canton, O., Centen. Gate Hits Estimated 150,000 for New High

CANTON, O., Sept. 17.—A record attendance estimated at 150,000 attended the Stark County Centennial Fair, which closed here Saturday (10), the estimate, embracing free and paid admissions, was almost double that for '48.

Opening day, Labor Day, yielded an estimated turnout of 45,000, of which 24,666 paid. Big Labor Day business was reflected in the fair's receipts for the day, \$18,582.25, as compared to \$13,715.77 last year.

## Attendance Record For Anderson, Calif.

ANDERSON, Calif., Sept. 17.—An estimated 50,000 persons attended the four-day Shasta County Fair (8-11) for a new record, Manager Joe Speers announced. Agricultural and commercial exhibits also set a new high for this year.

A rodeo wound up the event. Winners included Bob Lockie, bronk riding; Howard Allen, bull riding; Bob Rosser, calf roping, and Glen Tyler, steer wrestling.

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# SUSPECT ARSON IN A. C. BLAZE

## Execs Face Questioning in Million-Dollar Pier Fire As Owners Seek To Oust 'Em

Loss May Hit \$300,000—\$524,000 Insurance

ATLANTIC CITY, Sept. 17.—Arson is strongly suspected in the \$300,000 fire which wrecked a large portion of the Million Dollar Pier early Tuesday morning (13), according to City Detective Robert M. O'Keefe, head of Atlantic City's Arson Squad. The discovery of oil-soaked rags and an empty lighter fluid can in the men's room of the burnt-out ballroom, and other suspicious evidences, resulted in the arson squad announcing that everyone who had anything to do with the pier, including George J. Costello, who controlled the company operating it, will be questioned.

The spectacular blaze broke out at 4:30 a.m. Tuesday (13), sweeping the Boardwalk section of the 43-year-old pier and destroying its large ballroom, offices and several amusement concessions. The ballroom was one of the largest in this section of the country.

### Discovers Two Fires

O'Keefe said that a report from a policeman told of two fires starting in different sections of the pier at about the same time. The policeman, one of the first on the scene, said that he dashed out to the house on the pier, about 200 feet beyond the ballroom, and found a small fire burning there. As he was returning to the Boardwalk after stamping out this fire the ballroom burst into flames. The house—address No. 1 Atlantic Ocean—is the mansion which formerly was occupied by the late Capt. John Young, who built the amusement pier in 1906 and who was associated with it until his death in 1938.

Fire Chief Rex Farley said he received reports from two firemen and three policemen that oil-soaked rags had been found at the scene of the blaze shortly before the fire broke out. Fire raged out of control for two hours and began expanding swiftly toward the ocean end of the pier which juts 1,900 feet out to sea, but firemen, taking advantage of low tide to battle the blaze from the beach as well as the Boardwalk, halted the fire about half way back. While no

direct evidence of arson was immediately found, a complete inquiry was decided upon. The fire chief said there was a possibility that the oil-soaked rags could have been dropped by mechanics.

George J. Costello, as head of the Million Dollar Pier Operating Company, which took over operation of the pier this summer, went into court Wednesday (14) to fight a suit seeking to oust the company as operators of the spot. The suit, it was learned for the first time, was filed several weeks ago by the Associated Realities Corporation, of Philadelphia, owners of the pier and headed by Clarence K. Crossan, a member of the Philadelphia City Council, on the grounds that the operating company had violated provisions of the five-year lease, which was signed last February. Because of confusion resulting from the fire, the suit was postponed until Friday (16). Crossan's firm purchased the pier from Captain Young in the middle 1920's. After Young's death it was leased to George A. Hamid, who owns and operates the Steel Pier here. Hamid operated the pier from 1938 thru 1948. Costello, who heads the operating company, is listed as a New York shipping operator.

Destruction of the ballroom was complete when the towering electric sign surmounting its facade collapsed and fell thru the roof. In addition to the ballroom and offices, the fire gutted a novelty shop, an amusement machine arcade and a rolling chair concession. All pier attractions and concessions, excepting Abe Baker's bingo type game, had closed for the season Labor Day. Baker said he lost a two-week payroll, which was to have been distributed to his 30 employees Tuesday (13). John Eveler, (See Arson Suspected on opp. page)

## L. I. Resorts Sked Operation in Sept.

NEW YORK, Sept. 17.—While practically all commercially operated parks and beach resorts in this area wound up their seasons Sunday (11), bathing facilities and some concessions at parks operated by the Long Island State Park Commission will continue in operation until the end of September.

Jones Beach, principal unit of the Long Island park system, shuttered its east bathhouse and the Boardwalk restaurant Sunday (11), but will continue operation of the west bathhouse, cafeteria, adult recreation area and some concessions thru September 25.

Officials report that attendance this summer exceeded all previous totals. Total attendance thru Labor Day (5) was 5,699,000, as compared with 5,018,000 last year.

## Plan Year-Round Funspot For St. Petersburg, Fla.

ST. PETERSBURG, Fla., Sept. 17.—A permanent year-round amusement park is being considered for this city. Site, altho not definite, probably will be on the main beach highway between Clearwater and St. Petersburg.

Jack O'Brien and C. C. Boggs are leading the movement.

## Parkmen Attend Gatherings in Toronto and Pa.

TORONTO, Sept. 17.—Park owners and operators, ride manufacturers and others in outdoor show business were treated royally here at the first summer meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB).

With Elwood Hughes, manager of the Canadian National Exhibition (CNE), and J. W. (Patty) Conklin, holder of the midway contract at the CNE, acting as hosts, parkmen and their guests attended a cocktail party in the Roof Garden of the Royal York Hotel Friday night (9) and then partook of a buffet supper. Following the supper they were guests of Hughes at the CNE grandstand show. Following the show, they were guests of the CNE officials at a cocktail party on the grounds.

The NAAPPB members came here from Conneaut Lake, Pa., where they attended the annual meeting of the Pennsylvania Amusement Park Association. Host at the Pennsylvania meeting was E. E. Freeland, owner of Conneaut Lake Park, retiring president of the Pennsylvania org. Carl E. Henninger, Kennywood Park, (See Parkmen Attend on opp. page)

## Eastern Spots Wrap Up Season

NEW YORK, Sept. 17.—The season ended at most parks and beach resorts in the New York area Sunday (11) night. Tilyou's Steeplechase Park in Coney Island drew satisfactory business on its closing week-end, but chilly breezes cut attendance at Olympic Park, Irvington, N. J., to slightly below normal.

Rockaway's Playland is operating all rides and attractions week-ends only, but brings down the curtain Sunday (25). The park's Carrousel, Scooter ride and kiddie park are operating daily until then.

Palisades Park, Cliffside, N. J., closes tomorrow (18) night. During the two final weeks of the season special promotions, giveaways and cut-rate prices on rides helped hypo business.

Weather over last week-end was ideal, but most New Yorkers hit the road rather than the beaches and parks. Sunday (11) attendance at Coney Island was estimated at 450,000, while Rockaway Beach drew 200,000. The turnout at Atlantic Beach was 40,000 and Jones Beach had a modest 36,000.

## 198G Deal Tees Off N. Y. State Project

ALBANY, N. Y., Sept. 17.—New York State Conservation Department has awarded a \$198,483.50 contract to R. F. Carpenter, Alburg, Vt., for the first phase of a \$1,000,000 bathing beach project at the southern end of Lake George.

Initial work will consist of grading, drainage and construction of a pedestrian underpass from a proposed parking area to the beach.

Complete plans envisage a resort along lines of the State-operated Jones Beach, on Long Island, with bathhouses, landscaping, game areas, parking fields, catering facilities and concessions capable of accommodating 6,000 patrons.

## Whalom Gross 3% Ahead of 1948 Figure

### Improvements, Weather Aid

FITCHBURG, Mass., Sept. 17.—Whalom Park registered one of its most successful seasons this year, Henry G. Bowen, president, reports, the over-all gross being up about 3 per cent over 1948, a top year.

The good showing was attributed in part to the addition of a new Dodgem which replaced the unit destroyed by fire in 1944. Bowen noted that the weather was exceptionally fine thruout the season. Several heat waves affected patronage, but the beach benefited to hold up the gross.

Bowen reports that rebuilding of the park, which was mostly destroyed by the tornado of August, 1938, and the hurricane in September of the same year, and by a fire in 1944, is nearly complete.

This year, in addition to adding the Dodgem, the Merry-Go-Round was moved and rebuilt, new cars were added to the Custer Car ride and new rocket-type cars were added to the Airplane Swing. All of these improvements played a part in sending the gross ahead of the 1948 take, Bowen said.

Everything in the park has been rebuilt since the disasters hit, with the exception of the roller rink, ballroom and theater. Practically new units include a Penny Arcade, bowling alley, Funhouse, shooting gallery, refreshment stands and game buildings.

Planned improvements for next season include erection of a new band shell in the center of the park and the relocation of the kiddieland and bus depot.

Park officials gave a dinner for all employees after the closing. About 100 attended and participated in the program, which was held in the ballroom. Tom Drake, appearing at the Play House, was present.

## Miss America Biz Sets New Marks

ATLANTIC CITY, Sept. 17.—The Atlantic City Miss America beauty pageant, which is promoted by a non-profit corporation, reported that last week's pageant was the most successful ever staged here. According to Philip E. M. Thompson, treasurer of the corporation and manager of Convention Hall, where the contest was staged, net proceeds this year will be well in excess of \$10,000.

Highlight of the pageant, as far as the box office is concerned, was the 22,000 attendance for the finals last Saturday (10) night. Some 42,000 persons attended the four-day stand in Convention Hall.

The four events in Convention Hall brought \$83,308 in admissions, over 20 per cent better than last year's gross of \$69,500. Altho receipts from the Boardwalk parade aren't all in as yet, parade director Bradford Frapart said all available seats were sold.

Thompson pointed out that the city will net \$2,700 from luxury taxes on tickets sold for the Convention Hall events and the parade. As for the \$10,000 contingency fund set aside by the resort administration to defray the cost of promotion, that will be put back in the city coffers until next year.

## Hughes Says Two Rides Are En Route To Hong Kong Spot

SAN FRANCISCO, Sept. 17.—Tom Hughes, American representative of Luna Park, Hong Kong, China, said here this week that he had shipped a Moon Rocket and Caterpillar to the park on the S. S. President Wilson. Monroe Paulsen, co-owner of the park, is in San Francisco.

Hughes also reported that Charles (Chuck) Thomas, Motordrome rider, is en route to Hong Kong on the S. S. Sea Serpent, with a Monkeydrome and on arrival will supervise construction of the Drome wall. Al J. Richardson, park's general manager, and T. E. Johns arrived in Hong Kong August 26 via plane from San Francisco. Mrs. Richardson and Margaret Dana, Richardson's secretary, left for Hong Kong this week.

## Ex G-Man John J. Dineen Rules Unique Hampton Beach Casino

(Continued from page 55)

out of adjacent Seabrook and the town of Hampton for the very obvious reason that it would likely drain off much of the spending money vacationists brought with them to the beach.

Successful management, as far as John is concerned, depends on careful analysis and conservative action and these he practices religiously with sound results. An architect is now working on a master plan that will provide for the exterior-interior remodeling of the Casino over a period of years with the ultimate results in complete accord.

John is also a landlord as well as an operator. His thoughtfulness for the other fellow is demonstrated by the fact that during the war not a rent was raised because, he says, conditions were too uncertain, like transportation, and you couldn't tell what would happen. The rents were raised after the war when continued operation was assured. Typical of the confidence with which tenants regard their association was the \$5,000 refurbishing job completed by a concessionaire who didn't even have a lease on his location.

### Year-Round Effort

The beach season is on full tilt from June 24 to September 10. The dance hall operates Saturday nights thru April and May and the early part of June featuring name bands.

## Arson Suspected In A. C. Blaze

(Continued from opposite page)

rolling chair concessionaire, said he lost \$25,000, including 48 new rolling chairs.

### Ocean End Saved

Sections saved include the Hippodrome Theater and the rides along the ocean-end of the half-mile pier. Only two people were on the pier when the fire broke out. Walter Merchant, a bookkeeper for an operating firm, lived with his wife in an apartment near the Hippodrome Theater. They were helped to safety by firemen.

J. Nelson Berner, of the C. J. Adams Company, representing 34 of the 43 companies which carried \$524,000 insurance on the pier, said the fire loss may run as high as \$300,000. Firemen estimated the loss at \$200,000. Crossan, in Philadelphia, said he was unable to give any estimate of the damage. Costello gave no estimate of the damage but said offices and records of his firm were a total loss. R. J. Bushnell, agent for the pier owners, said no plans have been made for rebuilding.

The winter months are largely occupied with refurbishing, the several-acre plant keeping full crews occupied.

Members of the Casino corporation include Alice Dineen and Mary C. Hayes, both sisters, and Mary F. Dineen, an aunt. John is the second vice-president of the New England Association of Amusement Parks and Beaches, a member of the Knights of Columbus and a trustee and a member of the investment committee of the Community Savings Bank of Lawrence, Mass., the family's home town.

John is married to the former Eileen T. Sullivan, whose dad was a four-time mayor of Worcester, Mass. They have two children, John J. Jr., who is five and one-half years old, and Eileen Marie, one and one-half years old.

## Parkmen Attend Gatherings in Toronto and Pa.

(Continued from opposite page)

Pittsburgh, was named president for 1950. An invitation to hold next year's gathering in Philadelphia was tendered by N. S. Alexander, of Woodside Park. The invitation was held in abeyance until the NAAPPB December meeting to see what action, if any, the board of directors take regarding another summer meeting of NAAPPB.

Belle Cohen, secretary to Paul E. Huedepohl, executive secretary of the NAAPPB, who was in charge of registering guests at the Toronto meeting, reported 114 persons were on hand. Approximately 130 were on hand at Conneaut Lake.

The registration list at Toronto follows:

N. S. Alexander, Philadelphia; Elmer F. Strunk, Philadelphia; Mr. and Mrs. Jack L. Greenspoon, Virginia Beach, Va.; Joseph Carollo, Oakland Beach, R. I.; Fred T. Lauer, Chicago; Don Dazey, Middletown, O.; John L. Coleman, Indianapolis; Jack O'Brien, St. Petersburg, Fla.; Rex D. Billings Jr., Detroit; Mr. and Mrs. Rex D. Billings, Montreal; Vernon D. Platt, Somerton, Pa.; Eric Arneith, Lansdale, Pa.; Henry G. Bowen, Fitchburg, Mass.; John Logan Campbell, Baltimore; Mr. and Mrs. Fred L. Markey, Exeter, N. H.; Mr. and Mrs. W. St. C. Jones, Boston; Mr. and Mrs. Paul Huedepohl, Chicago; Mr. and Mrs. Harold K. Barr, Michigan City, Ind.; Ida E. Cohen, Chicago; Mrs. Belle Cohen, Chicago; Mr. and Mrs. Art Brlese, Chicago; Mr. and Mrs. Harold Flagler, Del Ray, Fla.; Mr. and Mrs. Roger E. Haney, Haslett, Mich.; R. M. Spangler Sr. and R. M. Spangler Jr., Sunbury, Pa.; Mr. and Mrs. Fred W. Pearce, Detroit; Fred W. Pearce Jr., Detroit; Elizabeth and Julie Pearce, Detroit; Herb Dotten, Chicago; Frank Joerling, St. Louis; Mr. and Mrs. William P. Donlon, Utica, N. Y.

Hal Schendell, Washington; Mr. and Mrs. Fowler, Washington; Mr. and Mrs. F. L. Hall, Buffalo; Van Hall, Buffalo; James T. Mitchell, Crystal Beach, Ont.; William Kirshner, Belmont Park, Montreal; G. Despins, Belmont Park, Montreal; Mr. and Mrs. George Hall Jr., Buffalo; Mr. and Mrs. Edward G. Hall, Buffalo; Mr. and Mrs. Fred Byal, Akron; Donald Byal, Akron; Mr. and Mrs. Carl T. Slicker, Buffalo; Mr. and Mrs. Jack Roth, Buffalo; Mr. and Mrs. Edward Walters, Buffalo; Mr. and Mrs. J. W. Conklin, Hamilton, Ont.; Mr. and Mrs. Elwood Hughes, Toronto; William de L'horbe Jr., Dayton, O.; Roger Littleford, New York; Haps Kemper, New York; H. L. Bergen, Middletown, O.; Jack V. Eyerly, Salem, O.; A. W. Abbott, Rye, N. Y.

Mr. and Mrs. James K. Donlon, Utica, N. Y.; Mr. and Mrs. Ed Scheck, Mary Louise Scheck and Mary Fessler, all Akron; Elmer E. Foehl, Willow Grove, Pa.; Joseph L. Barnes, Willow Grove, Pa.; William W. Muar, Canandaiga, N. Y.; James Dunovan, Canandaiga, N. Y.; Mr. and Mrs. E. P. Pratt, St. Louis; A. W. Ketchum, St. Louis; Mr. and Mrs. Ranch S. Kimball, Salt Lake City; Mrs. Minette Dixon, Chattanooga; Adrienne White, Chattanooga; Mr. and Mrs. E. J. Tomblin, Chattanooga; DeArv G. Barton, Cleveland; John Southur, Cleveland; Mr. and Mrs. M. Rindin, Youngstown, O.; Mr. and Mrs. F. B. Messmore, New York; Mr. and Mrs. Harry J. Batt, New Orleans; Mr. and Mrs. George K. Whitney, San Francisco; Mr. and Mrs. William J. Wendler, North Tonawanda, N. Y.; Ben Schiff, Miami; Leo Kathe, Cleveland; Raymond Lusse, Philadelphia; William J. Tarry, C. L. Beares Jr. and W. T. Edmunds, Conneaut Lake Park, Pa.; Mr. and Mrs. Clare G. Meyers, Chicago; Frank J. Menciuri, Chicago, and Louis Slusky, Houston.

## Late Biz Spurt at Elitch Puts Gross Even With '48

DENVER, Sept. 17.—Elitch Gardens, winding up the season Labor Day, finished about even with last year in revenue, John Gurtler, vice-president and general manager, reports. "Early-season revenue was down from 1948, but we made a great comeback," Gurtler reported. "Much inclement weather in June hurt, but July and August proved okay." Ballroom business this year was slightly off from last year, but not to an alarming extent. Regarding concession business, Gurtler said: "Our commissary department can be marked as good, showing a slight increase over '48. Most of this increase came thru food, oddly enough, and not thru sale of beer and/or hard liquor. Our confectionery department did fair business, showing a decrease in comparison with 1948. I believe this was due mostly to structural alterations in the stand because of health department rulings. With a few changes next year, I believe this department will be back to a more substantial figure."

Regarding the ride department, Gurtler reported a fair season. Greatest decrease was on the Coaster, with the best increase credited to Laff-in-the-Dark. Total ride revenue was down slightly from a year ago.

Gate receipts were good, Gurtler said, the park showing a nice increase in attendance. Gurtler credits the increase to the park's publicity and promotion campaign and to introduction of a kiddieland, which produced "startling" revenue.

### Theater Receipts Up

Elitch's theater showed a healthy increase in receipts this year, as did picnic business. Gurtler says Elitch's still misses in the picnic department because the park doesn't open until 6 p.m. weekdays. However, the park managed to stack most every Saturday and Sunday with picnics and broadened the field by booking company and organization picnics.

Elitch's promotion and advertising campaign was conducted without a cost increase. A final check, Gurtler says, may even show a decrease but the efforts were better directed this year, he said.

### Carnival Night Okay

Elitch's Carnival Night, featuring reduced prices on all rides each Tuesday night, proved a winner. On that night the ballroom was played by a local band.

Another promotion which proved a good draw was a kiddie fashion show, given in co-operation with a local department store. Held August 11 in the park's Trocadero Ballroom, the show was highly publicized by both park and store. "It was such an excellent promotion," Gurtler reported, "that we have made arrangements to repeat it next year."

For the last four years the park has been promoting and pounding, with some degree of strength in advertising, that Sunday is family day. In connection with this promotion all children entering the park were given free Elitch sailor hats with the wording, "I Play at Elitch's." This made a hit with kids, Gurtler said. The hat gimmick was followed with a giveaway whistle of the siren type. Each whistle had the wording, "I am whistling for Elitch's." The response was great, Gurtler reported.

### No Help Problem

Looking over the entire season, Gurtler had this to say:

"It seems to me the average expenditure per capita naturally was down due to economic conditions. We had a great decrease in help turnover. I believe we experienced a more rugged season insofar as competition was concerned, because there were numerous promotions in our city and State to detract from park attendance. But it was an interesting season and I am sure all of us here are tired and glad it's over."

### Fiesta Draws 275,000

MISSION BEACH, Calif., Sept. 17.—The first annual Fiestabaha attracted an estimated 275,000 here during the Labor Day week-end.

### Cincy Zoo Projects Stymied

CINCINNATI, Sept. 17.—Zoo officials seek to raise \$1,900 in order to accept the low bid of \$27,628 for construction of a new sea lion pool in the park. Action on the bid was postponed by the park board in hope that the additional money can be raised. At the same time it was announced that an additional \$140,000 will be needed to complete the zoo's carnivora building project. Bids were recently rejected as being too high. The board has awarded an \$8,496 contract for construction of a shelter house.

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# DAILEY SCORES IN N. C., VA.

## Org Garner's Full Ones at Newport News

### Elizabeth City Big

ELIZABETH CITY, N. C., Sept. 17.—Dailey Bros.' Circus, which enjoyed a highly successful tour of Canada, only to come back to the United States and find fair to poor business in many spots, has hit the full house stage again, this time on a tour of Virginia, West Virginia and North Carolina.

Playing here Tuesday (13), the Davenport-Hammill org registered two capacity turnouts, the night sell-out in the face of cloudy and threatening weather. An all-day rain Monday (12) left the Eastern Fair Association lot, on which the show played, a regular quagmire and the lot was quite a distance from the city limits. Neither bothered, however.

### Newport News Big

A two-day stand in Newport News, Va. (9-10), under auspices of the Peninsula Junior Chamber of Commerce, proved a red one. Show was four hours late arriving in Newport News Friday (9), getting in early in the afternoon. As a result, the matinee was more than two hours late. The small lot required the show to cut its big top and menagerie tents from regular six and five poles, respectively, to five and four. The late arrival failed to deter the crowd on hand and people waited until 5 p.m., the time the matinee started, crowding the big top to capacity. Doors opened for the night show immediately following the matinee and it was another sellout.

Second day, Saturday (10), everything went off in workmanlike manner and both matinee and night shows played to capacity.

### Petersburg Okay

Despite cloudy weather in the early afternoon, Dailey attracted a strong matinee Thursday (8) in Petersburg, Va., and came back with a sellout at night. Org had a short haul from Blackstone, Va., a distance of 38 miles, and was in Petersburg in plenty of time. Rain fell between the matinee and night shows but that, along with competition from a baseball game on an adjoining lot, failed to hurt.

Cold, threatening weather Tuesday (6) hurt in Pulaski, Va., where the show drew only two small houses. It was different, however, in Bluefield, W. Va., Monday (5), where the show registered a straw matinee and capacity night.

## Columbia Pictures Planning To 'Shoot' Gainesville Circus

GAINESVILLE, Tex., Sept. 17.—Ralph Bettinson, screen writer for Columbia Pictures, returned to Hollywood Friday (9) after spending two weeks here gathering material for a feature picture based on activities and history of the Gainesville Community Circus.

John Derek will be featured in the semi-documentary picture which probably will be filmed early next spring.

Marshall Grant, producer, is due here about October 1 for conferences.

## Rail Strike Forces Beatty To Pass Up Natchitoches, La.

NATCHITOCHEs, La., Sept. 17.—The Missouri-Pacific rail strike forced the Clyde Beatty Circus to pass up its Wednesday (14) date here. Fearing picket lines and a tie-up of its equipment, the Texas & Pacific line shied away from taking the show from Alexandria to Natchitoches, Manager Buster Cronin reported.

Since the strike started, the Beatty show has been dodging the road. The org got out of the Missouri-Pacific territory in Arkansas in time, rode a pulp mill railroad to Bastrop, La., the Illinois Central to Monroe, La., and then back to Ruston, La., over the Rock Island from Ruston to Alexandria.

Unloading at Clarence, La., on the Kansas City Southern, an eight-mile haul to Natchitoches was considered but vetoed, Cronin said, because of the time and cost involved. Another plan, to take the train on the Rock Island to Lamourie, La., and transfer to the Texas-Pacific there instead of using the local Missouri-Pacific-Texas-Pacific yards was discussed, but rejected. Finally, it was decided to pass up Natchitoches.

Org registered a small matinee at Alexandria Tuesday (13) but a full one at night. Monroe, La., played Monday (12), gave with a full matinee and a straw night house. Cloudy weather in the afternoon and rain at night hurt in Camden, Ark., Friday (9), org getting a half matinee and a three-quarter house at night.

Football and baseball competition hurt in El Dorado, Ark., Thursday (8). Org bucked the season's opening high school football game and the final play-off game in the Cotton States Baseball League. Matinee was light with night house strong.

Hot Springs, Ark., Tuesday (6), gave with two three-quarter houses.

## Wisconsin Spots Are Giving K-M Okay Business

MINERAL POINT, Wis., Sept. 17.—The Al G. Kelly-Miller Bros.' Circus is doing okay business on its Wisconsin tour, with matinees strong and night houses capacity or near that point, in most instances.

Show, playing here Tuesday (13), registered a strong matinee and capacity night house in the face of cold, windy weather. La Crosse, Saturday (10), accounted for two three-quarter houses, in cool weather, and Nondovi, with weather ideal, registered a full one at night after a light matinee Thursday (8).

Weather in Thorp, Wednesday (7), was chilly, but the K-M org attracted a three-quarter matinee and capacity night house.

## Cole Gets Snow in Billings; Other Spots Give Fair Biz

CRAWFORD, Neb., Sept. 17.—Cole Bros' Circus, which has been striking some cold weather, especially in Billings, Mont., where the show was greeted with rain and later some snow, is doing just average business in most spots in Wyoming, Montana and Nebraska.

Org, in a one-performance stand here Tuesday (13), drew a full house at night. It was the first big show to play here in 20 years. Monday (12), in Sheridan, Wyo., org registered two three-quarter houses, despite cold weather.

Both matinee and night shows were light at Billings, Sunday (11). Weather was cold, accompanied by early

morning rain and later snow. In addition, show had competition from free tours thru an oil refinery.

Rain and cold hurt in Livingston, Mont., Saturday (10). As a result, matinee was light and night house only little better. Playing the fairgrounds in Bozeman, Mont., Friday (9), org garnered a three-quarter matinee house and a full one at night. Helena, Mont., Thursday (8), gave with a strong matinee and capacity night house. Wednesday (7), at Great Falls, it was near capacity at night, following a light matinee. Havre, Mont., played Tuesday (6), accounted for only fair biz, matinee being light and night house three quarters.

## UNDER THE MARQUEE

Zack Miller, of the old 101 Ranch Wild West, and L. J. Covert rambled into Cincinnati last week and visited The Billboard office in search of Miller's show, which is under direction of Cherokee Hammond. Unit plays the Butler County Fair, Hamilton, O., September 25-30.

Earl Conway, former musician with Campbell Bros., Yankee Robinson, Jones Bros., Montgomery Queen and Sells Floto, and who makes his home in Norton, Kan., entertained members of Tige Hale's band when King Bros' Circus played Norton Tuesday (13). . . . H. W. Tobias Jr. is playing trombone with King Bros' Circus. Tobias, who was with the Pawling org this season until it folded, bought a new trailer recently. . . . Syd Stevenson joined

King Bros' Circus in Hays, Kan., handling press and schools. Ernest White recently joined as bannerman.

D. C. Miller, who has handled downtown ticket sales for Cole Bros' Circus the last two years, closed in Billings, Mont., because of ill health. He visited briefly in Chicago Tuesday (13) en route to Cincinnati and Owensboro, Ky., visiting Zack Terrell, former Cole owner, in the last-named city. Miller reports that Frank Wise, for 12 years superintendent of tickets on the Cole org, is in St. Vincent's Hospital, Billings. Jimmy Watts, son of Ira Watts, boss canvasman on the Cole show, is handling tickets as well. . . . Ernest Sylvester, of the Wolfe Amusement Company, reports he visited Biller (See Under the Marquee on page 93)

## R-B Take Fair In Tacoma and Seattle Dates

### Weather Proves Okay

TACOMA, Wash., Sept. 17.—Ringling Bros. and Barnum & Bailey Circus found business in Tacoma and Seattle only fair, the three-day stand in Seattle especially being disappointing.

Playing here Monday (12), following the Seattle date, the org enjoyed excellent weather. Matinee was near three-quarters and night show drew near capacity.

Opening day in Seattle, Friday (9), the matinee drew less than a half house, with night show less than three quarters. Matinee didn't get under way until 4:20 p.m., because of the difficulty in getting set up on the Michigan Street and Seventh Avenue lot, which has plenty of sand.

Second day, Saturday (10), business picked up, with the matinee strong and night house a sellout. An early morning rain cleared well before noon. Final day, Sunday (11), saw the show garner near capacity at the matinee and a full one at night.

## Biz for Mills Org So-So in Pa.; Mat Reception Holds Up

JOHNSTOWN, Pa., Sept. 17.—Mills Bros' Circus is finding business in Pennsylvania on the light side, with matinee business outdoing night. Org had a full one at the matinee here Saturday (10), with night house light. Org played under auspices of the Junior Chamber of Commerce.

Best spot was State College, Pa., Wednesday (14), which gave with two full ones. Altoona, Pa., Monday (12), gave a light matinee and three-quarter night house.

At Somerset, Pa., Friday (9), matinee registering full but night show getting light business. Mount Pleasant, Pa., played Thursday (8), registered a light matinee and a three-quarter night house.

Tarentum, Pa., Friday (2), gave with a three-quarter matinee but a light night house.

## Kan., Neb. Towns Give King Bros. Strong Business

NORTON, Kan., Sept. 17.—King Bros' Circus registered strong business here Tuesday (13), getting a near-capacity matinee and a full one at night. It was the first show in this section of the State this year.

Playing McCook, Neb., Monday (12), org did similar business to that here despite cool, windy weather.

Org gave only one show in Arapahoe, Neb., a village of 1,000 persons, Sunday (11). Attendance was light. Harvey, N. D., accounted for a full one at a one-performance stand Sunday (28).

### Dales' Biz Light

SENATOBIA, Miss., Sept. 17.—Dales Bros' Circus found business here Saturday (10) light, both matinee and night shows drawing less than half houses. Pontotoc, Miss., played Wednesday (7), gave only light biz at both shows.

**Jay Gould**

We had two days off for the 300-mile jump from Elgin, to Nauvoo, Ill., for the Grape Festival. All were primed to take in a movie in Nauvoo, but we learned on arrival that the lone theater burned a few weeks before.

The James M. Cole family stopped en route to visit the Ayres & Kathryn Davies Circus.

Patsy Gould Raiber and children left for their home in Marseilles so the kiddies could enter school. Arlene and Ronnie Alcott also left for school.—DOROTHY H. COLE.

**ROBBINS BROS.' CIRCUS**

Following employees who closed with Robbins Bros.' Circus, mail your address at once: Deacon and David McIntosh, L. C. Mosher, Sam Williams, Richard Klinging-smith, James McKinney, Red Compton, Eugene Clark.

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**Dressing Room Gossip**

**Ringling-Barnum**

We day and dated Polack Bros.' Western Unit in Seattle and there was much visiting. Weather thru-out the Pacific Northwest gives us warm days and cool nights. Everyone has tasted Columbia salmon, thanks to the cookhouse crew which served a delicious salmon steak dinner.

Back yard scenes: Laugh of the week: Prince Paul purchasing new shoes in Portland, Ore. On his return to the lot he had only one with him. . . . The two new baby orangutans, Henry and Johnny getting plenty of attention with their antics. . . . The middle ring packed every day between shows with ambitious people practicing. . . . Gin rummy still the favorite pastime. . . . Everyone anxiously awaiting California dates.—MARY JANE MILLER.

**Dailey Bros.**

The lot in Bluefield, W. Va., straddled the State line. The road to and from the lot, for the ring stock, was so steep and dangerous it had all the leaders worried. Elizabeth Tanner took the writer on a sightseeing tour.

Visitors: Ben Davenport's sister and brother-in-law, Mr. and Mrs. Waldo Lawson, and daughter, Sarah Jane; Bert Rickman's brother and family, whom he had not seen in 20 years; Buck and Tav Reger, Mr. and Mrs. Jack McClasky and party from the Polack Eastern Unit, Mr. Harrison, Carl Woolrich, veteran bandsman; Mr. and Mrs. L. W. Poarch Jr., Mr. Forghum, CFA'er; Harry Taylor, brother of the late Egypt Taylor Thompson; Mr. and Mrs. John McKay, Austin, Tex.; Eva Davenport, Roy and Mary Valentine and Lamont Landerbach, long-time friend of the writer who was at the runs in Petersburg, Va. The downtown ticket sale, conducted by Bertha Drane, was held in Landerbach's jewelry store.—LAZEL KING.

**Kelly-Miller**

En route to Mineral Point, Wis., from Reedsburg, Wis., the water wagon turned over. It was the third mishap of the season involving that vehicle.

Back on the show after playing fair dates are Pinky and Mabel Barnes, Mary Jo, Johnny, Jo-Ann and Johnny Jr., all of the Klein family, and the Gallagher family.

Visitors have included Paul Luckey, former band member on the Parker & Watts show; F. C. E. Welk, William H. Kasiska and August E. Moulton, all of Baraboo, Wis.; John H. Wilson, Ripon, Wis.; Cliff Cowen, Oshkosh, Wis.; Clifford (Tiny) Krueger, Merrill, Wis., and Sverre O. Braathen, Madison, Wis.—MAURICE MAR-MOLEJO.

**Stevens Bros.**

The weatherman tossed the book at us. For several days we have had unbearable heat and dust one day, rain and mud the next and strong winds that raised havoc with our new canvas. Thanks to Claude Garner and his crew, we have had no blow-downs.

Recent visitors: William Ketrow, who looks like he found the fountain of youth; Mr. and Mrs. Brunk and personnel of their show, Brunk's Comedians; Jack Hoxie, the movie cowboy, who has several places of business and a ranch at Boise City, Okla.; Micky Humphries and Homer Trimble. DOLLY JACOBS.

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**Cole Bros.**

Fred Donovan, police chief, also is acting as assistant to Bill Cowan, legal adjuster. Mrs. Donovan recently spent a few days visiting her husband.

Betty Patterson surprised everyone with her poetry writing. Ernie and Billy Walsh and Dan Matell built a swell fire on the lot in Sheridan, Wyo.

Visitors included Mr. and Mrs. David Lachridge and Mr. and Mrs. Paul Simons, Billings, Mont., guests of Mr. and Mrs. R. D. Heron, members of our band; Mabel Ringling, Mr. and Mrs. Paul Ringling and son, Jane Ringling and children, Mr. and Mrs. Olson and family, Mr. and Mrs. Jack Plumber. Jack is director of the Elks' band in Billings, Mont.—SALLIE MARLOWE.

**Polack Bros. Eastern**

Personnel on this unit realizes that Starr DeBelle's Won Horse & Upp experiences are more real than we thought, as witness our stand in Bowling Green on a football field.

Helen Billetti visited in Du Quoin. Poodles and Grace Hanneford visited in Bowling Green. Bob and Rose Harrison purchased a new trailer. Hubert Castle's children, and those of Dime and Connie Wilson, Penny, Trudy and Joan, have returned to their respective homes to begin school.—BILLY BARTON.

**Polack Bros. Western**

We day and dated Ringling-Barnum in Seattle. The Big One was in for three days and Polack in for 10. Personnel of both shows enjoyed visiting each other. We opened with a night show and were able to catch the R-B matinee. Section E was reserved for us, thanks to Buddy North, Art Concello, Pat Valdo, Willis Lawson, Frank McCloskey and Harry Thomas. Jack and Kay Burslem were hosts at a party outside the fourth section. Mrs. Noyelles Burkhardt and Mrs. Freddie Freeman put it up and took it down for three days.

Other visitors included Bob Clarke, Wallace G. Winter, CFA'er from Bellingham, Wash., Dr. David Reid, Dan Miller, Tacoma, and Ernie Jensen, all CFA'ers.—FREDDIE FREEMAN.

**Clyde Beatty**

The other day, just before the elephant and pony act, A. W. Kennard discovered the pony-boy had brought up the wrong ponies. When he told the boy about it, the boy said: "I was in a hurry. Why don't you use these this time and I will bring the right ones the next time."

Bob Lorraine was called home by the illness of his mother. A Sunday off in Little Rock, and Bruna Medini cooked an Italian spaghetti dinner. Guests included the DeWayne Troupe, Medini Troupe, Peggy and Shorty Sylvester, Mark Anthony, Johnny, Milonga and Cathie Cline. Recent visitors included the Regan Sisters, Ellery Reynolds and Red Harris.—LAURENCE CROSS.

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Sixty-Four Stall Barn, practically new. Electric lights and water. Half-mile race track, good clay, registered with the U. S. Trotting Association. Standard show ring, small stadium seating about 1,200 people. This is a track of approximately 42 acres on paved road about 2 miles from the heart of the city. One of the fastest growing towns in the U. S. Big textile center, wonderful farm land for grain, cotton and stock. Good water and the most wonderful living conditions all the year round that I know of anywhere. I am interested in horses and want to see this section come into the horse world, but I don't know horses and my life's work is taking care of people's eyes. This project has been brought up to this point. If someone wants to take hold and carry it on, it will be fine. You people in the horse world have something here to consider. The proper management will determine the measure of success. Also I have three standard bred harness animals; Catherine McElwyn, one of the best brood mares I know of anywhere. Some age on her, but she is in fine physical condition. I have two registered colts, Blue Heaven and McElwyn Gallon. If this property is purchased outright I will give these animals to the purchaser. Otherwise they are for sale, both colts are mares.

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# ENDY, C&W FIGHT BAD BREAKS

## York Looms Okay for Endy

**Pennsy annual likely to be first red one — org adds Sally Rand for three dates**

YORK, Pa., Sept. 17.—After wallowing in a streak of bad luck all season, indications are that Endy Bros. Shows will finally break the spell at the York Interstate Fair, which winds up tonight after a five-day run.

Despite some bad weather, the gate attendance has held up and Owner Dave Endy, at mid-week, reported midway takes on a par with those of last year. Given weather and plenty of people the org should tab a healthy gross, since the earning power has been augmented at this spot with the addition of Ross Manning's shows and rides and Sally Rand. Sally and her troupe have also been inked for midway appearances next week in Bridgeton, N. J., and Bloomsburg (Pa.) fair, which follows.

### Hopes To Break Even

Despite a long series of bad breaks, including the polio-politico fiasco encountered at the Illinois State Fair, Springfield, which instead of resulting in a five-figure profit, showed a reported loss of \$22,000, Endy thinks he may yet break even on the season. Including this spot, which can be good for a \$70,000 gross, Endy has eight remaining dates, all normally good.

The Rand unit came on here after appearing in front of the grandstand at the Topsfield (Mass.) Fair, where business was reported excellent. Inking of the unit only a few days prior to its scheduled opening here nixed the possibility of adequately exploiting the headliner. However, the power of the Rand monicker was adequately demonstrated by numerous packed houses.

### Rand Admish 74 Cents

Capacity biz came only after the admission price had been slashed (See York Shapes Up on page 80)

## Mich. Jamboree Nets MSA \$1,085

DETROIT, Sept. 17.—The jamboree, held on the Michigan State Fair midway Friday morning (9) for benefit of the Michigan Showmen's Association, netted \$1,085.07, Paul Greeley, MSA secretary, reported. Event followed closing of regular fair attractions and was attended by more than 400 persons from the fair, F. E. Gooding Shows, Ray Marsh Brydon shows and independent attractions.

With Mel Snyder as emcee, acts included Tex Ritter and members of his show from the grandstand revue; Singer's Midgets, and personnel from the *Streets of Bagdad* and *Desira* shows, including Francine Johnson, Sandy Sanderson, Tangara, Darlene, Grover Wilkins, Nina George, Bonnie Bleu, Christine Nelson and Babe Harris. Jimmie Hess produced both shows.

James D. Friel and Stanley Telesz, manager and assistant manager, respectively, of the fair, attended and were presented with honorary memberships in the MSA. Another guest was Dr. L. H. Firestone, fair board member and manager of Flint (Mich.) Park.

Harry Lewiston, Arcade and Freak Show operator, was chairman of the event, assisted by Greeley.

## JJJ's Take in Knoxville First Three Days Threatens Record

KNOXVILLE, Sept. 17.—Johnny J. Jones Exposition was well on its way to establishing a new gross midway record for the Tennessee Valley Agricultural and Industrial Fair at the completion of the first three days, but intermittent rains on the big Friday (16) may have hurt.

Perfect weather the first three days brought out hordes of fair-goers, the management claiming new attendance records each day, and midway receipts were up despite a general decrease in per capita spending around the country. The decrease here, however, was not as marked as it was on early Northern dates.

Knoxville came up with a new set of city censors, and they combed the midway for something to stop. The censors found fault with several minor details, got themselves a lot of newspaper publicity, and generally helped the midway. For example, Tuesday (13), the first censor story was published, and Wednesday night (14) Jerry Jackson's Hep Cats played to four capacity audiences on the strength of one bally.

While only the shows were figured

## Dodson Jumps 1,260 Miles for Tennessee Date

FAYETTEVILLE, Tenn., Sept. 17.—Dodson's Imperial Shows this week railed in here from Huron, S. D., a distance of 1,260 miles, to play its first Southern fair date. Org pulled out of Huron Sunday (11) morning and arrived here Tuesday (13) about noon.

Two trailers, owned by Ray Cramer and Jack Schaefer, of the Side Show, were reported wrecked on the highway en route here from Huron.

Bill Holt joined on here as manager of the French Revue, succeeding Art Martin, who left to fill a previous commitment. Holt has augmented the revue line-up with four girls.

N. E. Jacks and Jack Pugal are in charge of the office since the departure of Harold English.

Johnny J. Jones Jr. placed his custard and several other concessions on the show here. Dwight Bassinet added four concessions.

Business here Wednesday (14) was light, but the outlook for the remainder of the fair was brighter.

Show missed setting a new all-time midway record at the South Dakota State Fair, Huron. Cold, rain and the cancellation of Kids' Day due to polio cut attendance.

## Imperial Expo Org Looks to San Fran Fiesta October 14

SAN FRANCISCO, Sept. 17.—After pulling good business in the Northwest, Imperial Exposition Shows, headed by Martin E. Arthur, have started southward with stops in Red Bluff and Vallejo. Trek toward this city is being made in view of the 10 days of the Polk Street Gulch Fiesta starting October 14. Show, according to Monroe Eisenman, agent, has booked the local event exclusively.

Showmen here are anticipating red ones for the organization. Set-up will be in the center of the Civic Center. Deal was set by Eisenman. Jack Safro will handle the promotion here.

to have gained by the censor publicity, the rides cashed in big even tho the JJJ management, Morris Lipsky and Buddy Paddock, cut ride prices to 9 cents on Kids' Day Wednesday, with the same price scale Friday (16). The JJJ management decided to follow the same policy here as used for kids on still dates, and it paid off.

Middlesboro, Ky., played for four days a week ago to break the jump from Keokuk, Ia., proved a one-day stand, but that was good enough to help pay the terrific railroad hop. JJJ has smoother sailing as far as jumps are concerned, from here on in, no run being over 150 miles.

## Spencer Cold, Hennies Down 25% From '48

### Weather Thins Crowds

SPENCER, Ia., Sept. 17.—Hennies Bros. Shows ran into cold weather here this week at the Clay County Fair and its gross thru Friday (16), the fifth day of the six-day event, was down at least 25 per cent from last year.

Show train was delayed six hours at Sioux City, en route here from Lincoln, Neb., a heavy washout having stalled all trains. Upon arrival here Sunday morning (11), org set up in rain following a heavy rain the day previous that had mired the lot.

Owner Harry W. Hennies rejoined the shows Monday (12) after a visit to the Canadian National Exhibition, Toronto.

Shows were given strong publicity here. P. S. Canfield, editor of *The Spencer Daily Reporter* and a trouper in his younger days, practically turned over two sections of that paper's fair edition to Bill Naylor, Hennies' press agent.

New addition to Hennies' line-up here was Pete Bauman's wingless chickens.

Org moves to Wichita, Kan., next for a 10-day still date, starting Tuesday (20), before moving into Muskogee, Okla., for the Oklahoma Free Fair.

## Happyland Gross Off 20% at Traverse City, Allegan, Mich., Fairs

ALLEGAN, Mich., Sept. 17.—Happyland Shows, here this week at the Allegan County Fair, were down about 20 per cent in their ride and show gross the first three days of the six-day event here. The drop-off, caused largely by rain and cold weather, matched the drop the org experienced the previous week at the Northwest Michigan Fair at Traverse City. The gate at Traverse City was up to normal levels, with lowered spending causing the sag in ride and show take.

The Happyland Shows have nine major rides, four kiddie rides and eight shows in operation here. Shows are Eddie Miller's Girl Revue, Whitey Sutton's Side Show and Snake Show, Speedy Thomas's Motordrome, Al Schmidt's Life Show, Eddie Venus's Illusion Show, plus a mechanical circus and Puppet Show.

## Reading Rain Hinders C&W

**Gross tumbles as Kids' Day washes out—Midwest takes fail to par '48**

READING, Pa., Sept. 17.—Rain washed out Children's Day Tuesday (13) at the Reading Fair and the Cetlin & Wilson Shows watched a midway gross that might well have been on a par with last year tumble badly. The moppets were brought back Thursday (15), but not until after school hours. Consequently the play was limited and the youngsters were not so well heeled as they undoubtedly were on Tuesday.

Tuesday a year ago the attendance topped 47,000, including youngsters. This year less than 7,000 were on hand as the result of a day-long rain. Thursday, the substitute day, 45,000 were on hand, as against 33,000 a year ago.

### Bum Break Hurt

Izzy Cetlin and Jack Wilson, co-owners, relate a series of bad breaks in connection with their experiences this season. Bad guessing on the still dates sent the org into strike-bound coal mining and steel areas. A combination of heat and polio sent their gross at the Ionia (Mich.) Fair tumbling about 17 per cent. The Indiana State Fair Indianapolis, the big one on the org's route, was also off about 20 per cent.

A lot of business was muffed at Indianapolis as a result of confusion, the partners said. It seems that while most folks were living on Central Standard Daylight-Saving time, the fair was operated on Central Standard time schedule. The grandstand show was skedded on Standard time with the result that folks attending the stagershow left immediately thereafter, due to the late hour, thus passing up the midway in the belief that they were missing out on their sleep.

The org missed the big opening here Sunday, and the 41,000 folks on hand, because of the long jump from Indianapolis. The loss of Kids' Day, always bad, has been followed by threatening weather which has done nothing to aid midway patronage.

With 7,000 fewer patrons Monday (12), first operating day for the shows and rides, the gross was reported slightly ahead of the 1948 figure. The show is well equipped to cater to the crowds it may get here thru tonight's closing, and at its ensuing spots.

### Railroad Costs Hurt

The high cost of railroad movements is of pressing concern to the show operator, Wilson said. The jump here from Indianapolis this year cost \$7,500 about \$2,000 more than it did two years ago. Wilson said that efforts are now being made to have all railroad ops combine their efforts to have the hauling charges lowered.

If the current trend of lower grosses continues it will result in the necessity of slicing costs, the partners said. The Cetlin & Wilson show, like many other orgs, has an expensive back-end that can only thrive on free spending.

The Showmen's Jamboree, held in Raynell Girl Show tent Wednesday midnight, with the grandstand acts and the Raynell showfolk supplying the entertainment, netted \$1,103 for the National Showmen's Association.

# Gooding Gross At Detroit Hits 150G, Up 16%

## Brydon's Shows Get 80G

DETROIT, Sept. 17.—Rides and shows supplied by Floyd E. Gooding at the Michigan Centennial State Fair, which closed its 10-day run here Sunday (11), grossed \$150,313.49, an increase of 16 per cent over last year. The fair's attendance topped that of '48 by 26 per cent.

Biggest day was the first Sunday (4) when the take was \$27,316. Labor Day was the second best day. Then, the Pretzel scored the biggest single day of any ride, taking in \$1,319.42.

Closing week-end business was down from the opener, due to a dip in the fair's attendance with the arrival of humid weather.

Shows outgrossed the rides. Eight shows booked in by Ray Marsh Brydon were reported to have grossed about \$80,000.

Fair's end of the midway receipts was \$55,988.48, based on a sliding percentage scale.

Individual concessionaires reported business about even with last year, a larger number of concessions in operation offsetting the fair's increased attendance.

### Concessionaires included:

Sam Adler, food stand; Helen K. Amber-son, soft drinks; Mrs. V. Avedeslan, popcorn and peanuts; Mrs. E. Anderson, cotton candy; Sidney Ayles, candy floss; Sylvester Backoski, kosher sandwiches and soft drinks; Angelo Bloutes, popcorn; Robert Boos, basketball game; Harry Boyles, games; John Branscombe, auto polish; Art Braver, kitchen gadgets; Frederick G. Brown, frozen custard; Louis Brown, games; Mrs. Russell Clements, scarecrow; Albert Clotheri, over 12; Sam Cooper, beer stand.

Edward Davidson, popcorn; James H. Drew Jr., games; Dan Evans, games; S. S. Field, artists' sketches; Earl Fisher, games; John Gallagan, games; William B. Gallagher, photos; Sam Ginsburg, games; Nate Golden, fountain pen pitch; Albert Goodballan, popcorn wagons; T. G. Graziano, pine store; George Harris, cat rack; Adeline H. Herman, knick-knacks; Richard Husty, games; India Products Company, Vibrascope; V. E. Jameson, water ball game; Joe Johnson, popcorn; Mike Johnny Johnson, popcorn; J. W. Jordan, sheetwriter; George Kehoe, handwriting analysis.

W. O. King, four shooting galleries; Paul Kosbab, bird store; Gerald Lavine, photos; William Loninger, frozen sweets; John Mahlesbashian, popcorn; Dave Malkin, photos; Herman Malkin, photos; Harold P. Martin, high striker; Randolph Mathura, horoscope; Galust May, popcorn; Henry May, popcorn; Robert McCray, sketching; Ray J. Merritt, beverage vending machines; John Mulder, games; W. S. Myers, frozen custard and cotton candy.

Charles Napolitano, 10 concessions; Dan Nalbadian, popcorn; Arthur Novotny and A. F. Beard, gas saver; Albert Ohanesian, popcorn; Charles Ohanesian, popcorn; Leo Ounedian, popcorn; Tracy Owens, candy apples; Stanley S. Powell, salt walter taffy; Julee Raber, photos; Charles Rafal, games; Joe Rumme, short range gallery; Morris Safran, photo gallery; Walter Sala, fish bowl game; Jill St. Claire, handwriting analysis; Charles Serviss, games; Sam Siegel, photos.

Fred Silber, novelties; Harry Soifer, cigars; Spiceland Slingshot Range; Harry Stahl, Kentucky Derby; Charles H. Stapleton, eight games; Phillip H. Stewart, chinchilla store; Dorothy L. Stinson, engraving; M. M. Tarbes, games; Team Mate Company, toy cars; Mrs. Robert White, golden hamsters; Mrs. Fred E. William, cork gallery; Louis Wish, games; H. A. Yavruian, popcorn; S. A. Yavruian, popcorn; Irene Zak, sketching; H. Zakarian, popcorn, and Norman R. Zemer, root beer.

Cookhouses and food stands—William C. Baldwin, Winifred Black, Asa W. Bonner Jr., Vincent J. Brennan, Briggs and Menzer, Warren F. Chaltron, Harry Cohen, Donald R. Conrad, Charles S. Darany and George S. Massab, Tsveta Kolchagoff and Elizabeth Daskaloff, Worth Davis, Fred M. Dullin, Fred Elias, Jack Fink, Earl Grant and Julius Rachmeil, Gray and Schultz, William Havey, Gordon O. Havey and Frank D. Martin, Julia E. Hovey, Thomas Jackson and Andrew Sneed, Victor Johnston, Harold P. Kauffman, Walter Kozak, Monroe Lake, Mrs. Fred J. Lent, Cecilia Lohse, James Manzo, B. F. Hennink, C. Richard Miller, M. and J. Malter, Ernest Vi Moody, W. S. Myers, Harry Naiman, Charles O'Brien, Herbert A. Park, Diana M. Place, Walter Purdy and Arthur Rossenberg, W. C. Rettisch, R and K Specialties, Albert Rockkind, Charles Swain, Willard Sager, Walter Sala, S and O Mealpack, Mary and Leo Schultz, Scotty's Fish and Chips, James O. Sebel, Fred E. Stevens, Thadeus S. Szesepanik, James B. Tucker, Elbert Van Tien, Ralph Williams, Lewis Wolfe and Gertrude Bolla, and Joseph Yamin.

# Royal Crown Gets Good Opening at Dyersburg, Tenn.

DYERSBURG, Tenn., Sept. 17.—Good weather and business greeted E. L. (Eddie) Young's Royal Crown Shows, making their second consecutive appearance as midway attraction at the Dyer County Fair which comes to a close here tonight. The early portion of the annual saw the shows playing to attendance and gross business that topped last year's marks.

On Thursday (15), Children's Day, the show awarded a check for \$100 to the winning group in a band contest which had representatives from all local schools participating. During the engagement Manager Young entertained Harry and Joe Malloure, of the Carruthersville, Mo., Fair, midway contract for which is held by Young. Dolly Young entertained numerous city and country officials and their families.

Mrs. Young also was hostess at a dinner in the shows' cookhouse honoring Uncle Joe Early, well-known concessionaire and for many years a partner with Bert Earls in concession operations at the Canadian Class B Circuit of fairs. Occasion for the party was Early's 80th birthday and about 50 concessionaires were in attendance. Early also is well known in outdoor show business as a legal adjuster and concession manager with carnivals and circuses.

# Cohen Calls Confab Of R.R. Show Owners To Talk Rate Problem

ROCHESTER, N. Y., Sept. 17. — A conference of all railroad carnivals has been announced by Max Cohen, general counsel of the American Carnivals Association (ACA), to be held in conjunction with the annual meeting of that organization in Chicago.

The conference has been called in the interest of railroad show owners, some of whom feel that all such owners should meet to discuss and plan possible action to secure some consideration from carriers. Cohen pointed out that present transportation rates are 100 per cent higher than 10 years ago and that the current rates are rapidly forcing railroad shows to the point where they can no longer earn a reasonable profit.

Cohen said the conference will be held during the Chicago outdoor convention at a time suitable to show owners. He suggested that it be held Tuesday morning, November 29, in Room 102, Hotel Sherman, and accordingly has made tentative room reservations.

Cohen urged railroad show execs to communicate with the ACA office here, advising of their intention to be present and submitting their suggestions for items to be included in the meeting agenda.

# Fire Guts Winter Quarters of Granite

CONCORD, N. H., Sept. 17. — Fire recently did considerable damage to the office building at winter quarters here of the Granite State Shows, which are playing Acton (N. H.) Fair. The show's closing date is October 2.

William Muldoon, manager of the shows, is planning to erect a \$150,000 auditorium, with garage space in the basement for the show's trucks, according to Louis G. King, special agent with the show.

King is visiting New York but expects to work with Muldoon this winter in promoting bazaars and indoor circuses. Pat Hannon, general agent, has already hit the road to line up dates for next season.

# J. A. SPARKS WANTS For Cherokee County Fair

Murphy, N. C., September 26 Through October 1

## THE BIG ONE:

BOYS, THIS IS THE BIG ONE. COME AND GET IT.

Concessions: Open Midway on Diggers, Arcade, Long and Short Range Gallery, and Photo Gallery, French Fries, Candy Apples, Pronto Pups, Root Beer. Good openings for the following: Ball Games, Cat Rack, Hit and Miss, Coke Bottle, Scale and Age, Fish Pond, Cork Gallery, Basketball, Derby, Popcorn, Candy Floss, Sno Cone, Candy Apples and Jewelry. Will book Blower, Bowling Alley, Six Cats, Nail Store, Skillos and Roldowns. Will make good propositions to well-framed Bingo to join week following Murphy and for balance of season. Limited space in Murphy. Lot will not be laid out till 5:00 Sunday afternoon. Wire NOW for space. All those who have tried to contact before, get in touch with me now. Will book you. Shows: Monkey Show, Snake, Wild Life, Geek, Fat Girl, Illusion, Glass House, Mechanical, or any other well-framed show with own transportation. Rides: Octopus, Spit Fire, Merry-Go-Round, or any ride not conflicting with what we have. Mr. Joe Fredericks, have tried to contact you. Get in touch immediately. This show has good route of Fairs and Celebrations in Georgia and Alabama to follow and will stay out till the snow flies.

All replies to

**J. A. SPARKS**

Etowah, Tennessee, this week; Commerce, Georgia, week following Murphy.

# LAWRENCE GREATER SHOWS

## WANT NOW FOR THESE OUTSTANDING FAIRS:

CATAWBA COUNTY FAIR, HICKORY, N. C., SEPT. 26-OCT. 1  
 ROWAN COUNTY PYTHIANS' FAIR, SALISBURY, N. C., OCT. 3-8  
 WESTERN NORTH CAROLINA FAIR, WINSTON-SALEM, N. C., OCT. 10-15 (Colored)  
 ATHENS AGRICULTURAL FAIR, ATHENS, GA., OCT. 17-22  
 NEWBERRY LEGION FAIR, NEWBERRY, S. C., OCT. 24-29

SHOWS: Glass House, Animal, Life and Mechanical City; also want Side Show Acts. RIDES: Spit Fire, Octopus, Dark Ride and Tilt-a-Whirl. Will also book Kiddie Auto, Boat Ride and Dipper. CONCESSIONS: Large Flashy Penny Arcade, Frozen Custard, Photos, Chocolate Dips, Novelties, Mouse Game, Pan Game (must have other concessions), Lead Gallery, High Striker, String Game, American Palmistry, and all sorts of Legitimate Merchandise Concessions. HELP: FOREMEN For—Caterpillar, Ridee-O, Twin Ferris Wheels and Roll-o-Plane. Second Men on all Rides; will also place Canvas Men, Talkers, Grinders and General Carnival Help.

Replies to: Chester, South Carolina, this week; Hickory, North Carolina, next week.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Enfield, N. C., Fair, September 26th to October 1st; followed by  
 Clinton, N. C., Fair

Want Age, Scale, French Fries, Long and Short Range Galleries and Balloon Darts. All Hanky Panks and Grab open. Smithfield, Va., this week.

# WANTED C. A. STEPHENS SHOWS

CONCESSIONS—Novelties, Ball Games and any concessions working for stock.

SHOWS—Any Show we do not have. RIDES—Need Pony and Train Ride. Can use High Free Act for Crawfordsville, Ga., week September 26-October 1. The one we now have has to fill in another engagement for week September 26-October 1.

Address: ERWIN, TENN., this week.

# J. L. (Jimmie) HENSON SHOWS

WANTS for COUSHATTA, LA., Fair; LEESVILLE, Fair; MANY, Fair; MANSFIELD, Fair; with late route in the Sugar Cane and Sweet Potato Section to follow.

Place Scales, Novelties, Custard, Long Range, any Hanky Pank Concession come on in will place you. No racket; no Gypsies. Place Jenny, Roll-o-Whirl, Chairplane, Pony Ride. Place clean Shows with own equipment; have 20x40 top if you have something worthwhile to put inside. All reply

**J. L. HENSON**

Coushatta, La., this week; Leesville, next.

# SOUTHERN STATES SHOWS

## WANT FOR THE BEST SPOTS IN GEORGIA AND FLORIDA

Few more Stock Concessions; good opening for the following: Ball Games, Photos, Hoop-La, Cigarette Gallery, Clothes Pins, Balloon Darts, Jewelry, Slum Spindle. Can use Fun House or any clean Show with own outfit and transportation. All answers to

**JOHN B. DAVIS**

Madison, Fla., this week; Camilla, Ga., next week.

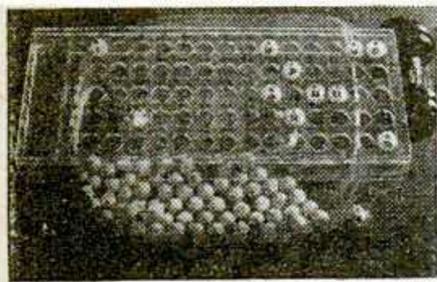
# WANT CONCESSIONS WANT CONCESSIONS FOR THESE TWO TOP SPOTS

BENTON COUNTY FAIR, BENTONVILLE, ARK.; YELL COUNTY FAIR, DANVILLE, ARK.; THEN THE COTTON COUNTRY. Legitimate Concessions of all kinds, including Penny Pitch, Jingle Board, Fish Ponds, Ball Games, High Striker, Huckly Buck. Will sell "EX" on Palmistry to party with Two Camps. Mitchell Mark, wire.

Want to buy 5 or 6 Late Model Lusse Auto Scooter Cars.

Wire, don't phone: Beatrice, Neb., until Sept. 22; then Bentonville, Ark.

## 20TH CENTURY SHOWS

**THE NEW LOOK****BINGO BLOWER OF TOMORROW  
HERE TODAY**It's New—Portable—Fast—Efficient  
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.**BINGO**

Supplies and equipment.

Write Today for Complete Particulars.

**V. E. SUPPLY CO.**

282 W. Market St. Akron 3, Ohio

**CARNIVAL WHEELS**

24"

30"

36"

for  
IMMEDIATE  
DELIVERY

WE ARE NOW SHIPPING

**BIG 6 WHEEL**

SEND FOR CIRCULAR!

**MORRIS MANDELL, INC.**

26 East 13th St. (Dept. B)

New York 3, N. Y.

Phone ORegon 3-5912

**GAMES**

Not the Cheapest—the Best

WHEELS	SLUM SPINDLES
SKILLOS	P. POOL OUTFITS
TRACKS	SIX CATS
BUCKETS	SOUP PEGS
BLOWERS	CHUCK LOGS
POSTS	MILK BOTTLES
RAZZLES	BIG DICE
ROLL DOWNS	SMALL NUMERAL
LAYDOWNS	DICE
OVER & UNDER	POINT CHARTS
	RED MARBLES

Many Other Games.

If you are with it, Catalog Free.

**BAKERS GAME SHOP**8108 Desoto Detroit 8, Mich.  
Phone: UN. 2-0464**INSURANCE****IDA E. COHEN**

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

**HOROSCOPES-BUDDHA-FUTURES**FOR THE MENTALIST AND MINDREADER  
Crystals, Psychic Tests, Spook Effects, Hand-writing, Books, Astrological Readings, Charts, Codes, Sub-Miniature Radiophones, Palmistry, Hypnotism, Instructions, World's largest 164 Pg. Illustrated Catalog of Mentalism, P. P. 30c**NELSON ENTERPRISES** 336 S. HIGH ST.  
COLUMBUS, OHIO**WANTED**For Aurora, Mo., Tri-County Street Fair,  
Sept. 27 to Oct. 1.Concessions: Legitimate Stock Concessions  
of all kinds except diggers and bingo. Rides:  
Will book any Ride not conflicting. Shows:  
Any Show with own equipment that can set  
on streets.**BOGLE AND REESE SHOWS, INC.**Wire, don't phone F. C. Bogle, Mgr., Jasper,  
Mo., this week.**MIDWAY CONFAB**From the tips that stop at outside ballys  
it's proof that a showman could do a whale  
of a business if he gave it for free.Mrs. Mary Murphy, ball game operator on  
Prell's Broadway Shows, reports she will rejoin  
soon, having been called home to Kentucky by  
the death of her father, Alonzy Tapp, August 30.  
C. Joe Bennett, of Royal Empire Shows, furnished  
his Merry-Go-Round for a two-day private carnival  
for members of the swanky Grosse Pointe (Detroit)  
Yacht Club.When a showman does something that a  
native doesn't like its squared with:  
"They don't understand the problems of  
trouping."Charles Hodges reports that his Midway Shows  
have done okay business this season. Line-up  
includes Bob Torson and James Montello, outside  
and inside bally; Bob Britt and Rodger Orlando,  
tickets; Her-shell Stinson, boss canvasman; Prof.  
L. MacDonald, bagpipes; Escobar, strong man;  
Harry Davis, living dead man; Gilbert Reichert,  
giant; Henry Ward Knot, knotted body; Mrs. Glenda  
Rodgers, sword swallower; Hoppi, frog boy; Ethel  
Koonitz, knife throw and juggler; Ray Temple,  
double body baby; Peggy Gates, electric chair and  
sword box; Ted Vining, glass blower and tattoo  
artist; Maxine Sterling, assistant glass blower;  
Fred Landrus, magic, ventriloquist and mentalist,  
and Marie Atkins, Louis Artley, Jane Kozinski,  
Mrs. Glenda Rodgers, Peggy Gates and Mrs. Peggy  
Montello, bally girls. Crime Show line-up includes  
Abe Owens, tickets; Forrest Wesley, inside lecturer,  
and Mrs. Gilbert Rickert, machine operator.After having three big weeks in a row,  
a concessionaire and his wife were refused the  
privilege of carrying a maid and a butler in their  
6x8 stateroom, which shows how much hardship  
there is in trouping.Prof. Willie J. Bernard is playing fair dates  
with his Jungle Show, with his aunt, Mrs. Blanche  
E. Guy-notte, handling tickets. . . . Clyde Graham,  
formerly with the Mc-Mahon, Leeright and Davis United Shows as  
general agent, is in County Hospital, Oklahoma City,  
where he recently underwent an operation on his  
lung. He'd like to read letters from friends. . . .  
Hutchen's Modern Museum, which closed with  
Alamo Exposition Shows recently, has joined  
American Beauty Shows. Mae Joe Arnold is still  
the annex attraction. . . . Joseph Lehr reports  
that Jimmy (Spotsy) Martell, concessionaire on  
Prell's World's Fair Shows, took delivery on three  
new type spot-the-spot boards. Lehr adds that  
nine of the boards were shipped to A. W. Morris  
concessionaire, in time for the opening of the  
York, Pa., Fair. . . . A new tent was delivered  
to James Heron's Wild Life and Animal Oddities  
during the All-Iowa Fair, Cedar Rapids. Among  
visitors during the show's run was Ralph Clawson.It isn't a question of how many shows  
play the same town annually—it's how they  
make out.Mr. and Mrs. Jimmie Herrington, after three  
years with the J. J. Denton Shows, joined  
Lawrence Greater Shows recently with Bob Parker's  
diggers. . . . Joe Ann Bunch, daughter of Mr. and  
Mrs. R. S. Bunch, owners of the Grand Union Shows,  
is in her second year at Oklahoma A. & M. College,  
Stillwater. . . . Mr. and Mrs. Al McCall and Mr.  
and Mrs. J. Lusk acquired new station wagons  
during their stay at the Minnesota State Fair,  
St. Paul. . . . Jay and Ruth Williams, who  
closed with Rogers Greater Shows, have joined  
Johnny J. Denton Shows with four concessions.  
Also new with the Denton org is Alma Pumphrey,  
with palmistry booth.One of the securities of trouping is that  
you can come down off of a high horse and still  
get by.Mrs. Phil C. Harris letters from Nashville  
that she is working the Tennessee State Fair  
this week for Mrs. Milton Morris. She also reports  
that she has sold her Nashville home**GARDEN STATE SHOWS**

WORCESTER COUNTY FAIR, SNOW HILL, MARYLAND, SEPTEMBER 26-OCTOBER 1

Want Hanky Panks of all kinds, Six Cat, Buckets,  
Wheels, etc., French Fries, Floss. Grind Shows,  
Colored Girl Show. All address:**R. H. MINER, CRISFIELD, MARYLAND****KELLIE GRADY SHOWS WANT**

CONCESSIONS—Any Concession working for ten cents.

SHOWS—Snake, Wild Life, Animal, Illusion, Five or Ten-in-One.

RIDES—Roll-o-Plane, Tilt, or any Flat Ride.

Have eight best Cotton Towns in Alabama.

Permanent Address: 313 WEST TOM BIGBEE ST., FLORENCE, ALA.

Phone 1942-R

**CRESCENT AMUSEMENT CO. WANTS**

FOR CARTHAGE AND HUNTSVILLE, TEXAS, FAIRS, SEPT. 26-OCT. 3RD

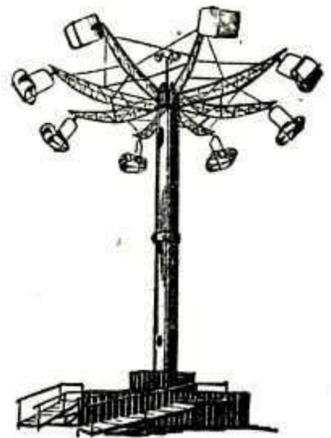
Concessions that don't conflict. Want Fish and Duck Pond and Derby Racer, String Game, Short Range. Shows with own outfit, Side Show, Midget, Fat People. Rides, No. 5 Wheel dual with ours; Spit Fire, Rolloplane, Funhouse, Dark Ride. Address

**L. C. McHENRY**

HAMBURG, ARK., this week; CARTHAGE, TEX., next.

**SCHAFFER'S SHOWS****WANT**Legitimate Concessions of all kinds for five Fairs. Ride Foremen and Second Men on  
Octopus, Chairplane, Ferris Wheel.

Join immediately at Waxahachie, Texas, Fair.

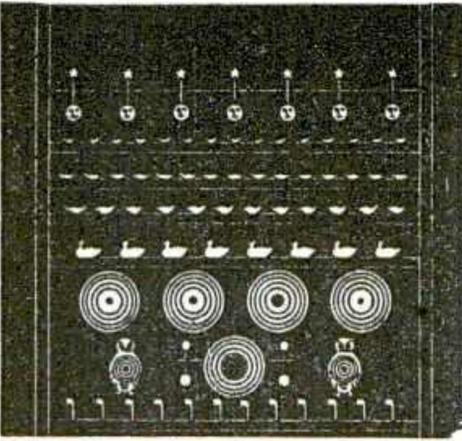
**Surpasses All Others**The **HI-BALL** Ride Is Tops52 Ft. High • Fast Loading  
Ideal for Carnivals • Ideal for Parks  
THRILL • FLASH**FRANK HRUBETZ & CO.**  
SALEM, OREGON**FLUORESCENT  
FIXTURES**For Carnival Installations,  
Dealers, Distributors,  
Concessionaires**FLUORESCENTS  
FOR EVERY PURPOSE**Direct From Manufacturer  
at Lowest Possible Prices.  
AS LOW AS \$2.10 EACHWrite for Catalogue and  
Price Lists**BELNORD PRODUCTS CORP.**  
DESIGNERS • MANUFACTURERS • DISTRIBUTORS  
FLUORESCENT FIXTURES  
714 Cherry St., Phila. 6, Pa. LOmbard 3-7789**Tivoli Exposition Shows****WANT WANT**For Berryville, Ark., Fair and  
Mongolia, Ark., Fair and Six More Big Ones  
to Follow in MississippiConcessions: First class Cookhouse, Hoop-La,  
String Game, Ball Games, Glass Pitch and  
other Stock Concessions. Shows: Acts needed  
for 10-in-One Side Show; what have you?  
Can place Monkey and Snake Shows or any  
other Grind Show. Reply to**H. V. PETERSEN**Berryville, Ark., this week;  
Magnolia, Ark., next.**FOR SALE FOR SALE  
POP CORN TRAILER**18 ft. all-steel trailer, new tires, equipped  
with double Cretors poppers, butane gas,  
neon signs and plenty flashy. Can be seen  
in operation on railroad show, with Fairs  
closing in November. Come look it over  
on the Dodson Imperial Shows. Price  
\$1000 and invoice stock.**AL BAYSINGER**Huntsville, Ala., this week; Corinth,  
Miss., next.**WANTED IMMEDIATELY**Auto and motorcycle Male and Female  
Daredevil Drivers. Sept 24th, Goodland,  
Kansas; out all winter; want clean cut trou-  
pers only; salary and percentage if you can  
produce. Come on; new unit forming. Capt.**JACK-O-DIAMONDS, Mgr.**

Hollywood Daredevil Aces.

**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.**WANTED**Stock Concessions of all kinds; have room for a  
few good Shows; have top and banners for Girl  
Show; must have M. C. with 2 or 3 girls. Can  
use Ride Men.**BURKHART SHOWS**

Fredericktown, Mo., Fair this week.

**EVANS' LONG RANGE SHOOTING GALLERIES**



**NOW AVAILABLE!**  
Genuine pre-war Malleable Iron Targets and Parts for Long Range Lead Galleries.  
Send for **FREE CATALOG** of Gallery Equipment, also Wheels and Midway Games of all kinds. Write today.  
**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Ill.

and is moving to Johnstown, Pa. . . . Cleo Renee has purchased the Casba Girl Show from Ted Porter and will book it at Southern fairs. Cleo recently visited Linda Lopez and Pinky Pepper's Wonderland Freak Show at Michigan. . . . Melvin Bennett, aerialist, whose arm was amputated in a fall while performing his act at Covington, Tenn., is recovering and will recuperate with his sister, Mrs. Flash Williams, on Wallace & Murray Shows. . . . While playing Pontotoc, Miss., with Buff Hottle Shows, Carol Tyron and William Richards were married. A combination shower and party was held after the show, with Texas Dolly Davis hostess to the group in her Fat Show top. Richards is an agent for J. C. Rose, concessionaire and ride owner with the shows.

The big mystery in the midway biz is what happens to those "Three other red ones to follow" mentioned in ads.

**Karras Season a Winner**  
ST. JOSEPH, Mo., Sept. 17.—Gust Karras Greater Shows, which opened the season the week of May 5 at the local Apple Blossom Festival, will close following its September 23-25 date at the Pony Express Rodeo here. Owner Karras reported business excellent on the shows' tour thru Iowa and Missouri this year. Karras will start the 1950 tour in early May at the local Apple Blossom fete, carrying four major rides and two kiddie devices.



**WANT FOR LAWRENCE CO. FAIR, LAWRENCEBURG, TENN., WEEK OF SEPT. 19TH; CARUTHERSVILLE, MO., FAIR FOLLOWS**

**CONCESSIONS**  
Penny Arcade, Grab, Floss, Snow, Popcorn, Apples, French Fries, Novelties, Jewelry, Ball Games, High Striker, Basketball, Lead Gallery, or any Hanky Pank Concession.

**MOTORDROME TALKER**  
First class Talker; 10 per cent of net gross. Buddie Ross and Buddy Bailey, wire Capt. Ritz.

**RIDES**  
Will book Dark Ride, Caterpillar, Looper or Spitfire. Kid Boat Ride; must have transportation.

**GRAB OUTFIT and COOKHOUSE HELP**  
First class Grab Man, must be fast and clean. Also Waiters for Cookhouse. Wire Floyd Mellen.

**HAMMOND ORGAN and "GIRLS"**  
Want Hammond Organ Player with own organ for Girl Revue, also Girls for same.  
All Replies to **E. L. YOUNG, MGR.**  
Florence, Ala., now.

**SCHAFER'S JUST FOR FUN SHOWS**  
WANT FOR THE FOLLOWING FAIRS: TEMPLE, CORSICANA, MCKINNEY AND FOUR OTHER TEXAS FAIRS

Can place following Concessions—Photos, Long Range, Short Range, Custard, Popcorn, Candy Apples, Race Horse or any clean Hanky Panks. Want following shows—Snake Show, Side Show, Wild Life, Iron Lung, Illusion or any good clean String Show. Cash Wilson, contact us.

Notice, Fair Secretaries—We have one week open in October. If you want a good, clean show, contact us for route.

Can use good, sober, reliable Ride Help at all times. Contact Mr. W. A. Schafer, Temple, Texas, this week.

Have opening for Hanky Panks and Shows for number two unit for following fairs—Mt. Vernon, Emory, Rockwall, all Texas. Contact Mrs. W. A. Schafer for route.

**Marion Greater Shows**  
Week of Sept. 26 thru October 1, Marlboro County Fair, Bennettsville, S. C. (White Fair); Berkeley County Fair, Moncks Corner, S. C., Oct. 3 thru 8; York County Fair, York, S. C., Oct. 10 thru 15; Chester County Fair, Chester, S. C., Oct. 17 thru 22; Aiken County Fair, Aiken, S. C., Oct. 24 thru 29; Camden, S. C., Colored Fair, Oct. 31 thru Nov. 5; Saint George Fair, Saint George, S. C., Nov. 7 thru 12; Dorchester County Fair, Summerville, S. C., Nov. 14 thru 19; Bowman, S. C., Community Fair, Nov. 21 thru 26; Barnwell, S. C., Fair, Nov. 28 thru Dec. 3.

THESE ARE POSITIVELY BONA FIDE FAIRS AND WE HOLD CONTRACTS FOR SAME WILL BOOK LEGITIMATE CONCESSIONS OF ALL KINDS. POPCORN AND CANDY APPLES SOLD. ATTENTION, RIDE OWNERS: WE NEED RIDES FOR THESE OUTSTANDING DATES, NAMELY, ONE-WHEEL FERRIS WHEEL, OCTOPUS, TILT, SPIT-FIRE OR ANY FLAT RIDE. MR. HELLER, MR. THOMPSON AND MR. BLACKBURN, CONTACT US AT ONCE. WILL BOOK ANY SHOW OF MERIT. CAN ALWAYS USE USEFUL SHOW PEOPLE. ALL REPLIES: DARLINGTON, S. C., THIS WEEK.

**Marion H. Spillers, Owner; F. E. Spain, Bus. Mgr.**

**WANTED INDEPENDENT RIDES AND GAMES AND SHOWS FOR THANKSGIVING WEEK-END**  
Send full particulars to **FRANK DUBINSKY, 71 Sharon St., Hartford, Conn.**  
Flat rate and percentage

**MARKS SHOWS**  
MILE LONG PLEASURE TRAIL  
**WANT FAYETTEVILLE, NORTH CAROLINA**  
Cumberland County Fair, Week of September 26th; followed by Albemarle, N. C., week of October 3rd.

MERCHANDISE CONCESSIONS OF ALL KINDS.  
CAN PLACE MONEY GETTING GRIND SHOWS,  
ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

**All replies to MARKS SHOWS**  
This week, Warsaw, Virginia; next week, Fayetteville, North Carolina

**ROCKYMOUNT, VA., FAIR WANTED**  
Ball Games, Grab, Pitch Till You Win, Photos. All Concessions open except Bingo. Side Show, Girl Show. Truck Drivers and General Ride Help. All replies to **GEORGE CLYDE SMITH SHOWS**  
Farmville, Va., this week; Rockymount, Va., next week.

**WANTED WANTED WANTED**  
Hanky Panks that work for stock; Photo, Long Range, Candy Floss, Penny Arcade, Balloon Dart, Age, Scale, Snow Cone, Hoop-La, Jewelry, Bumper, no Mitt Camps.  
Perryville, Mo., this week; Wardell, Mo., next; then per route.  
**BIG FOUR SHOWS**

**SMITH AMUSEMENT CO. WANTS FOR OKMULGEE, OKLA., FAIR—6 BIG DAYS-NIGHTS—SEPT. 26-OCT. 1**  
Hanky Panks, come on. Shows—Funhouse, Glasshouse, Side Show; Tilt-Whirl Man, sober, drive semi. Long season south. Texas cotton towns. Contact **ROLAND SMITH, Aldridge Hotel, Wewoka, Okla.**

**THE GREAT YADKIN COUNTY FAIR EAST BEND, N. C., SEPTEMBER 26 TO OCTOBER 1**  
Want Monkey Show, Illusion, Wild Life, Funhouse or any Grind Shows. Want Concessions—Custard, Sno Ice, Hoop-La, Darts, Novelties, Pitch Till You Win or any Concession not conflicting. Want Ride Help. Write **I. K. WALLACE**  
Charlotte Court House, Va., this week; East Bend, N. C., to follow.

**WANTED**  
Concessions of all kinds for Seven Mile and Kelly Rd., Detroit, Mich., week of Sept. 26-Oct. 2nd. One of Detroit's best concession spots. Can use Popcorn, Candy Apples, French Fries, Mug Outfit, Fishpond, High Striker, Grab Outfit, Ball Game. We only have one of a kind. Get some winter money here. First come, first choice of locations. P.C. if you have Hanky Panks.  
**PLAYLAND SHOWS, Jack Gallagher, Mgr.**  
2300 Cass Ave. Detroit, Mich.

**PAGE BROS.' SHOWS WANT**  
For Haywood County Fair, Brownsville, Tenn., this week, and Cheatham County Fair, next week Ashland City, and 2 more Fairs in Tenn.; then Miss. till Xmas.  
Slum Outfits of all kinds; Cookhouse and Grab, Jewelry. Will book one P. C. if you have 2 Hanky Panks. Ride Men; must be sober and drive semi.  
Brownsville, Tenn., now; Ashland City, next week.

# WAR SHOW FOR SALE WAR SHOW

THE TOP MONEY, ONE-WAGON SHOW, ON THE ROYAL AMERICAN SHOWS, HENNIES BROS.' SHOWS, JAMES E. STRATES SHOWS AND WORLD OF MIRTH SHOWS.

Will sell ONE Show Only, complete, except tent, which is the property of the Carnival Company . . . A GREAT SHOW for Man and Wife Operation . . . Low nut . . . Strong Book Inside Sale.

Show in Top Shape, with Wax Figures of Hitler and His Gang . . . Fine Collection of Nazi, Jap and Italian Guns, Pistols, Flags, and Trophies.

## SHOW IS BOOKED FOR 1950, BUT THIS YOUR OWN CHOICE

Show can be seen in operation on the above Shows on route NOW . . . Show cannot be delivered until close of present season.

LOOK IT OVER—THEN SEE ME FOR PRICE—YOU WILL GET THE BEST BUY YOU EVER HAD. Will gladly show you Books on Profit of Show.

Also can be seen at Texas State Fair, Dallas, Oct. 8 to 23

ADDRESS OF CONTACT:

**NAT D. RODGERS**

c/o Royal American Shows, Tulsa, Okla., Sept. 18-22; or per route for balance of season

# W.G. WADE Shows

**KALAMAZOO CO. FREE FAIR, SEPT. 26-OCT. 1**

(Over 200,000 people last year)

6 DAYS

**KALAMAZOO, MICH.**

6 NIGHTS

Michigan's Second Largest Free Fair

Can place CONCESSIONS OF ALL KINDS, including Games, Selling Privileges and Eating Stands. MOTORDROME, GLASS BLOWING and LIFE SHOW wanted. Will consider placing ROCK-O-PLANE for this big date and Lagrange, Ind., Street Fair, which follows.

Address: W. G. WADE SHOWS

Ludington, Mich., Fair, this week; Lagrange, Ind., Street Fair follows Kalamazoo.

## WANTED

Any Feature Ride—Penny Arcade—Shows of Merit—Hanky Pank Concessions that work for stock.

River Rouge, Mich., this week; Norwayne, Mich., next week; then Ecorse.

## DOWNRIVER AMUSEMENT CO.

Address 10138 W. Jefferson

Phone Vinewood 2-1810

River Rouge, Mich.

## WANTED

## WANTED

# HARRY'S GREATER SHOW

WAKARUSA, IND., STREET FAIR, Sept. 20 to 24 incl.

HAGERSTOWN, IND., STREET FAIR, Sept. 27 to Oct. 1 incl.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS. NO EXCLUSIVE EXCEPT BINGO.

All replies to HARRY BOYLES

## WANTED

GIRLS

## WANTED

GIRLS

## WANTED

GIRLS

STRIP TEASE — FAN — HULA  
Top Pay. Five (5) Weeks in Texas. Write—Wire to

**EDDIE WHITE**

PEPPERS ALL-STATE SHOWS

SPRINGHILL, LA.

## BINGO AT LIBERTY

Beautifully flashed Bingo. Works for merchandise. Will book same on Show or Celebrations for rest of the season on percentage or flat rate. Will be at liberty after Oct. 9, 1949.

Contact **HARRY WEISS, c/o HENNIES BROS.' SHOWS**

Wichita, Kansas, this week; Muskogee, Okla., next week.

## SHOOTING GALLERY FOR SALE

**\$600.00 CASH**

**J. E. GOODING**

19500 PURITAS AVE.

CLEVELAND 11, OHIO

## T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**

**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY 6, MO.

## FROM THE LOTS

### Jack's Greater

FRANKLIN, Va., Sept. 17.—This was the final still date of the season for this org, formerly known as Harrison Greater Shows. The crew was busy here getting everything in tip-top shape for the fair tour.

Business so far hasn't been too good, with the exception of the last four weeks.

Max Pyle, sound car operator, is giving the show good coverage. Jack Orr's Snake Show continues to draw.

Recent arrivals on concession row include Jimmy Cyr with his cookhouse and six concessions; Slim Foutz, custard; Johnnie Green, and Frank Tonato. Art and Ruth Stafford's bingo is getting good business.

The electrical department, under direction of Al Stafford, recently completed a new transformer and shop truck with two new 100 KVA transformers.

Bill Sanders, new owner of the American Tent & Awning Company, Norfolk, has been a frequent visitor. Other visitors have included Curtis L. Bokus, general agent for James E. Strates; Allan A. Travers, g.a. for Prell's Broadway Shows; Tom Scott, AMP Shows general agent; Dan Donnini, formerly business manager for the Alleghany Shows, and Mrs. Rita Winters, wife of the writer.

The staff: Frank Harrison, general manager; James A. Winters, general agent and assistant manager; Mrs. Frank Harrison, secretary-treasurer; T. W. (Tommy) Buchanan, business manager; C. Eddie Rood, advertising manager; Al Stafford, electrician; Barney Able, lot superintendent; Al Green, master of transportation, and Ruth Stafford, mail and *The Billboard* sales agent.

Rides, all office-owned, are Merry-Go-Round, Twin Ferris Wheels, Caterpillar, Octopus, Spitfire, Rolloplane, Loop-o-Plane, Chairplane, kiddie train and kiddie swings.

Shows include *Brownskin Follies*, *Streets of Cairo*, Side Show, Big Snake, *Harem Nights*, and Animal Oddities.

Ride personnel: Eugene Compton, Isaac Jones, Joe Johnson, L. C. Connister, Bob Bradshaw, Barney Fuller, John Clark, John Moran, Pete Joseph and James Blood.

Concessionaires are Jimmy Cyr, Johnny Green, Barney Able, Francis Harrison, Joe Perranieu, Pete Joseph, hi-striker; A. S. Nye, popcorn, candy apples and snow cones; Al and Ruth Stafford, bingo; Ellis Gunnell, glass pitch; Archie and Rosie Miller, mitt camp and photos; Slim Foutz, custard; Pyle and Kelly, French fries and balloon darts; Frank Donato, glass pitch and age and weight; Jack Orr; Miller, mitt camp; Johnson, mitt camp, and Eugene Compton.—JAMES A. WINTERS.

### Bill Lynch

ST. JOHN, N. B., Sept. 17.—Eldon Wilson, vet guess-your-weight agent, escaped serious injury at Moncton, N. B., when an auto, on which tickets were being sold, slid against Wilson's scales.

Bucky Mills, ride foreman, was here to attend the funeral of his father. Mrs. Frank Barry, concessionaire, recently attended the funeral of her sister.

Harold and Lockey Green, former novelty concessionaires, have turned to eats. Harold formerly was with Sydney Goodwalt and latter with the Ben Williams Shows. Major delays and the high transportation costs have played havoc recently with the Bill Lynch No. 3 unit on its tour of New Foundland. In keeping one date, the unit lost three days reaching the town and three more getting out. The unit has been using railroads that operate trains only two and three days each week.

The main unit of the Lynch org uses a low-flying plane, equipped with loud speaker to advertise the show at each stand.

### James M. Raftery

PINETOPS, N. C., Sept. 17.—Since the death of James M. Raftery, owner-manager, Mrs. Raftery has made some staff changes. Bill Porter, for the last three years concession manager, was appointed manager of the show. Porter announced the new staff as follows: Fred McKinney, general advance and purchasing agent; C. H. Combs, lot man; Jay (Tiny) Mannes, billposter; Ed Johnson, electrician; John Hadeck, master builder; Robert Harris, mechanic; Louie Long, artist; John Valenska, front gate, and Mrs. Ed Johnson, tickets.

Capt. George Harson is the free act. Red Williams, has the Merry-Go-Round; Junior Graham, Ferris Wheel; Bill Hobson, Octopus; Sam Richardson, Chairplane; Ed Miles, Spitfire; James Miles, kiddie rides; Sally Williams, Hawaiian Revue; Johnny Riddick, Black and Tan Revue; Louie Long, Illusion Show; Red Vanderburg and Joe Ford, Snake Pit; Joe West, Monkey Circus; Chili Small, popcorn and candy; Walter Wilkins, canvasman, and Bill Rowe, cookhouse.

Org now has 40 concessions. Rides have been painted and two tops have been purchased. Fair dates open September 28. Mrs. Raftery, who suffered from shock following the death of her husband, is recovering.—WILLIAM DEAN HUNT.

## AGENTS WANTED

FOR SCALES AND AGE

For Little Rock, Ark., Fair, October 2-9

ADDRESS:

**MAX GOODMAN**

c/o DeSoto Hotel Hot Springs, Arkansas

## FOR SALE

16x32 Ft. Corn Game Top and Frame. Has 6 ft. awning spread. Used 2 weeks—\$200.00. Also have two 14x10 Ft. Concession Tops, 9 ft. walls, white pine frames—\$100.00 each. Jacks and shelf boards for same. Have P.C. Tables, Flies and other Concession Supplies too numerous to mention. Have 28 Ft. Semi Van with 1938 Chevrolet Tractor, new motor, good shape and bargain.

**BUTCH GOFF**

920 N. Throckmorton St. Sherman, Texas

(Phone: 1662-J)

## WANT LARGE CARNIVAL

WEEK OCTOBER 17 TO 22

MARINE CORPS CELEBRATION

CONTACT QUICKLY

**BOB LEE**

Box 206 Tel.: 41444 High Point, N.C.

## JOE E. KAUS SHOWS

Can place Bingo, Cookhouse, Legitimate Concessions, Merry-Go-Round, Chairplane, Loop-o-Plane, Octopus, Shows with own outfits, Ferris Wheel and Kiddie Rides Foreman, PC and Grind Store Agents. Wire Roxobel, North Carolina.

## \*Cookhouse Help, Notice\*

Want Sober and Reliable Griddle Man and Waiters Immediately. Contact:

**Carl (Hunky) Kalansky**

C/O JOHNNY T. TINSLEY SHOWS  
Fairgrounds, Griffin, Ga., this week

## WANTED

CONCESSIONS AND SHOWS

For Roann Booster, Sept. 29, 30 & Oct. 1.  
Free Street Fair, High Class Free Acts,  
Good Rides.

**JOHN BRYAN**  
ROANN, INDIANA

## FOR SALE MINIATURE TRAIN

Rides, adults and kids. Four cars, 300 ft. of track, fence and ticket box, complete with truck and trailer. \$2,750.00 buys all.

**William J. McIntyre**  
Port Payne, Alabama. Phone 599-J

**Siebrand Bros.**

BLACKFOOT, Idaho., Sept. 17.—Everyone was kept busy during the fair in Filer, Idaho, what with visitors, departing school children and birthdays and picnics. Picknickers included Dr. and Mrs. L. E. Messman and family, who entertained the Hodgins, and one for Lolita Espinosa and Marsha Patine. Lolita, niece of Pancho and Donita Roche, left for Chicago, and the next day Tommy, Rosa and Marsha Patine grabbed a three-column picture and story in the Twin Falls paper anent eight-year-old Marsha's United Airlines flight back to "dull school routine."

Recent birthdays celebrated were those of Jimmy Goff and P. W. Siebrand. Don Rey gifted Jimmy with a long-playing record player, which has been making the personnel rounds.

A candid camera fan has appeared in the person of Donita Roche, with her efforts directed mostly to trying to catch her subjects in non-flattering poses. Top interest-getters so far have been the Betty Hodgini "I just got my hair pinned up" pose, and Jack and Gracie (Coco and Loco) Fairburn in a minor masterpiece entitled "How not to put up a new awning."

Kenny Clark, son of Captain and Mrs. Clark, has been busy helping out during his visit from Hollywood. Hale Black, of Peru, Ind., visited the Hodgini clan in Filer and helped put a bed on their new Ford truck.—JOE HODGES HODGINI.

**Southern Valley**

PRESCOTT, Ark., Sept. 17.—Business has been excellent since the org started playing fairs at Poplar Bluff, Mo. Saturday night there, incidentally, pulled a huge crowd, and spending was free.

Show had another wedding at Arkadelphia, Ark., August 9, with Bobby Moran and Colleen Strahl becoming Mr. and Mrs. Bride is a member of the Girl Show, while the groom is the Roll-o-Plane foreman. The couple was given a wedding dinner by Eddie Moran.

Personnel visited the Clyde Beatty show when it played Malvern, Ark., 30 miles from Arkadelphia, September 17.

**SHOWMAN'S HEADQUARTERS**

**HILLMAN HOTEL**

**BIRMINGHAM, ALABAMA**

*Comfortable, Convenient, Economical*

**W. T. WILSON JR.**  
Manager

**W. E. ATTRACTIONS**

Can place dependable Married Couple, Man for Pea Pool, wife for Ball Game. Also useful Agents for Slum Stores.

Sardis, Tenn., this week; Henderson, Tenn., Colored Fair to follow. (No Flats.)

**CONCESSIONS OPEN AT MARINE GARDENS, FLORIDA**

200,000 visitors expected. Restaurant; Souvenirs, Antiques, Boats, Pottery, Indian Village, Pony Track, etc. For application form send to: Marine Gardens, Suite 306, 420 Lexington Avenue, New York City.

**SUPER ROLLOPLANE & STATIONARY WHIP**

Sell, book, lease or trade on Octopus, Tilt, Portabel Dodgem, Flying Skooter, Stationary Merry-Go-Round and Building, Kid Roller Coaster. Also want Arcade Equipment, Card Vendors, Drop Card Machines and Reel Card Machines or what have you?

**F. SHAFER**  
Washington, Ind. Ph.: 1278R

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$38.00 Conces'n Tent, 8x14 ft. Side Wall, Awning. \$1.75 Streamer, 12 Pennants, 12x18; larger sizes. \$7.50 Ballgame Backstop Net, 12x15 ft., fine cond. \$15.00 Man's Foot, 6 toes, great curiosity. \$25.00 Set 5 Brass Swiss Hand Musical Bells.

**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

**Virginia Greater**

WEST POINT, Va., Sept. 17.—Virginia Greater Shows held down the midway of Tidewater Fair here after a damp week at Suffolk, Va., where business was slow the first part of the week but picked up last two days, with business satisfactory Friday (9) and Saturday nights, altho weather was cool.

Tuesday night (6) was hurt by rain, while Wednesday night (7) was lost entirely to rain. Rain hit again Thursday night (8) and caused an early closing. Good radio and newspaper tie-ups helped biz.

Ben and Betty Monroe have two flashy ball games and Ida Groner has two well-stocked glass pitches. Ronnie and Dot Prue have taken over the cookhouse. Bob Milligan is rebuilding the front arch for the Ferris Wheel entrance and constructing a new loading frame on the Ferris Wheel truck. Paul Cross has joined the advertising crew. John (Gypsy) Robchalk, Girl Show operator, has left. Show fronts and rides have been freshly painted and Manager Rocco Masucci has added new lighting on the midway.

Mrs. H. W. Arnold has rejoined the show after a visit to her home. Mr. and Mrs. Paul Linebarrier have gone to their home in Daytona Beach, Fla. Mrs. Bob Coleman spent a few days at her home in Tennessee last week. Louis Augustino's car is sporting a light green paint job.

As Suffolk has been the show's winter quarters the past 10 years, there were many visitors on the lot, including Sam Stallings, postmaster; Sheriff Frank Culpepper and his son, Deputy Sheriff Frank Culpepper Jr.; Harry P. Taylor; Mr. and Mrs. Herbert Morrison, American Legion officer; Mr. and Mrs. Willie Saunders; Mr. and Mrs. Wallace Goodrich; Doc L. C. Holland, dentist and circus clown; Jack Nurney, banker, and Captain Johnson of the Salvation Army.—H. W. (HAP) ARNOLD.

**Veterans Expo**

WAYCROSS, Ga., Sept. 17.—Altho rained out two days in Brunswick, Ga., the week ending September 10, the show chalked up a good gross. General Agent O. O. Point and Owner John J. Caruso were away twice during the week on business. Harry E. Wilson joined as business manager. The committee co-operated well.

Owner Caruso purchased a new Dodge truck. Clara T. Rice celebrated her 48th birthday Saturday (10). Mr. and Mrs. Smith are doing okay with popcorn, as are Mr. and Mrs. Moore with their concessions, and Mrs. Cole, who has the cookhouse. Train-Wreck Kelly and the missus report good business with their kiddie ride and concessions. Madame Burleson and her Harlem Pep-Cats are topping shows, with Wild Life running a close second. Mrs. Johnny Caruso was on the sick list. The writer is anticipating a visit with Jack Dadswell, former carnival press agent, who now owns *The Waycross Advertiser*, semi-weekly sheet.—HARRY E. WILSON.

**W. C. Kaus**

WISE, Va., Sept. 17.—The jump here from Pennsboro, W. Va., was made in record time. Ritchie County Fair at Pennsboro closed Friday (2) and Manager Owens and crew had everything ready for the opening of Wise County Fair here on Labor Day after the 338-mile trip.

Grosses at Pennsboro were far below expectations as the result of poor weather.

T. W. (Willie) Lewis came on as business manager and Marie (Mother) Glynn joined with her cookhouse. Anne Lucas and her daughters, Patty and Ailene, are expected to rejoin the org soon. Bill Kaus Jr. left for a visit home before entering college. Father Curran, of Concord, N. C., visited this week.

Crash Dunnigan's Aerial Madcaps have joined as free attraction for the remainder of the season. The advance, headed by D. P. Yanson, is using special paper for the act.—GRAVES H. PERRY.

**ATLANTIC RURAL EXPOSITION**

"Formerly Virginia State Fair"

September 28th to October 8th Inclusive  
RICHMOND, VA.

**PIEDMONT INTERSTATE FAIR**

October 10th to 15th Inclusive  
SPARTANBURG, S. C.

CAN PLACE—All Legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs ending the middle of November.

WANT—A few workmen experienced in all departments.

CAN PLACE—Hi-Ball Ride for long circuit of Class A fairs.

ALL ADDRESS THIS WEEK HAGERSTOWN, MD., FAIR

**CETLIN & WILSON SHOWS**

*W. G. Wade Shows*  
UNIT NUMBER TWO

Want for Union City, Indiana

**C-E-N-T-E-N-N-I-A-L**

October 3-4-5-6-7-8 inclusive, Legitimate Concessions of all kinds. One Hundred Year Old Celebration. Featuring Merchants'-Manufacturing Exhibits.

Free Acts—Parades—Contests.

Write or Wire C. D. MURRAY, Mgr.

Bourbon, Indiana, Sept. 20-24; Kalamazoo, Michigan, Sept. 26-Oct. 1.

**POWELSON AMUSEMENTS**

WANT FOR FOLLOWING FAIRS

LIONS' CLUB FREE FAIR ON FAIR GROUNDS, MT. VERNON, OHIO, SEPT. 26-OCT. 1  
STREET FAIR, CARDINGTON, OHIO, SEPT. 28-OCT. 1

CONCESSIONS Can place legitimate Concessions of all kinds.

SHOWS Want Motordrome and Shows for above dates and Coshocton Fair, Oct. 3-8.

**HAPPY POWELSON, MGR.**

Box 125

Phone 1088M

Coshocton, Ohio

Wanted For

**PAMPA FREE FAIR**

Pampa, Tex., Heart of the Oil Field

Get where the money is plentiful. Lead Galleries, Candy Floss, Custard, Apples, Minstrel, 10 in 1, Magic. Other concessions that work for stock. No grift. Two or three Major Rides. Contact:

**LONE STAR AMUSEMENTS**

Clayton, N. M., Sept. 19-24 to Joe Fisher, Box 1662, Pampa, Tex.

**ALAMO EXPOSITION SHOWS**

WANT

FOR LUFKIN, TEXAS, FAIR AND FORREST FESTIVAL, SEPT. 26-OCT. 1

BIGGEST COUNTY FAIR IN THE STATE OF TEXAS  
Side Show, complete and Shows of merit with your own equipment. Frozen Custard, Penny Arcade, High Striker, Jewelry, and all Hanky Panks.

We are now booking Attractions and Concessions for the 1950 Battle of Flowers on the Streets of San Antonio, Texas, next April. All contact:

**JACK RUBACK, Mgr.**

Alamo Exposition Shows, Denton, Texas, Fair, Sept. 19-24

# Prell's World's Fair Shows

**WANT FOR  
GOLDEN BELT COUNTY FAIR  
HENDERSON, NORTH CAROLINA, SEPT. 26 TO OCT. 1  
AND 8 MORE TO FOLLOW**

**WANT CONCESSIONS**—Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary, Age and Scales.  
**WANT Snake Show, Unborn, Wild Life, Motor Drome, Penny Arcade.**  
**WANT Girl Show with own equipment.** Jimmy Forenza, contact.  
**WANT to book or lease Tilt, Caterpillar, Rocket, Sea Cruiser, Pony Ride, Whip or any ride that does not conflict.**  
**CONCESSION AGENTS WANTED**—Wheel Agents, Cat Rack Agents, Grind Store Agents. Good Agents for Spindle. Contact A. R. (Dutch) Whiteside.  
Can use Ride Help on all rides. Semi Drivers given preference.  
All answer.  
**JOSEPH PRELL or MORRIS VIVONA**  
Goldsboro, N. C., this week, then Henderson, N. C.



## WANT SHOWS WITH OWN OUTFITS

Not conflicting. Girls for Girl Show, Man with Girls to take charge of Posing Show to join immediately. **HELP**—Second Men on rides who drive semi trailers. Want Ferris Wheel Operator. Can place few more Hanky Panks. Playing all bona fide fairs. Cartersville, Ga., now; Carrollton, Ga., next week.



"HONESTY IS OUR POLICY"

Now playing Benton Co. Fair at Camden, Tenn. It isn't too late to join for Lexington, Ala. Fair following; Limestone Co. Colored Fair at Athens, Ala.; North Salem Homecoming and Green Hill P. T. A. Homecoming. Join now for proven good ones.  
Sell X on: Long Range, Novelties, Ice Cream, Carmel Corn, Taffy, Jewelry. Can place: Sit Down Grab, Cork Gallery, Clothes Pin Pitch, Hoop-La, Coke Bottle, String Game, Cat Rack, Hit and Miss, Watch-La, Bumper, Penny Pitch. Shows: Fat, Monkey, Mechanical or Five-in-One. Help: Octopus Foreman, Agents for office-owned Stock Stores. All replies:  
**JOHN PORTEMENT**  
CAMDEN, TENN., this week.



## WANT NOW—ARIZONA BOUND

Any Ride, Show or Hanky Panks not conflicting, wire what you have. Ride Boys and Bingo Help that drive. Don't phone, all wire:  
**LARRY NOLAN, Mgr.**  
Hugo, Colo. (Fair), until Sept. 24; Cheyenne Wells, Colo. (Fair), 26-Oct. 1; then one long jump to Arizona.  
**FOR SALE**  
Parker Ten Seat Ferris Wheel, excellent shape. All New Seats and Bales, good Motor, loads on 14 ft. truck. Come see it. Bargain for cash, delivery Oct. 1.

## GEM CITY SHOWS, INC.

Can Place for Union County Fair, El Dorado, Ark.; Ouachita Parish Fair, Monroe, La.  
Legitimate Concessions, Novelty and Hanky Panks of all kinds. Can place Second Men who are sober and drive semis. Can place several Shows of merit.  
Address all communications to:  
**THOMAS D. HICKEY**  
Camden, Ark., this week; then per route.

## T. J. TIDWELL SHOWS

**WANT FOR LONG STRING OF FAIRS**  
SHOOTING GALLERY, PHOTOS, NOVELTIES, HANKY PANKS.  
Virgie Waters, contact.  
**SHOWS—SIDE SHOW, WILD LIFE or any other show not conflicting.**  
All answer.  
**T. J. Tidwell, Manager**  
LITTLEFIELD (TEXAS) FAIR

## CENTRAL STATES SHOWS

CAN PLACE GRIND SHOWS WITH OWN EQUIPMENT.  
CONCESSIONS—HANKY PANKS ONLY FOR  
AMERICAN LEGION CELEBRATION, CLINTON, OKLA., WEEK SEPT. 26; GARFIELD COUNTY FAIR, ENID, OKLA., NORTHWEST OKLAHOMA'S BIGGEST EVENT, SIX BIG DAYS, WEEK OCT. 3.  
WIRE CHICKASHA, OKLA. FAIR, ALL THIS WEEK.

## FROM THE LOTS

### American Funland

WYNNE, Ark., Sept. 17.—Org, headed by Booby Obadal, chalked up its best week of the season in Texarkana, Tex., where it was auspiced by the 40 and 8 of the American Legion. Business from the front end to the back was good. Visitors there included Judge Selser and Paul Flannigan. Mr. and Mrs. Grady Ford joined at that stand with two concessions. Mr. and Mrs. Andy Custer and Mr. and Mrs. Speedy Powell also joined with concessions, and all had good biz.

Frenchy Boullion has framed a new show, which brings his total to four. One of the shows will go out next week with the No. 2 Unit Obadal will put out under the management of Mr. and Mrs. Melvin Easley.

The Prairie County Fair, Hazen, Ark., which closed Saturday (10), provided good business.

New arrivals include Gypsy Bob Meyers and Henry Harvey.

Buck Owens recently left for West Texas to pick up one or two rides.

Frenchy Boullion has two well-framed Girl shows and the Freak Show. Latter features Hoppy, the Frog Boy, and Kil-Roy, tiny monkey. Mr. and Mrs. Selzer have been getting excellent business with their Monkey Circus. Athletic Show, operated by Bulldog Atkinson, has been getting its share.

Personnel line-up included A. (Booby) Obadal, owner-manager; Jake Arnott, assistant manager-superintendent; Mrs. Jake (Vi) Arnott, secretary-treasurer.

Rides — Blacky Euclid, Ferris Wheel; G. D. Gyers, Merry-Go-Round; Luther Franklin, Octopus; Bill Jenkins, Spitfire and Chairplane; Lucky Freeman, two kiddie rides; Kelly, Reed's Miniature Auto.

Concessions: Nolan and Ruth Deeg, cookhouse; Don and Evelyn Camie, grab; Mr. and Mrs. Jerry Reed, stock concessions, including bingo; Whitie Patterson and Kirby Yates, grind store; Jimmie Rounds, pin store; George Earle and Jimmie Nylon, office skillo; R. L. Jobe, Gus Stanley, skillo; Pete and Steve Miller, mitt camps.

### Nessler's

LEXINGTON, Tenn., Sept. 17.—Org moved in here from Rosiclare, Ill., where business was off. Good weather here helped account for fair business.

Mrs. B. V. Nessler, her son and daughter-in-law, Mr. and Mrs. Jim Nessler, and their infant son rejoined after playing some fair dates with their bingo. Frank Lane's sister, Mrs. Susan Sword, and mother, joined. They have a new trailer. Mrs. Sword is operating the pitch-till-you-win. Frank has the photo gallery and rollo whirl. Frank's mother marked her 90th birthday Monday (12).

Mrs. Dick Franz left to put her son, Larry, in school in Dayton, O. Dick Franz will stay on with his parents, Mr. and Mrs. Bob Franz, who own and operate the fish pond, pitch-till-you-win, balloon darts and over and under.

Alta Marieda, electrician, has everything in the power department in top shape.—BEA NELL.

### Burdick's Greater

CAMP HOOD, Tex., Sept. 17.—Stand here was a red one. Sponsored by the Recreational Department of Camp Hood and working under full military supervision, shows opened here to capacity business which never let down. Civilians and servicemen jammed the midway as better than \$50,000 was raised for the Recreation Center.

Each night of the three-day celebration prizes were given away, with a 1949 automobile as the grand prize.—LAVERNE LUTHER.

### Ohio Valley

TRUMAN, Ark., Sept. 17.—Org moved here following a fair stand at Fairfield, Ill., Labor Day Celebration. Opening biz here was brisk as the shows played to a packed midway for the first time this season. Org closes December 1. Personnel visited with members of Pepper's All State Shows which played Jonesboro, Ark.

Members of the staff are Roxie Harris, owner; Bill Harris, general manager; Jack Murphy, business manager; Pat Brady, publicity director; Dottie Harris, secretary, and P. Ollendorf and Bob Harris, electricians.

Concession owners are Jack Murphy, skillo, rolldown, fish pond; Bill Harris, skillo, darts, line-up, pea pool, beat the dealer; Buckets Jones, hi striker; Jack Holstin, two; Don Bishop, cookhouse; Ralph Wolfe, box ball and candy floss; George Murphy, under and over; Bob Zehring, diggers; George Costa, palmistry booth; T. H. Lowe, photo; R. L. Kramer, country store; E. Malbin, fish pond, scale; George Smith, palmistry booth; R. Walker, set spingle, and M. Martin, long-range gallery.

Jack Adam's Show is leading shows, followed by McWilliam's Girl Show and Life Show, Red Skeak's Snake Show and M. Fulkerson's Animal Show. Org will move from here to Newport, Ark., for Jackson County Fair. Owner Harris has added two new trucks to the transportation fleet.—PAT BRADY.

## CONCESSIONS! MITCHELL, IND., PERSIMMON FESTIVAL

ON THE MAIN STREETS

OCT. 3-8

Can place Legitimate Concessions of all kinds.

## GOODING AMUSEMENT CO., INC.

1300 Norton Ave. Columbus, Ohio

### FOR SALE

Merry-Go-Round	\$5,000.00
Ferris Wheel	5,000.00
Octopus & Trailer	5,000.00
Allan Herschell Auto Ride	1,500.00
Roll-o-Plane	1,200.00
Whip	1,000.00
Transformer Truck with one 75 kw. and Wire	1,000.00
1942 C. O. E. Chevrolet Tractor	675.00
1941 C. O. E. Chevrolet Tractor	625.00
26 ft. Tandem Van Fruehauf Trailer	500.00
22 ft. Van Fruehauf Trailer with Panel Show Front	500.00
22 ft. Trailer with Panel Show Front built to load Ferris Wheel	375.00
22 ft. Flat Bottom Trailer	375.00
22 ft. Van Trailer	250.00
3 20x40 Tops with 8 ft. Side Wall, complete with Poles & Stakes, also Proscenium, Ea.	250.00
Schult House Trailer	450.00

Can be seen in operation, Flannagan, Ill., this week or write Kerl Murray, Box 264, Bloomington, Ill. (Phone 5903-0).

### FOR SALE

**A Complete Sit-Down Grab Trailer**  
24 Stools; everything complete, ready to operate; also Truck to pull trailer, good living quarters. Truck in A-1 shape. Apply  
**R. G. McHENDRIX**  
Pine View Tavern, High Point Rd.  
Winston-Salem, N. C. Telephone 48859

## DANNY NEWMAN WANTS

Swinger Agents. Tex Moore, let's hear from you. Address c/o Marks Shows, Warsaw, Va., this week; Fayetteville, N. C., next week.

### FOR SALE

1947 Fly-o-Plane, 1947 Looper, 24 Car Caterpillar. These rides are in A-1 condition and can be seen here in operation. No reasonable offer refused.  
**Griffin Amusement Park**  
Jacksonville Beach, Florida

## WANTED FOR BIGGEST PROMOTION EVER

HELD IN CITY OF DETROIT!!!  
OVER TWO MILLION PEOPLE TO DRAW FROM  
NOTHING LIKE IT IN 20 YEARS!

Auspices of the large and powerful

### OPTIMIST CLUB

HELD INSIDE THE CITY MARKET AT CHENE AND FERRY STREETS  
A VIRGIN LOCATION

Day and Night — October 15-16-17-18

### CAN USE

ALL KINDS OF HANKY PANKS, GRAB JOINTS, CANDY FLOSS  
OTHER MERCHANDISE CONCESSIONS (No Grift)

For space write or wire to BEN H. LIDDON, Hotel Tuller, Detroit, Mich.

## BARNEY TASSELL UNIT SHOWS

### WANT FOR TWO TOBACCO FESTIVALS

Week September 26, BROOKNEAL, VIRGINIA

Week October 3, KEYSTONE, VIRGINIA

Come and get it at these spots

Don't let size of towns fool you

RIDES NOT CONFLICTING WITH WHAT WE HAVE.

All Concessions open except Grift and P. C.

Can place Shows of merit only.

Don't write; wire DILLWYN, VA., this week.

P.S.—Can always use Help that can drive semi trailers.

## MIGHTY PAGE SHOWS

Now booking for five best Fairs in Eastern North Carolina. Everybody knows these dates and we hold exclusive midway. No independent bookings.

WARREN COUNTY FAIR, WARRENTON, N. C.

ATLANTIC DISTRICT FAIR, AHOSSKIE, N. C.

TRI COUNTY FAIR, NEW BERN, N. C.

JONES COUNTY FAIR, TRENTON, N. C.

NASH COUNTY FAIR, SPRING HOPE, N. C.

Two South Carolina and one Alabama Fairs to follow  
Booking all Concessions and all Concessions will positively operate at these dates. Not too many of a kind. Some choice Hanky Panks and Wheels open, some P.C. if you have other Concessions. Sell Ex. on Jewelry, Novelties, Photos and Custard. Rides—Rocket, Spitfire, Fly-o-Plane and Pony Ride. Shows—Big Snake, Motordrome, Fun or Glass House. Sound Car with Concessions. Pollock, answer. All replies to

**BILL PAGE**

Smithfield, N. C., this week; Warrenton, N. C., next week.

# PENN PREMIER SHOWS

worlds • clearest • midway

### WANT MINSTREL SHOW

to join on wire. Must have complete troupe with band. We have beautiful front, top and sound equipment up and ready to go.

CONCESSIONS—Will book all Hanky Panks, reasonable privilege.

HELP—Need Ride Help in all departments. Top salary.

All Mail and Wires to **LLOYD D. SERFASS**

Carthage, N. C., Fair this week; Lexington, N. C., Fair next week.

## WALKER COUNTY FAIR

JASPER, ALA., WEEK SEPTEMBER 26

Followed by Sand Mountain Fair, Albertville-Boaz, Ala., week Oct. 3, and a continuous route of bona fide Southern Fairs.

CONCESSIONS—Can place legitimate Stock and Hanky Panks of all kinds, Cookhouse, Grab and American Palmistry. SHOWS not conflicting with what we have. HELP—First and Second Men on all major Rides. Must be licensed drivers. All address:

**C. C. Groseurth, BLUE GRASS SHOWS**

SCOTTSBORO, ALA., THIS WEEK

## A.M.P. SHOWS

*Suggy*

PLAYING NOTHING BUT TOBACCO MARKETS AND FAIRS

WANT CONCESSIONS—Photos, Lead Gallery, String Game, Fish Pond, Ball Games, Devil's Bowling Alley, High Striker, Diggers, Swingers, Buckets, Six Cat, Watch-La, Glass Pitch, Penny-in-Bowl and Custard. Good opening for Side Show, Five-in-One, Monkey Show, Fun-house, Motordrome and Unborn or any Show not conflicting.

Address **A. M. PODSOBINSKY, Gen. Mgr., Botefourt County Fair, Fincastle, Va., this week;**  
Marion, N. C., next week.

# fidiors United Shows

Want—Stock Concessions of All Kinds—Want

Want reliable Ride Help that can drive semis. Out till the snow flies.

Address: Junior Chamber of Commerce Celebration, Hayti, Mo., this week; Monette, Ark., next week.

## FOLK CELEBRATION SHOWS

WANT FOR NEW MEXICO STATE FAIR, ALBUQUERQUE, N. M., SEPT. 25 TO OCT. 2 INCLUSIVE; THEN EASTERN NEW MEXICO STATE FAIR, OCT. 4 TO 8 INCLUSIVE, ROSWELL, N. M., AND OTHER GOOD CELEBRATIONS AND FAIRS TO FOLLOW.

RIDES—Can place Dark Ride, Little Dipper, Looper, Caterpillar, Screwball. I will book any ride I do not have.

WILL BOOK OR BUY SCOOTER, LITTLE DIPPER, CATERPILLAR OR LOOPER

SHOWS—WANT MOTORDROME, Glass House, Hawaiian Show, Working World, Illusion Show. Other money-making shows, wire. Charlie Griender wants Posing Girls, also Man and Wife to run Grind Girl Show.

CONCESSIONS—Will sell X on Novelties. Can place Legitimate Concessions of all kinds. Positively no grift.

RIDE HELP—Reliable Foremen and Second Men, get in touch with us. Can place now Tilt-a-Whirl Foreman, Wheel Foreman, Rolloplane Foreman, Blackie Miller, Frank Carpenter, Little McDaniel, Bill Cummings, wire Ride Superintendent Earl Pitcock at once.

Wire Folk Celebration Shows, New Mexico State Fairgrounds, Albuquerque, New Mexico.

## COTTON COTTON COTTON

Cotton picking has started. Get with the show that's playing all cotton towns. Out till Xmas.

Want Bingo, Cookhouse, Popcorn, Candy Floss, Hanky Panks of all kinds. Want Ride Help on all Rides. Wheel Foreman, top wages. Will book one more Ride—Fly-o-Plane, Spitfire or any Thrill Ride. Want Agents for Skillo, Razzle or Roll Down, or will book Skillo or Roll Down. Whitey Onwens, Leon McLendon, call Eddie.

Erick, Okla., Sept. 21 to 24; then per route. Wire or phone

## BOHN AND SON UNITED SHOWS

CARL BOHN, Manager

EDDIE DAVIS, Bus. Manager

## JACK'S GREATER SHOWS

### WANT

For Chesterfield Co. Fair, Pageland, S. C., Sept. 26-Oct. 1; Pickens County Fair, Easley, S. C., Oct. 3-8; the one and only Aiken Co. Fair, Aiken, S. C., Oct. 10-15; then the Great Orangeburg Co. Colored Fair, Orangeburg, S. C., Oct. 17-22; Abbeville American Legion Fair, Abbeville, S. C., Oct. 24-29; Seneca, S. C., Agriculture Fair, Nov/ 1-6; Allendale, S. C., Community and 4-H Fair, Nov. 8-13.

Can place Concessions of all kind, Eating, Drinking, Novelties, Age and Scales, Diggers, Custard. All Slum Stores open. Also a few choice Concessions open. No exclusive at these Fairs. Have complete outfit for organized Minstrel Show. Musicians and Performers. Will book any worth-while Show with or without outfit. This show positively out all winter in Florida. All mail and wires to

**FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.**  
LOUISBURG, N. C., THIS WEEK; THEN AS PER ROUTE.

### TEN RIDES

## LONE STAR SHOWS WANT

FOR ROME, GEORGIA, AND SIX FAIRS TO FOLLOW—OUT UNTIL DECEMBER

Concessions—All prize-every-time Games open; privilege \$26; Basket Ball, Ball Games, Jewelry, Pitch-Till-You-Win.

Rides—Need Ride Men who can drive semis.

Shows not conflicting; good proposition for Minstrel.

Come on, will book you. All reply

**FRED WEBSTER, Mgr.**

P.S.—Jim Herrington, contact me at once.

## VETERANS EXPOSITION SHOWS

Can place for long season, including Florida this winter.

CONCESSIONS—Hanky Panks, \$21.00; come on. One Pin Store, one Roll Down, Custard, Novelties, Age and Weight, Mug Joint. SHOWS—Snake, Five or Ten-in-One, Mechanical City, Girl Show. All must have own equipment. HELP on all Rides. (Shorty Morgan, wire or come on.)

GET WITH A SHOW THAT'S GOING PLACES

Address:  
**JOHNNY CARUSO, Owner; HARRY E. WILSON, Bus. Mgr.; O. O. BUD POINT, Gen. Agt.**  
Pearson, Ga., this week.

## CRYSTAL SHOWS

WANT FOR LAMAR COUNTY FAIR, BARNESVILLE, GA., SEPT. 26-OCT. 1

Legitimate Concessions of all kinds; no grift. Six more Georgia and Florida fairs to follow. Chatsworth, Ga., this week.

WEEK OF SEPTEMBER 26 TO OCTOBER 1, ONE OF NORTH CAROLINA'S BIG FAIRS, ROCKY MOUNT, N. C., FAIR

GREENVILLE, N. C., FAIR, WEEK OF OCTOBER 3 TO 8—DON'T MISS THIS ONE



CAN PLACE legitimate Merchandise Concessions, Eat and Drink Stands, for all Fairs; Novelties, Age and Scales, Photo Gallery. WANT SHOWS—Unborn, Midget, Funhouse, will finance any new and novel shows. WANT Jig Show and Girl Show, but must be up to the standard of this Show. Wild Life Show, good Wild Life territory; Monkey Show. CAN PLACE few major Rides. Ride Help of all kind, Truck Drivers preferred. Wire, phone or write

**SAM E. PRELL, Prell's Broadway Shows**

Princess Ann Hotel, Fredericksburg, Va., this week; Rocky Mount, N. C., week Sept. 26; then per route.

**INTERNATIONAL DAIRY EXPOSITION  
STATE FAIRGROUNDS, INDIANAPOLIS**

October 8-15 Inclusive

CONCESSIONS—Can place Concessions that can work here—must be games of skill. Want Basket Ball, Lead Galleries, High Striker, Cork Galleries, Balloon Dart. Can place Photo, Pop Corn, Hot Dogs, Candy or any catering Concession. Have locations for two large Cookhouses. Will sell exclusive on Scales and Age.

SHOWS—First class entertaining Shows that can meet requirements.

RIDES—Can place Looper, Caterpillar, Rock-o-Plane or any two or three Rides not conflicting with those we have.

FREE ACT—WANT HIGH ACT FOR MIDWAY, must be outstanding, willing to work twice a day and priced right. Prefer one that can double.

Address **TOM L. BAKER**  
2257 Madison Avenue

Indianapolis, Indiana  
Phone GARfield 4584

WANT CONCESSIONS FOR VEEDERSBURG, INDIANA, STREET FAIR, WEEK OF SEPTEMBER 26TH. WIRE AT ONCE.

RIDE HELP—FIRST AND SECOND MEN FOR TILT, WHEEL, MERRY-GO-ROUND AND OCTOPUS. Have at least four weeks' work. Wire.

**CENTRAL AMUSEMENT COMPANY**

WANTS FOR FOLLOWING FAIRS: SEABOARD, WINDSOR, SCOTLAND NECK, N. C., AND BALANCE SEASON

Legitimate Concessions all kinds. Custard, French Frys, Coke Bottles, String and Water Games, Long and Short Galleries, Penny Arcade, few P. C. open if you have Stock Stores. Motor Drome, Grind Shows, will furnish tops. Due to disappointment, want Man for 10-in-1 who can put something in it, will furnish complete outfit with 110 ft. banner line. Place Fun House, Snake Show, Wild Life, Monkeys or what have you. Jack Courtney, contact David Wise. Show booked solid to December 10 in proven spots. Ride Help. One more Free Act.

All contact

**SHERMAN HUSTED, Murfreesboro, N. C.**

**DODSON'S IMPERIAL SHOWS**

WANT CONCESSIONS OF ALL KINDS FOR CORINTH, MISS., FAIR, SEPT. 26 TO OCT. 1, and MERIDIAN, MISS., FAIR, OCT. 3 TO 8

Open Midway—No exclusives except Cook House and Bingo. If interested contact

**DODSON'S IMPERIAL SHOWS**  
Huntsville, Ala., this week.

**CUMBERLAND VALLEY SHOWS**

WANT FOR FOUR FAIRS

Athens, Tenn., next week; then La Fayette, Summerville and Dalton, Ga. Motordrome, Funhouse, Glasshouse, Custard, Jewelry, Glass Pitch and a few more 10¢ Stock Stores. Want A-1 Ferris Wheel Men. Can place good Men on other Rides. Speedy Palmer, answer quick. Address all mail and wires to

**ELLIS WINTON**

Manchester, Tenn., this week; then as per route.

**WALLACE & MURRAY SHOWS**

WANT FOR EIGHT FAIRS

Starting at Wrightsville, Ga., October 3-8, and ending Armistice week. Can place Cookhouse. Want Man to take charge of complete Side Show and Snake Show. We have complete outfit and transportation. Want legitimate Concessions of all kinds at still date privilege. Can place A-1 Mechanic.

ALL REPLIES: TOCCOA, GA., THIS WEEK.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 S. State St., Chicago

CHICAGO, Sept. 17.—First meeting of the fall season will be held October 6. Nominating committee report is expected at an early meeting.

Mike Wright has been discharged from St. Joseph's Hospital and is now at his Lake Delavan (Wis.) home. Bob Seery, now convalescing, is out and about. Bob McDowell will enter a Minneapolis hospital for attention. William E. Saunders, W. O. Perrot, Tom Vollmer, W. C. Deneke and Ed Raymond continue confined.

Recent callers at the rooms included Cliff Wilson, Jack Hawthorne, Hy Neitlich, Jack Baillie, Charles Schwacha, R. D. McDowell, Edward D. Young, Oliver Barnes, Harry Simonds, William Hetlich, Jimmy Stanton, Max Brantman, Morrie Wald, Ed Sopenar and Lou Keller.

Membership application of Delbert J. Rohr, sent in by Harry Taylor, has been received. All 118 membership applications received this year will be acted upon at the October 6 meeting.

**Ladies' Auxiliary**

Mrs. Robert Miller presided at a special board of governors meeting Thursday (8) in Hotel Sherman. Other officers present were Mrs. A. L. Filograsso, first vice-president; Mrs. Phoebe Carsky, second vice-president, pro-tem; Viola Parker, treasurer, and Mrs. M. Richard Horan, secretary.

Elected to club membership were Irene Murray, Ethel D. Weer, Kathleen Sutton, Hattie Hoyt, Frances Berger, Virginia May Gamble, Catherine M. Pugal, Bessie Pappas, Mrs. Doris Donaldson, Ann Marie Maurer, Ivah Morris, Mildred Finn, Lolita Kemp, Mrs. Emma Wagner, Fannie Josephine Haywood, Harriet M. McBeath, Freeda Wilson, Lola Hunter, Mildred Justice, Mattie G. Bybee, Florence Cameron, Mae McCaully, Blanche Wilson, Mrs. Frank A. Rossi and Betty Shea.

Priscilla Tennyson is located in Winston-Salem, N. C. Mae Taylor recently returned from Minneapolis.

Mrs. L. M. Brumleve celebrated her birthday Wednesday (7). Auxiliary's regular meetings will be resumed October 6.

**GEORGE W. NELSON SHOWS  
WANT**

For Arkansas's best Fairs and cotton spots. Most all Stock Stores open. Nail Store and Swingers are open. Capable Pin Store Agent. Mechanical, Fat or any other Show not conflicting. Useful Help in all departments. Mountain View, Ark., Sept. 22, 23, 24 (Fair); Batesville, Ark. (one of Arkansas's largest and best Fairs), Sept. 29, 30, Oct. 1; Des Arc and Manila to follow. Out until Thanksgiving.

**GEORGE W. NELSON, Owner and Manager**  
**LEON McLENDON, Business Agent**  
**MRS. GEORGE W. NELSON, Secretary-Treasurer**

**WANT—for-WANT**

**GIBSON COUNTY FAIR**  
Trenton, Tenn., Sept. 26 to Oct. 1  
**HARDEMAN COUNTY FAIR**  
Bolivar, Tenn., Oct. 3 to 8

Concessions—Want Hanky Panks of all kinds, Novelties, Jewelry, Scales, etc. Sorry, no flatties. We do not overbook. Rides—Can place any Ride not conflicting, Chairplane, Octopus. Help in all departments, must drive semi and have license. Wire or write

**NESSLER'S SHOWS**  
Humboldt, Tenn.; then per route.  
For Sale—7-Tub Tilt, good condition; also Penny Arcade.

**Celebration Committees**

Illinois and Indiana  
Due to polio cancellations, have weeks of Sept. 25 and Oct. 9 open. Can give you six Major and two Kiddie Rides for your Celebration.

**JACK KELLY**  
c/o Carnival, week Sept. 18, RocheNe, Ill.; week Oct. 2, Rockford, Ill.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Sept. 17.—President Pat Seery presided at a special meeting to vote on membership applications. Past President Edna O'Shea Stenson, chairman of the Forget-Me-Not Fund, will sponsor a rummage sale. Members wishing to contribute are asked to contact Edna.

Mr. and Mrs. Ray Oakes visited Mr. and Mrs. Ed Wall at their summer home, Lake Delavan, Wis. They made a generous donation to the fund.

Cecil and Esther Meyers report they are with Snapp Greater Shows. Lucille Hirsch vacationed in New Haven, Conn.

Corresponding Secretary Josephine Glickman reports Margaret Shapiro is in Henrotin Hospital. Lorraine Dugas' daughter is recuperating following an appendectomy. Evelyn Blakely, convalescing from injuries received in auto accident, is in Oklahoma. Sympathy is extended Ann Young on the death of her son.

Pearl McGlynn returned from a 10-week California vacation. She brought back a set of Amos 'n' Andy Dolls.

Violet Watson, house committee chairman, announced wedding plans for October. Ernie and Lillian Lawrence visited Joe and Edith Streibich at their summer home at Lake Delavan, Wis.

First fall meeting will be held October 4 at 8 p.m. in Hotel Sherman.

**DICK'S  
GREATER  
SHOWS**

WANT FOR REIDSVILLE, N. C., FAIR,  
SEPT. 26 TO OCT. 1

Rides, Rolloplane or Spitfire, and Concessions, Short or Long-Range Gallery. All kinds Hanky Panks, Grab and Custard, Penny Arcade. Shows—Side Show Acts, come on. Want Agents for Pin Store, Skillo and Wheels.

**R. E. GILSDORF**  
Nashville, N. C.

**PHONE MEN  
30 WEEKS—30 WEEKS**

WANT experienced Phonemen to sell tickets and advertisements in Year Book and Show. Must be sober and reliable. If you mind your own business, will receive excellent treatment and make good money. We pay 25% on ads and 20% on tickets. Write or wire  
**TOM HASSON**  
c/o George Mason Hotel  
128 S. Washington St. Alexandria, Va.

**PHONEMEN**

Professional stage and radio quiz shows. Best sponsors. Annual deals—Chamber approved. Fastest phone selling in country. Wyoming—Montana—Idaho. One 4th annual deal in Colorado Springs, Colo. Must be on job, sober, 6-hour day, 5 days week. Paid daily. No taps pulled. Daily collections. Contact by mail only. This is year round. **PAUL McNUTT, Grand Hotel, Billings, Montana.**

**HUBERT'S MUSEUM**

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.

**Pacific Coast Showmen's Association**  
1235 S. Hope St., Los Angeles 16

**Ladies' Auxiliary**

Opal Manly, second vice-president, presided at the meeting Monday (12) in the absence of President Mary Taylor. Also on the rostrum were Edith Hargrave, secretary, and Peggy Forstall, treasurer.

Margaret Farmer, Betty G. Coe, Babe Miller and Josephine Smith are ill.

Letters were read from Ann Doonan, Ida Chase, Virginia Kline, Jessie Loomis, Clara Zeiger, Edith Walpert, Fern Redman, Hazel Worth, Cora Miller, Liabelle Williams, Lucille Bowen, Golda Reeves, Bee Stein, Ann Stewart, Isabelle Myers, Edna Cass and Ethel Denise.

Marie Tait won the punchboard raffle, Sally Flint the bank night award and Ora Ernst the door prize, the latter donated by Opal Manley. Bazaar donations were made by Cecilia Bowen, Stella Linton, Marie Levitte, Ida Delno and Mrs. Tripp.

Called on for talks were Sally Flint, Maybelle Bennett, Mora Bagby, Claudia McHanney, Ora Ernst and Ida Delno.

The party given by Edith Hargrave, with Marie Tait, Trudie De Santi, Donna Day and Esther Carley, as co-hostesses, was attended by 28 members and 12 guests. Ten members sent in donations. Guests included Helen Sibly, Grace McIntire, Isabelle Lowery, Modelle M. Luty, Mrs. Ziesmer, Edna Davis, Bee Hunter, Lydia Tripp, Mary Spencer, Mrs. McKenna, Mrs. Backy, Ona Sperling and Ella Houser. Members present were Donna Dan, Marie Mead, Opal Manley, Pearl Jones, Liabelle Williams, Rose Rosard, Edith Hargrave, Ruby Kirkendall, Maree Rhodes, Charlotte Cohen, Hazel Mack, Emily Bailey, Mora Bagby, Jennie Rawlings, Stella Brake, Stella Linton, Marie Tait, Jetta Clancy, Claudia McHanney, Jennie Regal, Trudie De Santi, Lee Sturm, Norma Burk and Peggy Forstall. Donations came from Emily Friedenheim, Sally Flint, Martha Reily, Leta Johns, Ora Ernst, Elsie Suker, Tillie Palmateer, Nancy Meyers, Mary Taylor, Mabel Brown and Vivienne Jacobi.

Bingo winners were Mora Bagby, Norma Burke, Jetta Clancy, Alice Ziesmer, Edna Davis, Esther Carley, Claudia McHanney, Mary Basculupi, Donna Day, Jenny Regal and Charlotte Cohen. Door prizes were won by Donna Day and Lydia Tripp. Trudie De Santi won the bank night award.

Next meeting will be Monday (26). Starting October 3 meetings will be held every Monday night. Out-of-town members needing books or a ballot, drop a note to Edith Hargrave, secretary.

**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, Sept. 17.—President Frank Bergen advises that the first meeting of the season will be held in the clubrooms Wednesday night, October 12, and urge: that all members who can be present attend. From that date on, meetings will be held every second and fourth Wednesday of the month.

The main assembly rooms are being redecorated and will soon be reopened. During the summer months only the small rooms were occupied. New by-laws are being printed, and as soon as they are off the press they will be mailed to all members.

Word was received of the death of Saul Weintraub, Sunday (11), in Philadelphia. Funeral arrangements are awaiting arrival of his family. Our sympathy to Harold Nevins, whose young brother was killed in an auto accident last week. Harry Mirsky has been discharged from the hospital after a long illness. Ben Rosenberg is much improved, at Seth David Hospital, New York.

Among recent visitors were Doc Morris, Max Tubis, Max Gruberg, Louis Aarons, Jack Stern, Morris Batalsky and Al Katzen.

Dues are due.

**Miami Showmen's Association**  
236 W Flager St. Miami

MIAMI, Sept. 17.—Word was received of the death of Solly Weintraub in Philadelphia Sunday (11).

Mr. and Mrs. Sol Cook, with several shows this season, returned to Miami. Nappy Braunstein, of the Johnny J. Jones org, was in town for a few days before picking up the shows in Chattanooga. Leo Bistany and Harry Lewis also visited. Leo was here to arrange Miami dates for his Orange State Shows.

Jack Gilbert, who worked Liberty Park, Buffalo, this summer, gifted the club with a General Electric television set.

**Yonkers Date Gives Gerard Good Play**

YONKERS, N. Y., Sept. 17.—Gerard's Greater Shows, under supervision of Charles Gerard and Ralph Endy, are occupying the midway at Westchester County Fair at Empire Race Track, halfway between here and New Rochelle. Fair opened Friday (9) and closes tomorrow night.

On the midway are eight major rides, five kiddie rides, H. Peter's pony track, four shows and a score of games and concessions. Rides are double Ferris Wheels, Whip, Caterpillar, Tilt-a-Whirl, Dive Bomber, Merry-Go-Round and Chairplanes, plus kiddie swings, auto ride, Whip, boat ride and miniature railway.

Leona Duval (Tirza) has four shows on the lot, the biggest and flashiest of which is Tirza's Wine Bath Revue, with a line-up of 13 girls; Billy Taylor, emcee, and Walter Budd and Art Watts, comics. Show is neatly mounted and has been playing to near capacity at a dollar admish. Other shows are a Posing Show, Snake Pit and Born Alive.

Afternoon business, in general, was a bit light, but the midway was jammed at night, with rides, shows and concessions getting good play. Rain Tuesday (13) held attendance and biz down, but the fair is extending its run thru Sunday (18), giving ride operators and concessionaires an added day. Peak days were Saturday (10), Sunday (11) and Monday (12).

**SOMETHING NEW HOROSCOPES**

Available shortly from 1-1-1880 forward. 1-1-1880 through 12-31-1905, 10¢ each; all others 5¢ each. For full information write STATISTICS, 3361 Olive St., St. Louis 3, Mo. P.S.: Post mark will determine, first come first served, and only one to selected carnival.

**JAMES F. RAFTERY SHOWS**

Want for the following fair dates:

GREAT LITTLETON FAIR, Littleton, N. C., Oct. 3-8

CARTERET COUNTY FAIR, Beaufort, N. C., Oct. 10-15

ONSLow COUNTY FAIR, Jacksonville, N. C., Oct. 17-22

WILMINGTON GALA WEEK, Wilmington, N. C., Oct. 24-29

Then Whiteville, N. C., and Warsaw, N. C.

**WANT BINGO FOR BALANCE OF SEASON**

Can place Long Range Gallery, Frozen Custard, Hanky Panks of all kinds, also other Concessions. Can place Rides and Shows that do not conflict. Need Spitfire, Octopus and Single Loop Men. Can place good Ride Help at all times. Want to hear from Grand Stand Acts for Wilmington Gala Week, also GOOD THRILL SHOW. Have opening for Agents. Address:

MRS. JAMES M. RAFTERY  
HAVELOCK, N. C., THIS WEEK.

**VICTORY EXPOSITION SHOWS**

WANT FOR THE TEXAS-OKLAHOMA FAIR IOWA PARK, TEX., SEPT. 26-OCT. 1

CENTRAL WEST TEXAS FAIR, Haskell, Tex., Oct. 3; EAGLE PASS CENTENNIAL, Oct. 10

CONCESSIONS—Can place Novelties, Long and Short Range Gallery, Penny Arcade, Jewelry. Have openings for Hanky Panks that work for stock. SHOWS—Can place Motordrome. Good proposition for Side Show, Illusion Show, Fat Show or any worth-while Show. Address:

ALVIN VANDIKE, Mgr.  
Plainview, Tex., this week

**GRACELAND GREATER SHOWS**

DUE TO DISAGREEMENT WITH COMMITTEE AT DEXTER, MO., PLAYING KENNETT, MO.,

ROTARY CLUB ANNUAL FESTIVAL THIS WEEK

WANT FOR LAKE CITY, ARK., LEGION CELEBRATION, WEEK SEPT. 26

CONCESSIONS—Cookhouse, Popcorn, Concessions of all kinds. SHOWS—Sn'ke, Monkey, Five-in-One, with own transportation. RIDE HELP—Foreman for Merry-Go-Round. Second Men on all Rides. Good salaries—no promises. Address:

HARRY ALKON, Mgr.  
KENNETT, MO., THIS WEEK

**BUFF HOTTLE SHOWS**

Want for SOUTH LOUISIANA STATE FAIR, Donaldsonville, Oct. 4-9, and

WASHINGTON PARISH FREE FAIR, Franklinton, La., Oct. 11-15

CONCESSIONS THAT WORK FOR STOCK. (Can place Derby Racer.) CAN PLACE LOOPER AND C-CRUISE RIDES. (Harry Beach, contact immediately.) Address:

B. W. HOTTLE, Mgr.  
THIBODAUX, LA., THIS WEEK

**UNITED EXPOSITION SHOWS**

WANT CONCESSIONS FOR 4 TEXAS FAIRS

Novelties, String Game, Ball Games. Want P.C. Dealers, Popcorn Agents, Ball Game Girls. Agents for following Stores: Count Stores, Skillos, Nail Joint. Want Roll-o-Plane Operator that can cut it. 4 big Fairs yet to go—Pittsburg, Henderson, Clarksville and Greenville, all Texas. Cotton is plentiful and big price—your last chance to get even. Wire

C. A. VERNON, Mgr.  
Paris, Tex., this week; then per route.

**DODSON'S IMPERIAL SHOWS**

CAN PLACE SOBER AND RELIABLE RIDE FOREMEN AND SECOND MEN

Top salaries. Show will be out until November 20. Don't write or wire—come on and join HUNTSVILLE, ALA., this week; CORINTH, MISS., next week.

M. G. DODSON, Mgr., DODSON'S IMPERIAL SHOWS

**GIANT SEARCHLIGHT FOR SALE**

A-1 condition. Sperry make. Powered by Hercules motor. Nine million candle power. Can be seen for fifty miles. Same is all mounted on brand new 1949 ton and half Chevrolet. Can show buyer how to operate in thirty minutes. Plenty spare carbons. Wire

SCOTT LAMB, Peppers All States Shows  
Springhill, La., Sept. 20 thru 24; Bossier City, La., Sept. 26 thru Oct. 2.

**DICKERSON SHOWS**

Want Bingo, few more Stock Concessions. Want Ride Help. Also Agents for office-owned Stock Concessions. Don't wire, come on. Work this week-end.

FRANK DICKERSON  
Sharpsburg, N. C., this week.

**SPOT AGENTS**

For Atlanta, Ga. Wire  
A. W. MORRIS  
Care ED LEWIS  
Fairgrounds, Atlanta, Ga.

**GEORGE H. HARMS**

**WANTS**

**CONCESSION AGENTS**

Skillo Man, Wheel Man, Count Store Man for Razzle, Percentage Dealer, Hanky Pank Agents and General Help. Positively no drunks. Contact me now, Sheraton Hotel, High Point, N. C.

**FLY-O-PLANE**

with transportation, brand new. Want to place with show out all winter. Replies to

MORRIS HANNUM  
Ephrata, Penn.

**CANNON ACT**

For fall and winter work. Best offer or \$300.00 per week.

ALBERT SKIFF  
697 Campbell Ave. West Haven, Conn.

# JOHNNY J. DENTON SHOWS

CAN PLACE AT ONCE FOR

## ATTALLA, ATHENS AND ROANOKE, ALA., FAIRS

Side Show Manager with Acts. We have complete outfit. Bill Thompson, contact. Also want Snake Show. Congo, get in touch. Good proposition for ARCADE AND MONKEY SHOW. All Hanky Pank Concessions open. All replies to

**JOHNNY J. DENTON SHOWS**

Attalla, Ala., this week; Athens, Ala., next week.

## MAD CODY FLEMING SHOWS

WANT FOR FAIRS IN GEORGIA

to join at McDonough and balance of season—Minstrel and Motordrome with own outfits. Concessions that can and will work for 10 cents, strictly stock. Couple Ride Men, if you are not getting it, call. This show has not missed a payday in its 44 years. Lots at McDonough and rest of season are large enough to accommodate a few more. Join Oct. 3.

Address Cumming, Ga., this week.

## AMERICAN FUNLAND SHOWS

A. (Booby) Obadal, Owner-Mgr.

Jack Arnott, Supt.

WANT

WANT

WANT

For the Following Fairs

Monroe County Fair, Brinkley, Ark., beginning Wednesday, Sept. 21, thru 24; Eudora, Ark., County Fair, week Sept. 24-Oct. 1; then the biggest one in Arkansas—McGehee, Ark., Oct. 3 thru 8; plus four more proven spots, then South Texas.

All legitimate Concessions except Bingo, Popcorn, Snow and Floss. Sell "EX" on Custard Candy Apples, Diggers, Photo, Novelties and Striker. Will book Fishpond, Balloon Darts, Add-Up Darts, Strings, Hoop-La, etc. Capable Agents will be placed. Need experienced Ride Help who drive semis and do not have to get drunk on slough night. Place wives on tickets. Book Side Show with own outfit and transportation, must be neat. Good deal to Roll-a-Whirl or any money-getting Funhouse. All contact:

A. (BOOBY) OBADAL, Owner-Gen. Mgr., as per route.

# SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY  
CAN PLACE

Legitimate Concessions for Gainesville, Rome, Canton; all Georgia. Then Maryville, Tenn. All Fairs. Elberton, Ga., this week.

## J. A. GENTSCH SHOW

WANT

WANT

WANT

WANT

Legitimate Concessions of all kinds that work for 10¢. Can use Basketball, Ball Games.

Good Opportunity for Penny Arcade

Could use Organized Minstrel Show, Motordrome with own transportation. Want Griddle Man for Cookhouse.

Write or wire:

**J. A. GENTSCH, Mgr.**

Cleveland, Miss., week of Sept. 19th; Brookhaven, Miss., week of Sept. 26th

## HOWARD BROS.' SHOWS

WANT FOR ST. PARIS, OHIO, FALL FESTIVAL, WEEK SEPT. 26-OCT. 1

Ball Games, Pitch Wins, Blankets, Basket Ball, High Strikers, French Fries

For Sale—Looper, in fine condition, like new, including 2 Trailmobile Semis, new tires. \$7,000.00; 8 Tub Octopus, including 24 semi, \$3500.00. We have too many rides.

LOGAN, OHIO, FAIR, SEPT. 19-24

## IMPERIAL EXPOSITION

Can Place Limited Space for  
POLK GULCH FIESTA

San Francisco-on-the-streets—10 Big Days and Nights 10—Starting Oct. 14. Legitimate Shows and Concessions that do not conflict. Other big ones to follow.

CONTACT: MARTIN E. ARTHUR, MANAGER

PER ROUTE

OR MOE EISENMAN, GENERAL AGENT

ROOSEVELT HOTEL, JONES AND EDDY STREETS, SAN FRANCISCO, CALIF.

## TWIN STATE SHOWS

Want for Richmond County Fair, Hamlet, N. C., week Sept. 26

and balance of season. Five more Fairs to follow. Out until 1st of December.

CONCESSIONS—Hoop-La, String Game, Balloon Darts, Bingo that works for stock, Ball Games, Fish or Duck Pond, Cigarette Gallery, Short or Long Range Gallery or any 10¢ Grind Store. SHOWS with own outfits that don't conflict. Ride Help that drive. No drunks.

Address: This week, Raeford, N. C.

P.S.: Want Girl for Illusion Show. Anna Lee King, contact.

# Weather Hits Louisville Fair After Record 80,000 Opening

(Continued from page 64)

attraction, Lucky Lott's Thrill Show, pulled slightly stronger.

Judy Canova, supported by some Gus Sun acts, barely made the guarantee on opening day in the Coliseum despite the fair's record-breaking through that day.

On concession row, where all stands were operated by luncheon clubs and fraternal organizations, prices also were shaved, with games going at 5 instead of 10 cents, the starting price.

### Strong Midway Line-Up

The midway, operated by Floyd E. Gooding, with the aid of Ray Marsh Brydon, presented a powerful array of rides and shows. In fact, the money-earning potential was almost double of that in '48, with Gooding providing 19 rides, 14 of them major devices, and Brydon supplying 13 shows.

The ride and show take, however, was down an estimated 20 per cent from last year. Shows benefited by the weather and accounted for the larger portion of the midway take.

Fair operated minus the spacious merchants and manufacturers' building, now under lease to the Ford Motor Company, and several large tents were pressed into use to house commercial exhibits.

### Wehrley Not With It

George E. Lamber, new this year, is fair manager. J. C. Wehrley, for many years connected with the fair in various capacities, most recently as assistant manager, resigned from that post about two months ago. Midway concession policy, now apparently firmly set, limited all games to operation by either luncheon clubs, fraternal clubs or civic orgs.

### Battle of Mikes

Merchandise tossed out was not up to the standard of most midway operations. A glaring fault in the operation was the fact that each stand

operated public address systems at top pitch, with the various stands engaging in a battle of mikes.

Outstanding development of the annual was the expansion of a special events program under the direction of L. (Doc) Cassidy, who came up with several events which not only provided good attractions but snared the fair much publicity and good will.

### Gospel Sing Clicks

Outstanding among these events was a gospel sing Tuesday (13), which brought in 15 quartets and drew a free crowd estimated at 9,000 into the Coliseum. Other special events, all offered for free, included a State fiddle championship, which lured some 4,000 into the grandstand; a square dance contest, which drew 6,000 to the stand; a baton twirling championship, which also scored big, and a national fiddle championship.

Another Cassidy promotion was the observance, today, of Armed Forces' Day, in connection with Constitution Day. Fort Knox provided a military band, a dance band and an honor guard, for the occasion. Cassidy also framed a big opening day parade, the largest ever held downtown in connection with the fair.

Fair's radio coverage was vastly increased, the number of stations on the grounds jumping from last year's seven to 31. Open air radio center was provided for the first time, with the outlets airing many programs and giving emphasis to special events coverage.

# York Shapes Up Okay for Endy

(Continued from page 70)

from \$1 to 74 cents, tax included. The dollar touch on midways wasn't in vogue in these parts even in lush times and it is unlikely that fun seekers would spring, even if Sally had been properly exploited and they came a-looking for the famous fan dancer, instead of discovering her unit as an added attraction.

If this spot runs true to form, Rita Cort and her troupe, working behind an Endy wagon front all season, may push for the top gross spot.

With the Manning units added, there are enough rides on hand to care for any crowd. Daytime prices on ride units have been cut to 9 cents and this has resulted in plenty of action and a rise in biz, Endy said.

### Concession Outlook Okay

Louis (Stretch) Rice's front end should fare well here, despite the fact that competition is keen, with dozens of independent units located by fair exec Jake Fickes on the spacious midway. The fair's sale of concession space alone may hit the \$90,000 mark, since the figure Wednesday (14) had topped the \$82,000 mark and returns were incomplete.

Endy had his equipment in ere several days in advance of the fair. He could have been ready to go Sunday (11), when sightseers numbered in the thousands, but the fair management stuck to the five-day operating plan.

Visitors included Ralph Endy; Clem Schmitz, head of the insurance firm bearing his name; Arthur E. Campfield, New York tent manufacturer, and Ike Eichelberger.

# Mineola Matches Pace Set in 1948

(Continued from page 64)

billed. Entertainers with the rodeo include Dan and Buddy Carrol, Western songs: Jackie Reinhart and Jimmy Braslin, trick and fancy rope spinning; Nancy Blackmon, high school pony; Luke the Spook and His Trained Mule; Margie Merritt, riding, and the Red Pilz family, hillbillies.

### Nightly Fireworks

As usual, fireworks displays are presented nightly under supervision of Fred Murray, of International Fireworks Company, but are being put on prior to grandstand performances instead of at the close as in other years.

Biggest drawing card the first half of the fair was a massed concert by 17 Nassau County high school bands, preceding the fireworks and rodeo, Thursday night (15). Nearly 1,000 musicians and more than 100 drum majorettes paraded along the race track and were packed in solid mass in front of the grandstand, where the bands played popular marches while the majorettes did their stuff to one side. The grandstand was nearly packed for the concert and the kids got a big hand.

### Bigger Exhibits

Exhibits occupy considerably more space than last year and are well presented. Agricultural, poultry and livestock exhibits are particularly good.

Phil Isser and I. Trebish have their rides, shows and concessions on the midway. Other daily attractions are ox-pulling contests, band concerts, square dancing, movies and special events.

## WANT CARNIVAL

Annual Fall Festival. Latter part of September or early October. Cotton in full swing

V. F. W. #9359, Parma, Mo.

Contact

**O. J. BANKSTON**

# Skate Industry's Showcase Needs Planned Program Aid

By Carl C. Johnson, Owner, Skateland, Denver

REPORTS coming from the national convention seem to bear out my contention that the roller skating industry is indeed a specialized one. Had this thought been put into practice during the prosperous period instead of depending entirely upon one element such as the international style of skating, I feel that business today would have held at a much higher level.

I don't want to create the impression that our showcase (competitive skaters) is unimportant. It is very important, just as it was many years ago when Fred Freeman pointed out this fact, but I also believe that for some years to come it will need the support of a planned program.

A planned program means that a place must be found for every type of skating that is enjoyed by every type of skater. Thus along with the international style of dancing, simpler dances to a livelier and more popular background must be created to relieve the monotony of heavy music which is supposed to be necessary for the international style of dancing. Actually heavy music should only enter into the picture thru the competitive field. There is little doubt in my mind but that the total difference in the modern ballroom and the modern skating rink is the musical atmosphere. The ability of ballroom music to offer variety is the difference in patronage appeal. Millions of people today buy recordings for home use and they

do not purchase only one type of music.

### Varied Music

A planned program also means a place in the rink for the fast skater and I believe that audience participation in special events of this nature to be the best means to supply time for this activity. We will continue to make our Friday night and Saturday and Sunday afternoon play periods safe the desire of this element. A fill-in of simple dance contests, which do not require any great amount of skating ability with give-aways of some value rather than slum, will be spotted thruout the week. We will continue to offer professional services and international style dance demonstrations, heavier in spots when the better skater predominates and lighter during uninterested sessions. I feel that close observation of the attendance will supply the answer here.

### Co-Operation

Added to the planned program will be the psychology of personal contact with patrons to create that much-sought-for inviting atmosphere. Meeting the patrons at the door is not nearly enough. A closer personal relationship will provide the means to learn their dislikes and their desires. A great amount of good will can be derived from such a plan. Our professional staff and musicians will co-operate. The following explanation should supply an understanding. I have preached the policy of simple dances for the masses for years and that is exactly what I have put into practice.

First, we have secured the services of Bobby Ryan, former United States Senior Men's Figure Skating Champion, who also is a competitive dance skater. Bobby is doing his level best for Skateland. We find him very co-operative. Our policy was pointed out to him and he fell in with the idea. During his first lesson August 9, Ryan presented a simplified polka which, in less than 20 minutes, had taught a new and complete dance to a class of over 50 delighted skaters. This new dance, skated to a musical background of the *Beer Barrel Polka*, was inserted into the first dance demonstration and was skated by 20 couples. Thus, the new *Skateland Polka* came into being. Ryan explains that he merely dropped the more difficult steps from the original polka and inserted simple edges to complete the new dance. With the new creation proving so popular with the bronze and optional dance class, Ryan is working on presenting more simple dances for the beginner classes as fast as they will take them. This represents co-operation and the result must be mass dance skating, something that has been sought for many years by every rink operator in the country.

### Good Skating

When Perry Rawson opens his laboratory in the fall we plan, with Perry's permission, to attend and take Ryan with us. We say we because we understand Perry prefers having the operator accompany the pro. We feel that Perry has been knocking himself out trying to find the answer to feet music in roller rinks and has spent a great deal of time and money on this research. Therefore we feel the knowledge he has gained in this respect will prove profitable to us and we plan to secure all the good points we can absorb. Upon our return they will be put into immediate practice. Perry Rawson always has striven for good skating (not scooting) with proper music and that is what we have in mind.

A planned program also means the provision of a suitable condition for new acquaintances, which in turn means the continuation of good supervision and dress rules. It is my contention that the lowering of our

# RSIA Ready To Launch Press Campaign for '49-'50 Season

By Bill Love

NEW YORK, Sept. 17.—A visit to offices of the Roller Skating Institute of America (RSIA) this week found the staff of Irwin Rosee, director; Barney Nagler, Jerry Nagler, Max Zera and Vic Friedman at work launching the second year of its national publicity campaign. Rosee said there is no doubt that advances made during the first year will be expanded so that in a short time the press and public will be completely educated to roller skating.

Among the Institute's more recent accomplishments was its complete co-operation in the Winged Skates Derby, street roller racing classic being conducted by *The New York Journal American* and the New York park department. Finals will take place on the Central Park Mall, Columbus Day, October 12, with many city officials participating. To date \$8,000 in prizes has been donated by manufacturers. Chicago, Hyde, Rollfast, Union, Hardware, Globe-Union, Kingston, Winchester, Sure-Grip Safety Clamp and the Parkway Skate Derby jackpot.

Altho the street races are confined to the five boroughs, plans are under way to make the Derby national in scope. Rosee hopes that next year preliminaries will be held in cities thruout the United States, with finalists brought to New York.

### Slates Newsletters

The Institute will soon mail out the first of its monthly newsletters to all rinks. Called "Tips to the Trade," it will contain promotion ideas designed to bring increased biz.

National magazine publicity is being planned with picture stories in two leading magazines, *Look* and *Life*. These stories should break in mid-winter.

A series of six articles by Fred Bergin is being written for Newspaper Enterprise Association, which will syndicate them in 825 papers. The articles are designed to teach skate dancing.

A follow-up series by Betty Lytle will be written by the Associated Press. It will offer more advanced lessons in skating.

Elinor Ames, etiquette editor for *The New York Daily News* and *Chicago Tribune* syndicate, is planning a series on "The Correct Thing" in roller rinks.

*Newsweek* and *Time* are also assigning sports writers to do stories on roller skating.

standard of dress rules will hasten the return of rowdyism and the alley skater quicker than anything else.

### Flooring Set-Up

My personal planning does not disregard the idea of doing away with maple wood floors. Much has been said and written on the subject, but since nothing of any consequence has (See *Skate Industry's* on page 92)

As in the past the RSIA will write and plant stories on Associated Press and United Press radio wires. These reach every station in the country and will keep local radio announcers supplied with interesting roller skating facts.

The Institute is planning television features wherever television outlets are available.

The Camel cigarette ad was a huge success last year. The Institute has already made contacts with many large advertising agencies and will work roller skating into their display advertising.

A more personal service to rink operators and manufacturers is now available to the trade. Any public relations or publicity problem that may come up at any rink will be answered promptly by the Institute.

### PORTABLE SKATING RINK FOR SALE

100x40, located in Corpus Christi State Park, overlooking the lake. 2,000 Acre Lake, good fishing, duck hunting, boating and swimming. Cool year round, never freezes. 35 miles from Gulf. 200,000 people within 20 mile radius. Weatheriest spot in Southwest Texas. Permanent location if desired. Rent, \$63.00 per month, including light and water. No. 1—Maple Floor, 1 1/2 in., good shape. Top—5 months' old, rope reinforced, Masco P.A. System, 150 pair Chicago Rink Skates, Kelvinator electric drink box. This Rink is in good condition and operating to good crowds. Best skating season, October thru June.

A bargain at \$5,500.00. Terms, \$2,000.00 cash, \$400.00 per month or will take 1/2 gross receipts as payments.

B. T. FRANKLIN

c/o Lake Corpus Christi Mathis, Texas

### For Sale—Skating Rink

Permanent, established, building size 48 by 124 ft., plus four living rooms, basement, furnace, concession stand, 6 ft. electric box, 150 pr. Chicago skates, p. a. system, fluorescent lights, 2 1/2 acres ground. Good business, season just ahead. Reason for selling, illness in family.

L. L. BLOOM

Box 174, Farmington, Mo.

### FOR SALE

### PORTABLE SKATING RINK

To someone in California. Complete with P.A. System and 150 pairs Skates, Tent, Maple Floor. 45x90.

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P.O. Box 743 Colusa, Calif.

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Will trade for Portable Rink or part payment of same.

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Oldest Manufacturers of Rink Equipment

### BILT RITE FLOORS & RINKS

430 S. Vine, Tyler, Texas Phone 4-9585

## Flint's Rollerade Holds Wiener Roast

FLINT, Mich., Sept. 17. — Flint Park Rollerade, operated by Mr. and Mrs. Earl King, held its annual wiener roast Saturday (10). The event is high on the pleasure calendar of skaters, and is in the nature of a post-season special for the park, which closed Labor Day.

Program offered an early evening skating session, followed by the roast in the park, at 10:30 p.m. Marshmallows, coffee and soft drinks were also served. An hour of skating followed. Tickets for the event, including all refreshments, sold at 75 cents.

### The First Best Skate



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RICHARDSON BALLBEARING SKATE CO.

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The Best Skate Today

### FOR SALE

### PORTABLE SKATING RINK

Located in Shelby, N. C., and doing good business. Flameproof tent with 50x120 maple floor, also public address system with about 100 skating records. Have about 150 pairs regular Chicago Skates and 50 pairs shoe skates, assorted sizes. Equipment includes Coca-Cola machine, practically new, capacity 9 crates. Office, concession booths, coat check stand in front, with spectator benches on sides. Reason for selling, other business interests. For further particulars contact

TRACY GASKINS

Cherry Motors Cherryville, N. C.

Phone 2791, or night 2714

### CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres. Muskegon, Mich. Curvcrest, Inc. Originator and Sole Distributor

It's a PLEASURE to ROLLER SKATE on

### "CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

### RINK SKATES

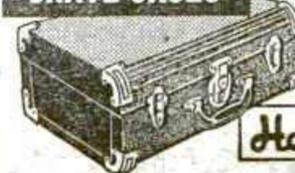
They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

### SKATE CASES



### LOOK NO FURTHER!

Here's the perfect premium. Steel clad skate cases, aluminum or in brilliant colored plastic finishes. Already outstanding sellers. finest quality priced right. Write for folder showing 7 styles. Also picnic cases, laundry mailing cases, suitcases.

GENERAL FIBRE PRODUCTS CO. FITCHBURG 7, MASS.

# HERE'S A TIP . . . SEND YOUR ORDER TO KIPP SLUM

Sun Glasses	Doz.	Gro.
Plastic Thimbles	.....	.30
Plastic Crosses	.....	.65
Crickets	.....	.98
Warblers	.....	.79
Blk., Brown & White Shoe Laces	.....	1.15
Transparent Combs	.....	1.10

## NOVELTIES

14 1/2" Paper Parasols	Doz.	Gro.
.....	.....	\$ 9.00
Large Fur Monks	.....	1.55
Acrobat Fur Monk	.....	1.85
Small Cellulose Feather Doll	.....	.80
Dangling Skeleton	.....	.40
Rubber Lizard	.....	3.50
Rubber Rat	.....	.80
Rubber Knife	.....	.40
Rubber Dagger	.....	.75
Bazookas	.....	.80
Straw Horse and Rider	.....	2.95
Bamboo Pennant Cans (asst. colors)	Par 100	1000 \$18.00
Maple Parade Cane	.....	20.00

## GLASSWARE SECONDS

6 Oz. Decorated Tumblers	Doz.	Gro.
.....	.....	\$5.76
12 Oz. Decorated Tumblers	.....	6.48
18 Oz. Decorated Tumblers	.....	7.92
8 Oz. Plain Tumblers	.....	4.80
12 Oz. Plain Tumblers	.....	5.40

## MECHANICAL TOYS

Crawling Turtle	Doz.	Gro.
.....	.....	\$3.15
Crawling Babies	.....	6.75

## CONCESSION SUPPLIES

Dart Balloons, Gro.	.....	\$ .72
10 Gro.	.....	7.00
French Weighted Darts	Doz.	\$ 9.60
Worth Base Balls	.....	2.00
Case (15 Doz.)	.....	\$27.75

THESE PRICES DO NOT INCLUDE TRANSPORTATION.  
25% DEPOSIT MUST ACCOMPANY C. O. D. ORDERS.

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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.
\$1.00 Items	40.00 GR.

# SLUM GIVEAWAYS ALL USABLE ITEMS TOYS - GIFTS NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS

Some items retail up to 25c ea.  
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New low prices—effective now! Don't buy until you get our latest prices.  
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LEATHER GOODS • GIFTS • JOKE ITEMS • TOYS  
PREMIUMS • NOVELTIES • BALL PENS • TRICK GOODS  
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MEN'S IDENT'S — LADIES' IDENT'S  
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**\$14.40 GROSS**  
Men's Massive Large Aluminum Idents.  
**\$2.00 DOZ.**  
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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

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A POSITIVE SHOW STOPPER!!!—MC'S, COMICS, Song Stylists, Bands; rush \$1 for your copy of new sensational "Five Foot Two, Eyes of Blue" Parody; this can be used anywhere! Writers Mart, Box 575, Hollywood, Calif. ocl

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 3146 Strohm Ave., North Hollywood, Calif. oc22

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag packed back issues. Emcee, 1508-B S. Homan, Chicago 23.

"LET GEORGE DO IT"—SUPPLY YOU WITH surefire original Jokes, Wisecracks, Anecdotes; send for your copy today, \$1. George A. Stock, McHenry, Ill.

MUSIC PRINTED — 200 PROFESSIONAL copies, \$20; 1,000 copies in color, \$70; recordings made. Urab BB, 245 W. 34th St., New York. Stamp (booklet). ocl

QUIET! M. C. AT WORK!—GAG-ANTAGONAL new booklet for MC's and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keys to Comedy." Box 1225, Hollywood, Calif. se24

RECORDING RIGHTS AVAILABLE—SONG hit, "Lonely for You"; two South's best dance bands featuring. Hubert Smothers, Box 825, Winston Salem, N. C.

WANTED—SIMPLE SPECIAL ARRANGEMENTS of standard and current tunes for a four piece combo; tenor, trumpet, drums, piano. Orchestra Leader, 1212 Elm St., Fairbury, Neb.

## AGENTS & DISTRIBUTORS

"A SENSATIONAL TALKING XMAS CARD"—Full tape and card will clearly say, "Merry Christmas." Real money-maker; retails only 25c; send 25c for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

A WINNER FOR NOVELTY AND SOUVENIR shops—The famous cactus type Mexican style Rayon Lace Scarfs, 54x52, \$13.50 doz.; available in black, white, blue or pink; six assorted samples, sizes and colors. \$5; Mexican bullfight design Lace Handkerchief, 10x10 inches, \$12.50 gross; 6 assorted colors; sample dozen, \$1.50; all prices F. O. B. Los Angeles. Sorry, no catalog order from ad. Cactus Textile Creations, Box 3163, Terminal Annex, Los Angeles 54, Calif. ocl

ABALONE PEARL SEA SHELL JEWELRY—Italian Sea Coral Jewelry Italian Inlaid Mosaic Jewellery, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ocl

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas cards; also 50 and 25 for \$1; with or without name; free samples; other boxes on approval, including entirely new, different deluxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 863 White Plains, N. Y. se24

AMAZING VALUE—BOX 21 PRETTY XMAS Folders, with Envelopes, each card different, your cost, \$16 per 100 boxes; shipping charge extra; 4 sample boxes sent postpaid for \$1. Chas. Ufert, 16 E. 17th St., New York 3.

AUTO BUMPER SIGNS, FOLD-OVER STYLE, 22 3/4 x 7 1/4", printed in brilliant Day-Glo paint; rain or shine it is visible up to four times as far as the brightest of ordinary colors; 100, \$12.50; 250, \$24. Gill Studios, 906 Central, Kansas City 6, Mo.

BOOKS AT 2 1/2c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Athletic, Mistletoe, Fun, Snake and other concessions; write your business; 20 different samples; \$1 postpaid. Stein Publishing House, 521 South State St., Chicago, Ill.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. ocl

DISTRIBUTORS, WAGON JOBBERS—WE ARE manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, jokers items. Eagle Specialty Co., Akron 14, Ohio. oc15

DOUBLE YOUR INCOME SELLING CUBAN Jackets; Colorful Sportswear, Shirts, Sleepwear, Nylon Lingerie, Hose; free outfit. Jarod Manufacturing, Rockville Centre 93, New York.

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XI, Roxbury, Boston 19, Mass. np

FASTEST, EASIEST SELLING ITEM EVER OFFERED man-market! Amazing new plastic Lic-Trol; placed in neck of liquor bottle automatically, accurately, quickly measures and pours drink; 100% profit; retails \$1.39; details free; sample \$1, refunded on first order. Marney's, Dept. C-1, Box 581, Ogden, Utah.

FIBRE BROOMS, MOPS, WRINGERS, FLOOR Dusters, always in demand year round; big profits from factory. Write Burtz Fibre Broom Co., Columbia, Pa., Dept B. oc8

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per dozen; \$2's, \$3.50; \$3's, \$1.25 per doz; sample order sent parcel post prepaid for \$4, consisting of 12 pair \$3's, 3 pair \$2's and 3 pair \$1's; your money refunded if not satisfied. Lookout Hosiery Co., Box 1281, Chattanooga, Tenn.

GIRL SHOW WORKERS, AGENTS—SELL FAMOUS Perriots pocket size photo pinups; samples, 25c. Perriots, 75 Henry St., Brooklyn 2, N. Y. se24

HAPPY LANDING FOLDERS, 15, \$1; BED PAN Folders, 20, \$1; Half Potty Key Chain, dozen, \$1.50; Esky Coins, \$1 dozen; 9-Inch Lizards, \$3.50; 6-Inch, \$2.50 dozen. Send \$1 with this ad for samples. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. ocl

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. se24

JOKER NOVELTY JOBBERS—ATTENTION! Stock up now on New Stock, highest quality Tantalizing Spoon, Melting Spoon, Bending Spoon, Bending Fork; large production runs just completed; jobbers only; send for prices to the manufacturers. Circle Magic Shop, 1661 Broadway, New York. ocl

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. se24

MAKE MONEY EASILY—NEW SPARE TIME plan; up to 100% profit; no experience; show unusual Christmas, everyday Card assortments, Plastics, Glean and Glo, Kiddies Cards, Wrappings; attractive Gift Items; bonus; special offers; send today for free samples, 30 different Christmas Cards with name; 50 for \$1 up; Stationery, Coasters, Thomas Terry Studios, 101 Union Ave., Westfield, Mass. se24

MAKE MONEY, FULL OR SPARE TIME, selling men's better made Ties; our beautiful patterns sell on sight; with our unique plan you can't miss; free particulars. Mac-Arthur Neckwear, 175 Fifth Ave., New York 10, Dept. 8.

MAKE AT HOME—FEW CENTS, NEW SECRET Auto Product; sells on sight, \$1. National, B552, Memphis 1, Tenn.

MEXICAN NOVELTIES, CLAY "WIGGLY" Turtles, Armadillos, Alligators, assorted, \$7.50; Clay Spiders, Tarantulas, wiggly wire legs, \$10; Fun Snakes in box, \$18; Fur Monkey, \$10; Fur Drum Monkeys, \$15 each; Gross, Leather small curio Saddles, \$4 dozen. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT CACTUS PLANTS, SMALL size, fifteen beautiful assorted, \$1.50 prepaid. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT RESURRECTION PLANTS for making money; \$20 thousand, \$2.50 hundred. General Mercantile Co., Laredo, Tex.

NEW DISCOVERY PLA-STICK SIGN LETTERS opens unlimited market—Big earnings, easy to demonstrate; sells on sight; sticks to glass; letters easily changed; large cash bonuses; free sample. Victor Signs, 1490 W. 27th St., Los Angeles 7, Calif. se24

NOVELTY, SOUVENIR, CIGAR, NEWSSTAND operators—20 different Pocket Comic Items that make sour pussies sweet and sweet profits for you; sample assortment, \$3 postpaid; refunded if not satisfied. J. R. Brownlow, Box 3163, Terminal Annex, Los Angeles 54, Calif. ocl

NYLONS—THEY ARE HERE; FULL FASHIONED DuPont Nylon Stockings; style 500 (clear, sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed. McDonald Mfg. Co., Ooltewah, Tenn. oc8

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market, details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. se24

QUICK EXTRA CASH SELLING CHRISTMAS Cards—Request free samples; it costs nothing to try Elmercraft Chicago 5930 S Western Chicago, Ill. oc22

PLASTIC SCALLOPED TABLE CLOTHS—Latest prints, 54x54, \$6.50 up doz.; Plastic Aprons, \$1.75 up doz.; Plastic Table Cloths in three color prints with aprons to match, \$10.50 doz., sets. Samuel Rosenzweig & Assoc. Co., 8 Herzl St., Brooklyn 12, N. Y.

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. ocl

RE-NU TYPEWRITER RIBBON—MAKES Letter markings bright; sample 25c; salesmen and dealers wanted; big profit. Re-Nu Co., P. O. Box 707, Tacoma, Wash. se24

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. ocl

SALES STIMULATOR'S DEAL — RETAILERS cost \$5.95; your commission, \$4 plus; write for free sales kit. Dept. BBS, Winfield, 1372 39 St., Brooklyn 18, N. Y. ocl

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, 180 North Main, Attleboro, Mass. se24

SELL "GEM-LITE" LUMINOUS PAINTS (Glow in the Dark), many uses; colors; blue, green, yellow, violet; jar, \$1; complete kit, \$3.50; folders, dealers write. Gem-Lite Products, 12891 Charest Blvd., Detroit 12, Mich. se24

SENSATIONAL NEW \$1 XMAS ITEM!!!—WILL sell millions! Card, Specialty, Agents, Jobbers, rush \$1 for sample, particulars; some state, city franchises open; Hurry! This is Hot!! Kris Kringle Gift Hunt, P. O. Box 575, Hollywood, Calif. ocl

# RHINESTONE DIAL WATCHES IN 14KT. GOLD PLATED CASES

For the MEN



\$4.25

- Brand New—Not Reconditioned
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed

Genuine Leather Strap (With Matching Gold Plated Link Expansion Band, \$1.00 Additional)

\$5.35

For the LADIES



- Brand New—Not Reconditioned
- 8 Brilliant Rhinestones and 3 Simulated Rubies and Emeralds
- Precision 4 Jewel Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Silk Cord Watch Band (With Dainty Gold Plated Ratchet Band to match, \$1.00 additional)

Above prices for orders of six or more watches. \$1.00 each extra for orders under six.

TERMS: 25% with order, balance C.O.D.

**DUNHALL Imports Co.**  
101 Cedar Street New York 6, N. Y.

# A 50¢ RETAILER • 100% PROFIT

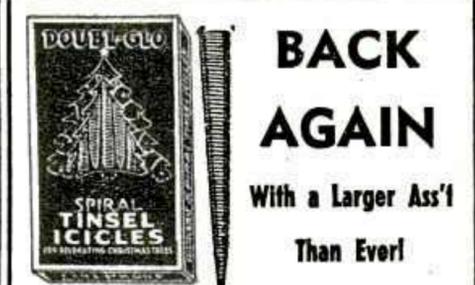


MIRACLE TOWEL HOLDER  
Sells on Sight  
No skill or selling experience is necessary to earn real profits with E-Z Grip. It sells on sight. Needed in homes, stores and offices the year round. A hot sideline item, priced low for fast turnover. Act now, be first in your territory to offer E-Z Grip.

E-Z GRIP	Retails 50¢
3 DOZ.	\$ 9.60 — Retails \$18.00
6 DOZ.	18.96 — " 36.00
GROSS	36.00 — " 72.00

SAMPLE OFFER  
2 - E-Z GRIPS - - - for \$100 ppd.

Order Now. SEND 25% DEPOSIT - BAL. C.O.D.  
**NOVEL APPLIANCES INC**  
13 EAST 16th ST. - Dept. L - NEW YORK 3, N. Y.



# BACK AGAIN

With a Larger Ass't Than Ever!

**XMAS Lights Decorations**

Toys • Blades • Sundries • Notions, Etc.  
Send for Catalog.

**LIBERTY METRO SALES CO., INC.**  
777 Ave. of Americas N. Y. 1, N. Y.

Manufacturer Offers Sensational Introductory Values Authentic Replicas of Expensive Costume Jewelry  
**Lavalier & Earring Sets**  
With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts).  
Sample Ass't.—15 Different Styles—  
**\$10.00**  
Send for circular of our Pin & Earring Sets and Bracelets. Act now for fast sales and big profits.  
25% Deposit, Bal. C. O. D.  
**STAR IMPORT NOVELTY CO.**  
535 8th Ave. New York 18

HERE'S POWERFUL SALES ALLURE!

BEAUTIFUL 3 DIMENSION

**PIN-UP GIRLS**

They Glow in the Dark.



Everyone will want this amazing wall plaque. 6 enticing poses that will make collectors out of your customers. 6 assorted poses on colorful card.

**\$2.25 DOZ. \$24.00 GROSS**

**BOUNCING BIRD.....\$1.75 Doz.**  
With extra large feather. Suction cup holds bird to all flat surfaces. \$18 gross—\$16.00 in 5 gross lots.

**BOUNCING BIRD With Clip....\$2 Doz.**  
For attaching to bikes, etc. \$22.80 gr.

**BUSY BIDDY CHICKS. Doz.....\$2.75**  
2 doz. to box.

**BARKY—Dog in Dog House. Doz. \$3.25**  
Colorful plastic, dog barks and moves in and out of house. \$34.50 gross.

**32-IN. ESKIMO DOLL. Ea. ....\$4.00**  
Jumbo size, 2 tone plush body, unbreakable fleshlike face. \$42.00 doz.

**SAVE ON CLOSEOUTS**

**DOLLS—FULLY DRESSED**

15" size \$8.75 doz. 18" size \$11.50 doz. 18" size with hair \$8 doz. in 2 \$10.80 doz. in \$15 doz. 2 doz. or more \$13 doz. in 2 orders. 2 doz. or more \$13 doz. or more orders.

**PARKER LIGHTERS**

Ea. \$1.25. Doz.....\$13.50

**REX COMPACTS, Ass'l. Doz..... 14.40**

**WASHABLE HANKY DOLLS. Doz.. 4.50**  
\$4 doz. in 2 doz. or more orders.

**VISIT OUR SHOWROOM WHEN IN CHICAGO**

**ALUMINUM FRYING PANS. Doz.. \$3.75**  
Heavy aluminum, 9 inch size. 25% with order, balance C. O. D.

**STAR MERCHANDISE CO.**  
26 So. Wells St. Chicago 6, Ill.

**WANT SOME MONEY QUICK—CALIFORNIA**  
Perfume Beads sell on sight; jobbers prices; particulars free. Mission, 2328BB W Pico, Los Angeles 6, Calif. se24

**WANTED—JOBBER AND SALESMEN; HEAT**  
and food at its best; patent pending. Dr. Roberts, 1104 South Patterson St., Valdosta, Ga. ocl

**WHATTA BREAK, MAN, GET JUMPIN'—**  
Hustle \$1 for hundred 35¢ souvenirs; cash in thirty five bucks. Ken Miller, Box 1257, Louisville, Ky.

**WINNING LINE, GREETING CARDS FOR '49;**  
tip-top profits, big variety boxes; write today for details, sample offer. Charles Ufert, 16 E. 17th St., New York 3. se24

**YOUR OWN BUSINESS—OVERCOATS, 50¢;**  
Mackinaws, 34¢. Shoes, 12½¢; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-C Roosevelt, Chicago 7.

**800 "DIRIGOLD" SUGAR SHELLS — \$1.75**  
value; will close out at 25¢ each; sample 50¢. Field Bros., 39 South State, Chicago 3, Ill.

**ANIMALS, BIRDS, PETS**

**ACTIVE HEALTHY LARGE BLACK DRAGONS,**  
\$4 each, two for \$7.50. Reptile Gardens, El Paso, Tex. se24

**GOATS—SIX OR EIGHT TRAINED, WHITE**  
Angora with props; works fifteen minutes; price, \$200. Write 620 North Sixth St., Camden, N. J.

**GOLDEN HAMSTERS—\$3 PAIR OR \$15 DOZ.**  
Mrs. Wesley Siefert, Mt. Vernon, Ind., Route One.

**HEALTHY SNAKES, ALL KINDS; ALSO AL-**  
ligators, Boas, Horned Toads, Armadillos, Gila Monsters, Tortoises, Terrapins, Wild Cats, Badgers, Raccoons, Hawks, Falcons, Peafowl, Squirrels, Rats, Mice, Giant Jungle Rats, Deodorized Skunks, Pumas, Monkeys, Guinea Pigs, Monitors; forty years shipping experience; always under the same name. Phone 141. Otto Martin Locke, New Braunfels, Tex. ocl

**MEXICAN YOUNG TAME BURROS, \$45 EACH**  
or \$65, prepaid. General Mercantile Co., Laredo, Tex.

**PONY BROKE FOR RIDING MONKEY—TWO**  
hundred dollars; male Guanaco, \$250. Ted La Velda, Tunas, Mo.

**TRAINED 2 YEAR PUMA, NICE LOOKING,**  
healthy; doing 5 tricks. George Marshall's Animal Reptile Farm, R. F. D. 1, Nashua, N. H. se24

**YOUNG RACCOONS AND SKUNKS, \$15**  
each; White Arctic Fox, pair, \$50; Platinum Fox, \$50; Silver Fox, \$40 each; Ocelot Cats, \$50 each; Red Desert Lynx Cat, \$50; Prairie Dogs, pair, \$7.50; White Mice, \$20 per 100. Pearl Game Yards, Box 16, Hawthorne, New York.

**1 MALE, 1 FEMALE, BLACK BEAR, 2 YEARS.**  
perfect health, gentle, lead like dog. Ben Harris, Morehouse, Mo.

**BUSINESS OPPORTUNITIES**

**ABSOLUTELY WITHOUT CAPITAL, OPERATE**  
General Merchandise Store; sell everything; complete detailed plan, 50¢ (coin or stamps). Agency, 204-A Danfill Bldg., Paragould, Ark. ocl

**AMUSEMENT OPPORTUNITY DE LUXE—**  
Should take in \$2 per hr. per unit, costing \$25 each; can build your own, 10 or 20 units make start; add more; space per unit approx. 10'x30', \$100 down, give details; pay bal. \$900 out of earnings. Write A. J. Robinson, Box 252, Encanto Sta., San Diego 14, Calif.

**ANALYZE HANDWRITING FOR PROFIT!!!!**  
Complete outfit, \$1; profits, \$20-\$25 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. ocl

**BALLOON RACER, 12 UNITS—I HAVE LOST**  
location for next year, will sell reasonable for cash; write at once. L. White, 17 Highland St., Revere, Mass.

**GETTING ORDERS BY MAIL EASY IF YOU**  
know how; revealing booklet free. Howard House, Melrose 916, Massachusetts. ocl

**GOLD MINE OF INFORMATION—"THE OLD**  
Showman's Book of Secrets," \$1 postpaid; agents wanted. Beebe, Box 260, Pontiac 13, Mich. ocl

**HEY! WAKE UP, OPPORTUNITY SEEKERS—**  
Forget small sales; get own business; make thousands; details, \$1. Thriftway Stores, 211-S Church Street, Mt. Auburn, Illinois.

**I MAKE BIG MONEY IN THE MAIL ORDER**  
business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R.D. #1, Glenshaw, Penna. ocl

**MAIL ORDER BEGINNERS—START SMALL,**  
grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

**OPERATORS WANTED—SENSATIONAL NEW**  
golf game; have your own business with 5 to 10 games; unusually high take. Golf Products Division, Koener Engineering, Inc., 609 N. Cicero Ave., Chicago, Ill.

**EARN \$15,000 YEARLY! — BECOME AUTO-**  
mobile salesman. "How To Be An Expert Car Buyer" enables anyone to easily evaluate automobiles! Reveals authoritative inside information! 96 pages! \$2; C.O.D. \$2.25. Cummings Publishers 1321-D Arch, Philadelphia, Pa.

**START EXCLUSIVE HOME BUSINESS MAK-**  
ing beautiful disc illuminated "Hobby" Lamps from sample, postpaid, \$2.50; free circular; hurry. A. Sommerville, 736-A Olive, Long Beach, Calif.

**TESTED MONEY-MAKERS — 68 PAGE BOOK,**  
25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1083 Wichita, Kan. ocl

**WANTED—OPERATOR OF FUN OR SPOOK**  
House; 100% paying spot at summer resort; Concession Stand suitable for any play, for rent. J. Trynadel, Main St., Olcott, N. Y.

**YOUR OWN PLASTIC BUSINESS AT HOME—**  
Produce costume jewelry, novelties, statuettes; liquid plastic, liquid marble; flexible molds; write for free book, American Trades, Box 1473-M, Cincinnati 1, Ohio.

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 93 in this issue.

**MIRACLE VALUES**

- PICTURE BEAUTIES.** Glamour series. Actual 4x5 glossy Hollywood art photos to a set. 100 sets, \$35.00. Dozen sets..... \$ 4.50
- NUDIE MIRRORS.** Art Models in colors. 100 mirrors, \$4.00. Dozen..... 54
- ARTIST and MODEL KEY CHAINS.** Natures wonders seen through viewer. Gross \$9.00. Dozen..... 95
- SQUIRT BOY ASH TRAY.** A cigarette extinguisher with water attachment. Fascinating. Dozen..... 4.80
- MECHANICAL TOYS.** Big assortment. 3 price ranges. Lowest prices. Dozen..... \$1.95, \$3.60, \$6.00
- LITE-UP BOW TIES.** With bulb and battery. A terrific novelty. Gross \$63.00. Dozen complete.. 6.00
- LIZARDS.** Rubber. Original. Best made. Looks real. Full 9 inch large size. Fast seller. Gross \$28.00. Dozen..... 2.50
- MYSTIC MUMMY.** Fascinating, entertaining. Gross \$24.00. Dozen..... 2.20
- PEARLS.** Simulated. 3 strand with clasp. What a buy. Gross \$84.00. Dozen complete..... 7.20
- BOUNCING BIRDS.** With suction cup, assorted colors. Gross \$16.00, 5 gross lots \$15.00 per gross. Dozen..... 1.44
- WESTERN SADDLE HORSES.** 2½, 3½, 4½, 5½, 8½, 10½ inches respectively. Dozen.. 19.80
- PEN SET.** 3-piece gold-plated caps. DeLuxe set attractively boxed. Dozen sets..... 6.50
- COMBINATION Ball Pen and Lighter or Ball Pen and Knife or Ball Pen and Flashlight.** Your choice. Gross \$48.00. Dozen complete..... 4.20
- 2 COLOR PENS.** Writes red and blue. All gold-plated finish. Dozen complete..... 2.95
- COWBOY HATS.** Western, felt, laced brim. Adjustable chin cord. Gross \$36.00. Dozen... 3.75
- TABLE LAMPS with shades.** Big value and flash. Gross \$90.00. Dozen complete..... 8.40
- RAZOR BLADES.** First quality, 5 to a box. 10,000 blades \$32.50. 1,000 blades..... 3.45
- CHRISTMAS CARDS.** 21 sets French folders and envelopes in attractive box. 3 qualities. 100 boxes \$16.00, \$30.00, \$40.00. Priced to sell millions. 10 boxes..... 4.50
- 8-LIGHT SET for decorating and Christmas Tree.** G. E. bulbs. Attractively boxed. Dozen sets complete..... 7.80
- EXTENSION CORD SETS—3-way.** 100 sets, \$17.50. 10 sets..... 1.90
- Nobody anywhere undersells us. 1001 items stocked. Send orders with ads from others, or state goods wanted with deposit or payment. You will be our customer for life. Visit us.

**MILLS SALES CO.**  
Cut-Rate WHOLESALEERS Since 1916  
901 BROADWAY, New York 3, N. Y.

WRITE FOR  
NEW 1950  
CATALOG  
ON WATCHES.  
JEWELRY &  
OTHER GIFT  
ITEMS



- Men's Famous WRIST WATCHES**
- Elgin 7-Jewel \$9.45
  - Bulova
  - Gruen
  - Benrus 15-Jewel \$12.45
  - Walther 17-Jewel \$14.50



Rhinestone Dial, \$1.75 Add  
Comb Expansion Band, \$1.90 Add.  
Rhinestone Case \$2.00 Add.  
New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.  
**MIDWEST WATCH CO.**  
5 S. Wabash Av. Dept. B-24 Chicago 3, Ill.

**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.  
Write for bulletin  
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

**ATTENTION, RADIO-TV & APPLIANCE BUYERS!**  
Our NEW CATALOG is ready  
Please send your request on your business letterhead. Postcard requests will not be acknowledged.  
**ALL-AMERICAN SALES**  
1524 W. 79th St. Chicago 20, Ill.

**COSTUMES, UNIFORMS, WARDROBES**

- BEAUTIFUL NATIVE MADE GRASS HULA** Skirt mailed prepaid in U. S., \$3; Cellulose, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif. oc15
- CLOWNS' AND BURLESK COMICS' PROPS,** Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ocl
- MEN'S TUXEDOS, DOUBLE BREASTED, ALL** sizes, latest style, \$12.50 including vest; White Formal Coats, shawl collars, \$5; new Girl's Uniforms, beige, \$8; old Policemen Helmets for clowns, \$3. Lesser, Paw Paw, Mich.
- SINCE 1869—COSTUME BARGAINS, CHORUS,** dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. oc22

**FOR SALE SECONDHAND GOODS**

- ABOUT ALL MAKES POPPERS AVAILABLE—** 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc15
- CRETORS, STAR, LONG-EAKINS POPPERS,** peanut roasters, geared kettles, copper carmel, candy kettles. Gasoline, bottled gas equipment. Northside Co., Indianola, Iowa. oc8
- TWO SIMPLEX SOUND PROJECTORS; 2 SUPERIOR** Sound Projectors, with all equipment; also 35MM. Sound Features. A. Kolmar, 364 Dewey Ave., Buffalo, N. Y. se24

**FOR SALE—SECOND-HAND SHOW PROPERTY**

- BARGAINS GALORE—THEATER AND SOUND** Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. np. se24
- "BELLY TANKS"—UNUSED; SIX, TEN OR** twelve feet long; free details. Buck Auto Parts, Merced, Calif. ocl
- CORN POPPERS AND PUSH CARTS, ALL** sizes. George Higgins, 1616 Union St., Kalamazoo, Mich. ocl
- DRIVE-IN THEATRE SPEAKERS, \$15 PER SET;** complete Drive-In Projection Equipment, slightly used, \$2,500; Projection Equipment for small theater, used, \$1,250; also new equipment at lowest prices; contact nearest office. Theatre Suppliers. Florence. S. C. or Henderson, Ky. se24
- EVANS' DEVIL BOWLING ALLEY, TOP,** Frame. Cotton Candy, Snow Cone, Top, Frame. Lillian Piper, care Miller, Lakeview, Ohio, Turkeyfoot Park.
- EVANS' DEVIL BOWLING ALLEY, 10X14—** Anchor tent and frame; two Evans new Tivoli, Send stamp for details. Valents, Perry, N. Y.

**FOR SALE—5 BOX BALL BOWLING ALLEYS,** \$75 each. R. M. Every, Clarklake, Mich.

**FOR SALE—COMPLETE MOTION PICTURE** Equipment, Simplex, sound, generator, theater in running condition in closed Broadway theater; can demonstrate; cheap for quick sale. O. P. Grischy, 2438 Hackberry St., Cincinnati, O. Phone: WO 7738.

**FREE MOVIES (2,000)—SEND 50¢ FOR LIST-** ings to obtain films loan free. Educational Film Center, Dept. B, 133 Murray St., Elizabeth 2, N. Y.

**NEW 1000 WATT G. E. PICTURE PROJEC-** tion Bulbs, \$2 each prepaid. Minimum order 12. Martin Co., Box 298, Wernersville, Pa.

**NEW, USED 25 LB. AND 50 LB. TAFFY** Pullers, Snow Machines. L. Miller, Linwood Park, Vermillion, O.

**PORTABLE SKATING RINK FOR SALE, 51'** x122'; new rink; full equipment; now operating. For quick purchase. Call or write, Thomas Roller Rink, Hayti, Missouri, Phone 403. ocl

**PORTABLE LONG RANGE LEAD SHOOTING** Gallery on 4-wheel trailer, complete with moving targets, sides, counter, and 8 new automatic guns. Excellent business opportunity at this low price, \$1,200. Write George Harper, Box 51, Grand Junction, Colorado.

**AMAZING**

Genuine  
Diamond-  
Dial Watch  
at \$7.95  
each



(No. 700) Never before has a genuine White Diamond Dial SQUARE Watch, in outstanding presentation box, been offered at this amazingly low price. It is a timed and tested Men's Swiss Chrome Cylinder Strap Watch, at a sure-selling, profit-making price.

(No. 701) In 10K., domestic, square model, rolled gold top, steel back, fully engraved top, rock crystal, not plated, \$10.30 each.

(No. 702) Same as No. 700 but with a yellow op plated case, \$8.50 each.

Wholesale only in minimum sample lot of 6. (Add \$1.00 extra for each less than 6.) Deposit with order.

For stainless steel expansion band add 55¢. For 1-20th 12K. gold filled expansion band add 90¢.

**Bona fide quantity jobbers protected and invited. Write. Confined models.**  
**LANCYL CO.**  
580 Fifth Ave., New York 19, N. Y.

**SELLING OUT—35MM. FILMS; OVER 200 SUB-** jects priced to sell; free lists. Carolina Films, P.O. Box 1304, Wilmington, N. C. se24

**SHOOTING GALLERY—SMALL, LONG RANGE,** factory built, new Guns, also Trailer. Carl Folk, N. Mex. State Fair.

**THEATRE SEATS, FOLDING CHAIRS, TENTS,** Blues, Outdoor Seats, Projectors, 16mm. Film. Lone Star Film Co., Dallas, Tex. se24

**TWENTY FIVE PASSENGER FLEXIBLE BUS,** suitable for athletic teams, orchestra, carnivals; new 1948 G. M. C. motor; priced to move fast at \$2500 or best offer. Eddie Skeets, Worthington, Minnesota. se24

**WILL PAY CASH FOR USED RIDES—STATE** all first letter. Ray Yarham, Newton, Iowa.

**12 FOOT CONCESSION TRAILER—EQUIPPED** with 2 new Super Wizard Floss Machines. James Rosetter, Albany, Ohio.

**18 PASSENGER GASOLINE KIDDIE TRAIN—** Used 4 times; sacrifice, \$775; new 50x120 Portable Rink at a bargain. Harry Numbers, Galva, Ill.

**35MM. MOTION PICTURE SILENT PROJEC-** tor, \$100 cash. Joe Granato, 3 N. First St., Dennison, O. 200 Watt Lamp.

**35MM. SOUND FEATURES, WESTERNS, COME-** dies, Serials. Outright sale or rental. Wanted 16mm.-35mm. films. Oakley Film Exchange, Nelsonville, Ohio.

**23 LEGITIMATE CONCESSIONS — PLANS FOR** building One-Way Joint and 23 legitimate games, \$5; free catalog. Brill, 228-B North University, Peoria, Ill.

**INSTRUCTIONS BOOKS & CARTOONS**

**YOU CAN ENTERTAIN WITH TRICK CHALK** Stunts and Rag Pictures; catalog, 10¢ Balda, The Lightning Cartoonist, Oshkosh, Wis. ocl

**MAGICAL APPARATUS**

**A NEW SUB MINIATURE RADIOPHONE FOR** mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure, specifications, price. Nelson Enterprises, 336 S. High St., Columbus, Ohio. se24

**AAAAA WHOLESALE TRICK CATALOG, 10¢—** "World's Largest Line." (Pitchmen's Headquarters); fast-selling specialties. Arlane Mfg. Co., 4462-B Germantown, Philadelphia. ocl

**ACTUAL TWO-HEADED COINS (FIVE CENT** pieces), sets of two, \$1.95. No C. O. D.'s Lion Sales, Box 82, Lakewood Beach, Fond du Lac, Wis. se24

**HEADLESS GIRL ILLUSION, NEVER USED.** Cost \$75; first \$50 takes it. Powers, 116 18th, Dunbar, W. Va.

**NEW 1949 CATALOG MINDREADING, MEN-** talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises, 336 S. High St., Columbus, O. se24

**NEW AND USED MAGICAL APPARATUS,** and Magic Books for exchange; big list. Donald Newbold, Gallaher Drugs, Urbana, Ohio.

**VENTRILOQUIAL (\$45 UP); PUNCH FIGURES,** \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. oc8

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**PERSONALS**

**LADIES' MODEL BAUSCH & LOMB RAY-BAN** Sun Glasses, Leather Case; trade-mark stamped in gold, \$2.50. Maloney Sales Company, 36 St. Paul St., Rochester 4, N. Y. ocl

**THE ORIGINAL STUFF — ADULT CARTOON** Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no C.O.D.; state age. V. E. Alberts, 6369B De Longpre, Hollywood 28, Calif. ocl

**VINE WILLIAMS—BEN PORTMAN SAVAN-** nah wants you. Contact him immediately, very important. Tzegaynas, please relay message.

**PHOTO SUPPLIES DEVELOPING-PRINTING.**

**ARTISTIC 8x10 ENLARGEMENTS, BEAUTI-** fully hand tinted in oils, \$1; enclose negative, color details. Phototint, Dept. B, 5233 Cleveland, Kansas City 4, Mo. oc1

**COMPLETE LINE DIRECT POSITIVE SUP-** plies Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. no19

**DIME PHOTO OUTFITS CHEAP—ALL SIZES;** drop in and see them; latest improvements, real bargains. P D Q Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc29

**DIRECT POSITIVE PHOTOGRAPHERS — WE** supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P D Q Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc29

**EASELS: 5x7 \$6.50/100, \$60/1000. INTRODU-** ctory sale for six weeks. Regularly \$70/1000. Free sample. Penn Photomounts, 335 Woodland Avenue, Glenolden, Pennsylvania. oc29

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**THE NEW EASTMAN DOUBLE WEIGHT DI-** rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. se24

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of nationally famous brands  
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ORDER A SAMPLE GROSS \$9.00 (Minimum order)

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25% deposit with order; balance: C.O.D. JOBBERS Write for jobbers' prices

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- Chinese Paper Snakes..... 5.75 gr.
- Import Metal Water Pistols..... 9.00 gr.
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- Mechanical Crawling Baby..... 5.50 dz.
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- Rabbit Feet, per 100..... 3.25
- Rabbit Feet Key Chains, per 100 4.50
- 12x30 Felt Pennants, per 100... 13.00

25% Deposit With Order, Balance C.O.D.  
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**FOR THE LATEST IN JEWELRY THAT SELLS**  
WRITE TODAY TO  
**Harry Pakula & Company**  
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PLEASE STATE YOUR BUSINESS

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JUST PUSH BUTTONS AND TALK TO OR FROM 16 different places up to ¼ miles away! Not a phone. Real LOUD SPEAKING ROOM VOLUME. NO ELECTRIC "PLUG INS" OR TUBES NEEDED! Sits on desk or hangs on wall—Simple and quick to hook up—ANYONE CAN DO IT! 3 YEAR GUARANTEE—SELLS FOR \$9.97 PER UNIT. SELL 75% OF EVERY STORE, GARAGE, WAREHOUSE, OFFICES AND HOMES WITH 3 MINUTE DEMONSTRATION SELLING KIT FURNISHED! IT'S A FACT. This is a red hot, never before offered, available only from us, in demand everywhere item — SEND FOR FULL DETAILS TODAY.  
MIDWAY SALES, Dept. B-9, Kearney, Neb.

**PORTABLE TYPE BINGO EQUIPMENT**  
Flashboards and Blowers—"Priced so low, you can own both!" Jobbers and Agents invited.  
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**BRIGHT GLOW COLOR POSTERS, CARD-board or Cloth, outstanding. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. se24**

**"NEARGRAVURE" EMBOSSO LETTERHEADS! Sparkling! Dynamic! Flashy colors, Distinctive Illustrations! Midways, Concessions, Magical, Orchestras, Shows, Standout Designs—Samples Dime. Solidays Colorprint, Knox, Indiana.**

**PHOTO-OFFSET, 8 1/2 x 11"—1000, \$7.70; BOTH sides, 1000, \$10.45; Literature free. Fischer, 711 Southern Boulevard, New York.**

**PRINTED ENVELOPES, LETTERHEADS, BUSINESS CARDS. Maloney Sales Co., 36 St. Paul, Rochester, N. Y. ocl**

**RUBBER STAMPS, 2 OR 4 LINE, \$1 POST paid; Pads 50c. Smallwood, 2715 Vine, Cincinnati 19, O. se24**

**250 SHEETS, 250 ENVELOPES POPULAR EXECUTIVE size linen stationery, printed to your order, \$2 postpaid. Stumpprint, South Whitley 11, Indiana. ocl**

**250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3, postpaid. Webster's Printshop, Farmland, Ind. ocl**

**SALESMEN WANTED**

**A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) se24**

**EARN \$2,000 BEFORE XMAS SELLING OUR colorful clothes sprinkler bottles to stores on commission basis without investment, or \$4,000 if you can finance stock and make delivery when you sell; air mail for sample. Harold Rossow, 2010 "O" St., Lincoln, Neb.**

**TWO EASY FAST SELLING SPECIALTY COMB numbers; big profits; write for free literature and no-risk offer. Better Products Co., Marion, Ind.**

**SCENERY AND BANNERS**

**NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago. CA-6-2544. se24**

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**GENUINE PELICAN—BLACK, REGULAR OR concentrated; also other Pelican products at distributors' prices. Needles, 12 sharps, fine quality, \$5 per thousand. Joe Darpel, Hotel Victoria, Norfolk, Va. ocl**

**TATTOOING MACHINES—DESIGNS, COLORS Needles, complete outfits; genuine German Pelican Black Tattoo Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. ocl**

**WANTED TO BUY**

**LORD'S PRAYER ON A PENNY MACHINE—With stand, new or used, in good condition; Catholic version. Jim Sylver, Billboard, Chicago, Ill.**

**STEAM TRAIN—12 to 15 INCH GAUGE. Send particulars. Photo if possible. A. Jefferis, Piedmont, Mo.**

**HELP WANTED—ADVERTISEMENTS**

**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**

**DANCE ORCHESTRA MUSICIANS — TRAVEL- ing and location; long-term contracts; advise detail particulars. VSA, 848 Insurance Bldg., Omaha, Neb. ocl5**

**UNINCUMBERED LADY FOR PARTNER IN Fair and Carnival Concession Business. With car preferred. W. J. Fredericks, care Billboard, Cincinnati, Ohio.**

**WANTED SALES FORCE & JOBBERS, EACH state combination; heater, cooker; patent pending. Dr. Roberts, 1104 S. Patterson St., Valdosta, Ga. ocl**

**WANTED—JOBBER & SALESMEN IN EACH state; articles patent pending. Dr. Roberts, 1104 S. Patterson, Valdosta, Ga. ocl**

**WANTED—REPLACEMENTS FOR MIDWEST territory band; would like to contact good bass horn man immediately; all others write. Box 152, Grand Island, Neb. ocl**

**WANTED—TENOR SAX DOUBLING VIOLIN; also piano doubling accordion. Contact Orchestra, Biltmore Hotel, Dayton, Ohio, immediately. ocl**

**WELL KNOWN MALE BALLROOM DANCER needs partner; ballet training required; tell all first letter or wire Romero, 13311 Whitcomb, Detroit, Mich.**

**WESTERN HORSES!**

Get the most for your money in **QUALITY, PRICE and SERVICE.**

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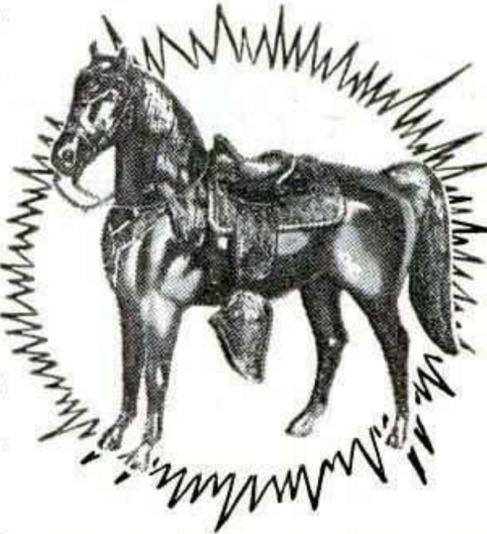
SIZE	PRICE	SIZE	PRICE
2 1/2"	\$1.90 doz.	5 1/2"	\$ 6.60 doz.
3 1/2"	2.75 doz.	6 1/2"	9.00 doz.
4 1/2"	4.00 doz.	8 1/2"	16.80 doz.
		10 1/4"	\$21.00 doz.

Authentic reproductions complete with metal link reins

When ordering, please mention finish desired.

Terms: 25% deposit with order, balance C. O. D., F. O. B. New York.

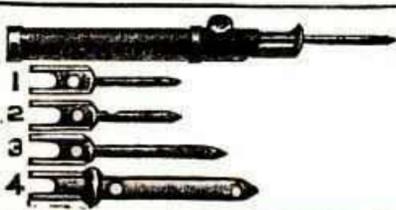
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**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks Plaster Slum Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
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One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles. \$23.00 per hundred sets. Sample set \$1.00. Cash with order. Terms: 25% deposit, balance C.O.D., F.O.B. Chicago. We also carry Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops and other accessories.  
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ALWAYS FIRST WITH THE TOP NOTCH ITEMS!

SHE'S TAKING THE COUNTRY BY STORM!

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SHE'S CUTE!  
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Item	Dozen	Item	Dozen	Item	Dozen
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Dog & Shoe	3.60			Donkey and Cart	7.30
Itchy Dog	3.60			Strolling Duck	4.80

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All Prices F.O.B. Detroit

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Swagger Canes	4.50 Gr.	Cigarette Holders	1.80 Gr.
		36L Comic Buttons	4.25 M
		Asst. Jap Charms	.90 Gr.
		Magnifying Glass	1.80 Gr.
		Celluloid Fish	7.20 Gr.
		Celluloid Ducks	7.20 Gr.
		70L GENE AUTRY & ROY ROGER	4.50 C
		50L GENE AUTRY & ROY ROGER	2.25 C
		Jap Swords	21.60 Gr.
		Jap Swords with Belts	24.00 Gr.
		12" Jumbo Fur Monkey	36.00 Gr.
		9" FEATHER DOLL	24.00 Gr.
		LARGE SILK PARASOL	6.75 Dz.
		SMALL SILK PARASOL	4.80 Dz.
		15" Paper Parasol	8.00 Gr.
		20" Paper Parasol	12.00 Gr.
		OPERA GLASSES	40.00 Gr.
		Accordions	36.00 Gr.
		Bamboo Walking Canes	21.60 Gr.
		Chesterfield Walking Canes	21.60 Gr.
		Painted Leather Wallets	5.00 Dz.
		LANCASTER BELL BATONS	12.60 Gr.
		SKELETONS, SPIDERS, DUCKS	8.00 Gr.
		Rubber Water Guns	7.80 Gr.
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		China Paper Snakes	4.80 Gr.



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**NOW READY**  
Write for Yours Now!  
State Your Business

**JEWELRY—That's Our Business**

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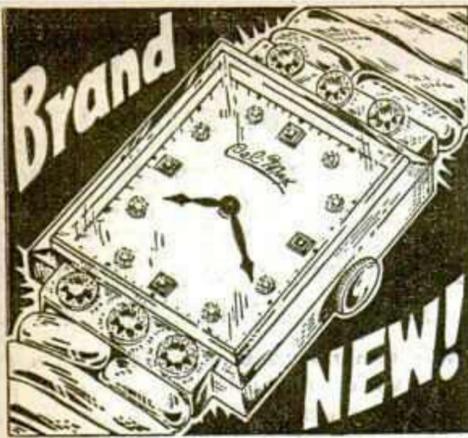
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**Now 1949 Catalog is READY!**  
Send for Your FREE Copy Today!

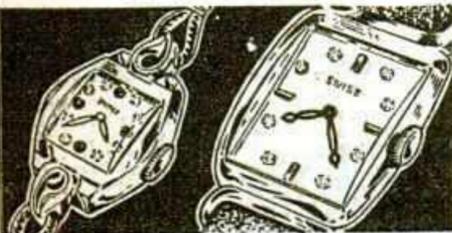
Our new 1949 catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Plaster, Stuffed Toys, Dolls, Whips, Canes, Monkeys, Novelty Hats, Celluloid Dolls, Slum and hundreds of other popular items suitable for every type of concession.

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Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.

7 JEWELS — \$11.95  
15 JEWELS — \$12.95  
17 JEWELS — \$13.95



Ladies or gents 7 Jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 Jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.

**Cel-Max**  
WHOLESALE JEWELERS

IMPORTERS — EXPORTERS  
182 S. MAIN ST. MEMPHIS, TENN.

**ART MODEL PHOTO KNIFE**

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo

1584BB \$3.95  
Per Doz.

10 Doz. or More—\$3.50  
Per Doz.



**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

**BEST BUYS IN IDENTS**

Aluminum	White or Gold Plate
<b>\$18.00</b> Gross	<b>\$24.60</b> Gross
\$1.65 Dozen	\$2.25 Dozen

Complete sample line, 16 Nos., prepaid or shipped C. O. D. \$3.85  
25% deposit on all orders.

**SLOAN JEWELRY CO.**

41, Fulton St. N. Y. C. 7, N. Y.

**ORIENTAL DESIGN RUGS**

\$27.50 Each

Attn: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality, Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, \$2.50 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order. balance C. O. D. AGENTS WANTED.

**LO-US TRADING CO.**

Dept. P-5, 20 W. 27th St., New York 1, N. Y.

**Flash! New Three-Star Set**

★ Fountain Pen ★ Pencil ★ Ball-Point Pen  
All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

**ARGO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

**BANDS AND ORCHESTRAS**

**ALL GIRLS' BAND—COLORED; THE MARIONETTES;** eight (8) pieces and singer; reliable; one nighter; travel near the city. Miss M. Freeman, 220 Bradhurst Ave., New York, N. Y., Apt. 18.

**COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.** Four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill. ocl

**SMALL COMBO AVAILABLE SEPT 20.** Organized. Contact Leader, General Delivery, Vinton, Virginia.

**"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union.** Herby Cohen, 2765 Mathews Ave., Bronx, New York.

**CIRCUS AND CARNIVAL**

**FAT BOY AVAILABLE AFTER SEPT. 10—**Wire C. W. Hicks, Warren, Illinois.

**JOE EGO HARRIS, WORLD'S CHAMPION BAG puncher;** circus side show & fairs. 4 Ens Place, Irvington, New Jersey. Tel. ES 2-9801. se24

**MUSICIANS**

**A-1 PIANIST—PREFER LOCATION; WEST-ern territory;** read, fake, dependable and sober. Write or wire Don Reynolds, 1124 North Topeka, Wichita, Kan. se24

**A-1 TENOR SAX—WELL EXPERIENCED,** tone, read and fake, modern; desire location; also consider music as side line with day job. Now working hotel job, but desire change. Bob Coate, 105 South 21st St., Richmond, Ind.

**ARRANGER—EXPERIENCED WITH SMALL and large combinations; all styles.** Frank Metis, 6509 Grand Ave., Maspeth, L. I., N. Y. oc8

**AVAILABLE IMMEDIATELY — LEAD ALTO** clarinet, baritone; play or cut or no notice basis. Musician, Box 175, Industrial City, Mo. Phone 29309.

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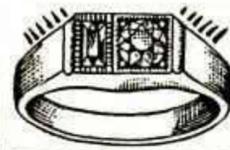
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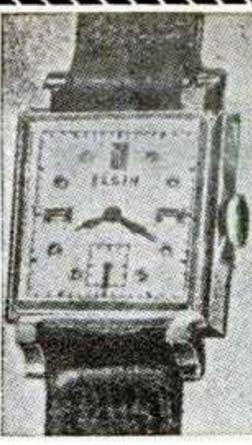
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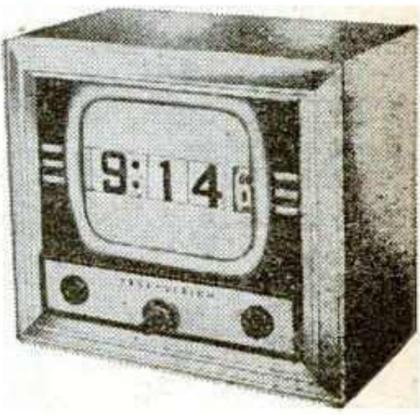


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Chang  
Clark, Vaughan  
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Cooper, Jane  
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Dewey, Robt.  
De Lys, Donnette  
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Fannadio, Louise  
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Flannigan, Ralph  
Ford, Chester  
Forster, Basil  
Friedman, Don  
Gearhart, Carolyn  
Grawlich, Charles  
Prince Hara  
Heth, Bob  
Hildreth, Harry  
Hinkle, Milt  
Hodgin, Willard  
Howard, Joseph  
Humphries, John  
Hutchens, Wm.

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Johnson, Charles  
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Kane, Jimmie  
Kelly, Bob Deacon  
Kelly, Peggy  
Kelly, Willie  
King, Nell & Fred  
Kroll, Herman  
Krassner, Daniel  
Lamb, Eric  
Lewis, Bud  
Levie, W. J.  
Lorane, Gladys  
Logan, Scott  
Martin, George  
Myers, Roy  
Mills, Melvin  
O'Day, Peggy  
Posner, Richard  
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Arnold, Wayne W.  
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Bailey, Bob  
Bales, Pete J.  
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Boatwright, B. E.  
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Brewer, Ray  
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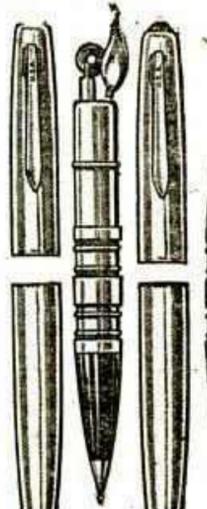
Finley, Evelyn E.  
Finley, Homer  
Foss, John D.  
Frenzel, M. E.  
Fulton, Gale  
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Gallup, Jack  
Gleason, Orla  
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Hutzler, Mrs. Margaret  
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Kerr, Robert H.  
Kitts, Walter  
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Kapt, John  
Kueker, Louis A.  
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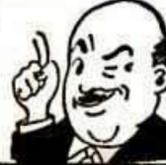
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**GERMAN ATROCITIES IN FRANCE**

Twenty-five 616 size photos, gruesomely historic, at \$1.50 the set. Also ten 4x5 photos of Mussolini, girl friend and other Fascist corpses at \$1.00 per set.

**BERNARD KOBEL**  
Box B, Frankfort, Indiana

**Pipes for Pitchmen**

By Bill Baker

**CHARLIE (TOBY) HUDSON** . . . is set in Macon, Ga., indefinitely. He's opened a window demonstration in a drugstore there.

**HARRY MAIERS** . . . the hardy perennial, is still in his Kentucky hunting grounds. He reports that business in the Blue Grass is on the slow side.

**FRANK VARGO** . . . is reportedly working to fair returns with his pitch on a good corner in Akron.

**THE VAUGHNS** . . . working Rainbow Towels, clicked off solid grosses with that item at two locations in the Agricultural Building at the recent Indiana State Fair, Indianapolis.

"**EVERYTHING** . . . is going along swimmingly here," blasts Henry H. Varner from his Akron headquarters. Recently appointed sales promotional manager for the Brier Hill Company there, Henry says that "most of the local demonstrators are at the Wooster, O., Fair, which looks like a winner judging by the number of cars parked about the grounds. Western Pennsylvania has been holding me to the

grindstone 24 hours a day. Why don't some of the top-notch men who are making the big dough pipe in and give us the lowdown on the world's business? Akron is holding its own despite strikes and leveling off problems. All is quiet along Main and Market streets here, except one worker who seems to be getting the money."

**THIS COLUMN'S** . . . Canadian informant advises that good spots, except locations like the Canadian National Exhibition, Toronto, are hard to come by. He suggests that the boys make sure of the spots that they contract to work before heading into some locations where they garner nothing but misery for their efforts.

**RACE-HORSE KELLY** . . . garnered good long green counts at the Lewisburg, W. Va., Fair, working sport papers in Mr. and Mrs. Walter Stoeffel's Wild Life Exhibit.

**FARM PAPER** . . . writers at the Lewisburg, W. Va., Fair included Billy (The Kid) Dietrich, Eddie Brownfield, Jimmie Wall, Fast-Money Cole and Billy Hines. All came up with a goodly share of the lucre.

**COLLAR-BUTTON KELLY** . . . old-timer of note, was up and among 'em at the Lewisburg, W. Va., Fair, garnering plenty of hermans on the sheet.

**THE WESTFALLS** . . . Bill and Dixie, stacked up the long green with their peeler demonstration at the Lewisburg, W. Va., Fair.

**JACK MALES** . . . it is reported, has left his Corpus Christi, Tex., location in favor of greener pastures.

**ON THE HUSTLE** . . . and grabbing off the geedus at the Lewisburg, W. Va., Fair were Carl (Youngstown) Smitty, and O. C. and Phyllis Cox.

**BABE KEATING** . . . continues to pitch horoscopes along the William T. Collins Shows' route to reported successful business.

**PITCHFOLK** . . . who made the 94th annual Greater Cincinnati and Carthage Fair September 14-17, long will remember it as one of their topnotch dates of the 1949 season. A raft of the knights of the tripes and keister turned out for the event, sporting nearly every type of pitch item known. Some of these included pen and pencil combinations, kitchen gadgets, glass cutters, novelty hats, magic tricks and graters. A good portion of the fair's big crowds were lured to the various stands by smart, clean workers, and a big percentage of them brought out the folding stuff.

**FOLLOWING A** . . . lengthy silence, Mrs. Robert Noell, of Noell's Ark Gorilla Show and widely known in pitch circles, comes thru with the following from Bedford, Va.: "We came up the line this spring with the Hoxie Bros.' Circus and our athletic chimps were Side Show and concert attractions. George and Marguerite Barton were with it and took an interest in our 11-year-old daughter and succeeded in teaching her a good swinging ladder routine. We had the rigging built for her in Roanoke, Va. We've met many old-timers this season whom we had not seen in a long time. Among them was Harry E. Moore whom we hadn't seen in eight years. Two weeks ago we enjoyed a visit from George and Clara Bishop, who were vacationing in this sector and stopped off to cut up some jackpots with us. My brother, Bubs Roach, is in the tobacco country with his tent-pic outfit, while my dad, Jack Roach, is visiting us here. He has a kangaroo and three animals he exhibits. Our

friends, Mustard and Gravy, have returned from Hollywood where they completed two more pix. Doc and Alice Etling left for Texas from Lynchburg, Va., several weeks ago. Our animal roster now includes a de-skunked skunk, kitten, fox terrier, parakeet, male orangutan and four chimps, including little Kongo, who was born on the show 18 months ago. Bob has been doing much visiting with all his brothers around Roanoke. Business in the bigger towns has been a little bit better than usual and we expect to get down into our old stamping grounds for some of that tobacco money soon."

**JACK (BOTTLES) STOVER** . . . fogs thru from Staunton, Va., that the Lewisburg, W. Va., Fair was well taken care of by the knights of the  
(See Pipes on page 92)

**JOBBERS  
DISTRIBUTORS  
ORDER CHRISTMAS TOYS NOW  
DIRECT FROM MANUFACTURER!**  
Lowest Prices on Stuffed Fur & Plush Toys!

25%  
Dep.,  
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C.O.D.  
if not  
rated.

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You will always find new sure-selling designs all year round at "ACE"—one of the oldest Stuffed Toy Manufacturers. We will create toys to your design. Now in production! NEW Santa Clauses, Cowboys, Horses on Wheels, Dolls, Jockeys, etc. All ACE Toys can be ordered with genuine Swiss Music Boxes which play delightful nursery tunes (slight extra cost).

**MONEY BACK GUARANTEE!**  
If you are not fully satisfied with our first shipment, just return your order within 10 days and we will gladly refund your money.

◆ #252 30" Real Fur Grizzly Bear, asstd. colors. (1 doz. to carton.) \$36.00 **\$3.75** Ppd.  
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◆ **MONEY REFUNDED!**  
When you order both samples for \$7.00, your money will be refunded with first \$300 worth of orders. Order now.

**SALESMEN:** Choice territories still open. Liberal commission.  
Send for beautiful catalog "R" of over 100 year round sellers.

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10 1/2" Horse . . . . . \$23.00 Dz.  
10 1/2" Horse, Removable Saddle. 33.00 Dz.  
Doll of All Nations . . . . . 14.00 Dz.  
Large Gibson Girl . . . . . 40.00 Dz.  
Airplane Lamp, Individually Boxed 2.75 Ea.

**RUBBER MASKS FOR HALLOWEEN**  
Fully modeled, outstanding designs. Soft latex rubber, flexible—move with face, giving life-like appearance. Realistically decorated in appropriate colors.

Witch (M-11)	Devil (M-12)
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Pirate (M-23)	Pig (M-24)
Glamour Girl (M-17)	Old Man (M-18)
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**\$8.00** Doz. Asstd. Retail Value **\$1.49** EA.  
Send for Catalog.  
**Peddlers! Visit Nate and Don't Be Late**  
**Nate's Sales Company**  
1354 S. Halsted St. Chicago 7, Ill.  
Open Sundays Till 5 P.M.

"Diamond Jim"  
**MAN'S WATCH**  
Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.

7 Jewels \$10.95  
15 Jewels 11.95  
17 Jewels 12.95  
Same as above with Benrus, Elgin, Waltham movements. \$3.00 additional.

**Genuine Swiss 2 Button CHRONOGRAPH**  
Guaranteed New \$3.95 each  
lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.15

**LADIES' or GENTS' RECONDITIONED WATCHES**  
Beautiful rhinestone dial, 7 jewels \$7.85  
15 jewels \$9.85  
In lots of 3 or more

**ELGIN WALTHAM GRUEN BENRUS BULOVA**  
Reconditioned Watches  
10K R.G.P. Cases, Rock Crystal, \$2.00 additional. Leather Strap. 25% Deposit on C. O. D. Orders. Wholesale Only. No Retail. Send for big catalog of fast selling items.

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**3 PIECE SET, 50¢**  
Sensational Value—Tremendous Profits  
Sells on sight. Three-piece set in four popular colors—gold finished caps—long-lasting Ball Pen; custom built Hooded Fountain Pen, with 14K Gold Plated Point; Propel-Repel Mechanical Pencil, attractively gift boxed. Terrific advertising specialty item. Sample Set, 80¢; dozen lots, 55¢; gross lots, 50¢ per set. All prices F.O.B. N. Y. C. 25% deposit with order—balance C. O. D.

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Matching Tablecloth and Apron SETS \$11. Dozen  
Sample Set \$1.25—25% Dep. on C.O.D.'s For FREE CATALOG write Dept. B  
JOLE, 251 E. 119 St. New York 35, N. Y.

**FULL FASHIONED NYLON HOSE**  
51-54 Gauge. Packed 3 Pairs to box. New Fall and Winter Shades. Standard Sizes. Our #1s, \$6.00 doz.; #2s, \$3.50 doz.; #3s, \$1.50 doz. Sample order consisting of 3 Pair #1s, 3 Pair #2s, 12 Pair #3s, \$4.00. Full satisfaction guaranteed.  
**NYLON SALES CO.**  
2501-2503 Broad St. Chattanooga, Tenn.

# SALESBOARD SIDELIGHTS

The McNamara Company, Chicago, is releasing a series of new insert pellet boards for its twin-frame line, Color-Ado and the newer Color-Ex stands. Walter McNamara, production department head, lists the new numbers as New High Noon, nickel play; Playtime, nickel play; Crystal Ball, a section board, dime play; Yankee Doodle Dandy, dime play, and Boots and Saddles, a quarter-play board that offers six punches for \$1. Walter adds that four more boards are scheduled for release at an early date. Brothers Bill and Phil, and Jack McMahon, are hard at work hitting the road with the new multiple-release sales story.

Joseph Berkowitz, of the Universal Manufacturing Company, Kansas

City, and who is also president and general manager of Bee Jay Products, Inc., Chicago, announces the appointment of Charles Kidd as director of sales. Kidd will cover Texas, Louisiana, Arkansas and Mississippi. With his background of experience in the ticket and salesboard lines he is expected to perk up sales in his territory. Berkowitz spent a week with Kidd in Texas, during which time they wrote a sizable amount of business, according to the firm's sales department.

Universal Manufacturing, home of the Jar-o-Do line, has just released another small deal called Grab-a-Fin "Pocket Pak." As its name implies, it is small enough, when folded, to carry in the pocket. This pegs it as a good sale item for shops, factories, offices, etc., Berkowitz states. A new football deal, timed with the opening of the season, with a die cut card, is also in the making and will be released soon. Berkowitz reports he is busy with plans for an extensive trip by car thru most of the States east of the Mississippi River

Empire Press, Chicago, is moving into high in sales these days as orders continue to receive on-the-spot attention in the new plant. Joseph Zimmerman, too, continues to call winning numbers in his board line as play-inducing designs are given special stress, according to staffers here . . . J. Worth, Worthmore Ticket Games, Chicago, is another high-hitting boy in the field as fall business rises.

Sam Feldman, sales manager of Harlich Corporation, Chicago, is looking for an "unfreezing" of business on a bang-up scale come the first frost. With sales holding to a steady gradual rise during the past weeks, Sam feels that the order dam will burst when the fall buying season sets in. . . Continued reports of better business levels come from Peerless Products, Inc., Chicago, via Ben and Marshall Maltz. Boys are on their toes with a fall line of numbers hitting the counters.

W. H. Brady Company, Chippewa Falls, Wis., is the first firm to release a holiday-designed item. Its Turkey Push Cards are good Thanksgiving Day numbers, with special appeal for the season. A free catalog is being offered by Brady which features its entire line. . . Gardner & Company, Chicago, officials are pushing their girl board line, stressing a complete new series of boards in all types of play.

**THE SHOT IN THE ARM THE INDUSTRY NEEDS NOW!**

# COLOR-EX

**IT'S BRAND NEW AT A NEW LOW PRICE**

★  
**THE MOST BEAUTIFUL Line of Over 200 Pellet Board Money Makers.**

★  
**WRITE US FOR complete details in revelatory and successful ideas around which our Pellet Boards and COLOR-EX is built.**

★  
**See Your Distributor**

Manufactured by

## The McNAMARA CO.

5729-31 W. Lake St. Chicago 44, Ill.

# Ride a Winner!



**Sweepstake CHARLEY**  
SWEEPSTAKES PAY \$25.10  
\$5.00  
\$4.00 \$3.00

**HITS THE JACKPOT FOR PROFITS !!!**

**ORDER AS FOLLOWS:**

**1000 SWEEPSTAKE CHARLEY 5¢ PLAY**  
TAKES IN : . . . . . \$ 50.00  
PAYS OUT : . . . . . 21.64  
AVERAGE PROFIT : . . . 28.36

**1000 SWEEPSTAKE CHARLEY 10¢ PLAY**  
TAKES IN : . . . . . \$ 100.00  
PAYS OUT : . . . . . 58.27  
AVERAGE PROFIT : . . . 41.73

**1000 SWEEPSTAKE CHARLEY 25¢ PLAY**  
TAKES IN : . . . . . \$ 250.00  
PAYS OUT : . . . . . 172.00  
AVERAGE PROFIT : . . . 78.00

**1000 SWEEPSTAKE CHARLEY \$1.00 PLAY**  
TAKES IN : . . . . . \$1000.00  
PAYS OUT : . . . . . 656.80  
AVERAGE PROFIT : . . . 343.20

**MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED**

**WRITE FOR CIRCULAR**

**LEADING PUNCHBOARD MANUFACTURER OVER 40 YEARS**

## GARDNER & CO.

2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

**FOR THE BEST IN TICKETS**

ALWAYS DEMAND—

We manufacture all kinds of JAR DEALS

**RED — WHITE — BLUE COMBINATIONS**

**LUCKY 7, BINGO, ETC.**

SPECIAL DEALS MADE TO ORDER

**ACE GAMES COMPANY**

Phone: DANube 6-1335  
2716 S. Parkway Chicago 16, Ill.

**SALESBOARDS JAR-O-DO TICKETS**

WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS  
JAR DEALS — BOX DEALS  
BINGO TICKETS — RED WHITE BLUE  
LUCKY 7 — SPINDLES — REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

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**CAROL SALES COMPANY**

312 E. Market St. Elmira, N. Y.

**Closeout On 5c Boards**

Holes	Name	Profit	Each
1200	Goldie	\$32.45	\$1.95
1080	Aloha	30.40	1.95
1196	Georgous	31.50	1.95
1040	Take a Chance	29.40	1.95
1560	The Berries	36.00	1.95
1200	Bill's Jackpot	30.60	1.75
1200	Full of Action	20.50	1.75
1200	Your Jackpot	30.40	1.75
1200	High Top	31.20	1.75
1025	Wonder 3 Bar Jackpot	23.49	1.50
1000	Your Favorite	25.76	1.50

Write now for new low prices on our complete line of boards and tickets.

**T. & C. SALES CO.**

207 No. Sandy St. Jacksonville, Illinois

**GALENTINE PRODUCTS**

MAKE BIG PROFITS!!

*The BEST SALESBOARDS AND JAR DEALS!*

PHONE 2-4261 DAY OR NITE OR WRITE

**GALENTINE NOVELTY CO.**

322 E. COLFAX AVE., SOUTH BEND 24, IND.

**SALESBOARDS CLOSEOUT WHILE THEY LAST**

FIN & SAW BUCK PELLET  
FIN & SAW BUCK PELLET Cig/P  
DOUBLE SAW BUCK PELLET

**CASE OF 12 . . . \$1.50 EA.**

Less Than 12 . . . . . \$1.75 Ea.

Tickets, Jar Deals, Premiums Complete Line

STOP IN TO SEE US

**RAKE COIN MACHINE EXCHANGE**

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S WE ARE MANUFACTURERS B  
P All Kinds—PULL TICKET GAMES A  
E • TIP BOOKS • S  
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**SALESBOARD SPECIALS**

1000 to 1300 Hole Girly Boards, 5¢ Play . . . \$ 2.25  
1000 to 1200 Hole J.P. or Seal Boards, 5¢ . . . 1.95  
25¢ Play Boards, 6 Numbers on Ticket . . . 2.25  
25¢ Play Boards, 6 Tickets to Giant Hole . . . 1.95  
RWB 2170 Single, Fivefold, Pasted in 5s.  
Per Gross . . . . . 144.00  
1000 Hole Plain Boards—55¢ . . . . . 20% Deposit.  
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**GIVE TO THE DAMON RUNYON CANCER FUND**

**NON-COIN OPERATED  
AND  
COIN OPERATED  
WRITE FOR PARTICULARS**



**R. C. WALTERS MFG. CO.**  
4201 Norfolk Ave. St. Louis 10, Mo.

**Skate Industry's Showcase  
Needs Planned Program Aid**

(Continued from page 81)

developed, I have written to several research laboratories to get the ball rolling. My letters to these laboratories read:

"There are approximately 5,000 roller rinks in the United States. The floor space in these rinks average from 5,000 to 37,000 square feet. For years rink operators have been laying maple floors. The skating rink business would prosper and fast if we could have floors with the properties of something similar to Masonite laid upon Celotex or a good noise absorbent of some nature. This could come in slabs, say 4 by 10 feet. It would then be sealed to the base. The ingredients in this composition should have either rosin pumice or some like adhesive property strong enough to resist slipping and sliding but not to a degree where the wheels of the skates would be appreciably slowed. If this could be manufactured in the desirable dimensions and compositions as explained above the result would be a floor that would sell itself immediately to all roller rink operators. It would open up a tremendous field and would stimulate skating in ratio even greater than the stimulus of the Hammond organ and the p.-a. system. It would be the greatest thing that ever happened in roller skating history.

"During the war when research laboratories wanted something they made it, and certainly with the number of roller rinks in the country behind this project and the number of broad-minded men connected with them much can be accomplished. I have the information that some foreign countries are toying with this idea. Must we wait for them to accomplish the job for us?

"Of course, I am aware that I am no research chemist and the formulas I mention may be totally unsuitable, but this should provide the idea of what I have in mind."

**Get Action**

So I have asked these laboratories to come to our assistance and am awaiting their advice and comments. I feel the association of rink men as a whole could do much more in getting action on the floor problem and undoubtedly could present a more intelligent picture to research laboratories. However, I am anxious to do everything I can and hope for some encouraging news in the offing which I hope to be able to present in *The Billboard* in the near future. I must mention at this time that Heiser Products and Perry Giles are still working on floor research.

Noise and dust are two objectionable conditions about roller skating here in Denver where it is high and dry and invariably I get caught on both. The dryness seems to create echos and I find when a little too much powder is used our rink is filled with a choking dust as every preparation we have used turns into a hazy film after it is skated upon for a short while. From time to time some of my non-skating friends visit me.

**Better Products**

While their expressions of the size and beauty of the rink are gratifying, there is the ever-present question of why we cannot do something about the noise and dust. I do not want to create the impression that we have an exceptionally dusty rink but once in a while we do happen to get a little

too much powder on the floor and there is a noticeable film in the air. When we built our rink we secured the best available in the way of eliminating floor noise. Yet we do on occasions receive these impressions of people, which to us are not complimentary. We feel that we have put the best available into our rink and can do nothing more until more satisfactory products appear on the market.

Summing up, I say that we are probably within another cycle. Our business seems to mature overnight and also dies a sudden death. These periodic ups and downs provide a false ego thru prosperity and thus we suffer from the lack of growing pains. Either the business in most rinks is terrific or terrible with no growing pains to help educate us in the art of building a permanent and profitable level. I know the efforts I have put into my rink during this last summer season have borne fruit. I am going to stay in there and pitch; have a place for everything and everything in its place. If I can receive no outside help I certainly will not hesitate to do it myself. After all, confidence and determination have accomplished more in all kinds of endeavor than all the so-called genius in the world. This is how I feel. How about you?

**PIPES**

(Continued from page 90)

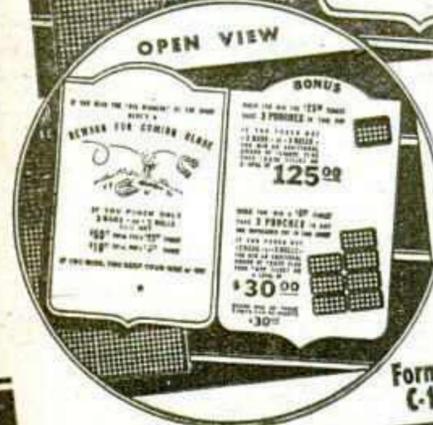
leaf. "Sheet workers," Jack says, "included such notables as Mr. and Mrs. Walter Stoeffel, who worked their Wild Life exhibit to lucrative takes. Pat Malone, who is 69 years old, is still going strong on the farm papers. Reach-Over Sweeney stopped by for a jackpot session and I shook the duke of John H. Marks, a real showman, with a good show. These are the types of persons who make you think it's still great to be with it. Still hitting the high C was my friend, Tempermental Manning. Let's have some pipes from Ray Bowers, of Indianapolis; Judge Patterson, Doc Lewis and Phil Babcock."

GEORGE H. BROOKS . . . throttles thru the following from Knoxville: "I've been working Highway 141 between St. Louis and Springfield, Mo., and No. 66 from Valley Park, Mo. Business was okay too until the county law caught me working without a permit. They advised me to go to the county seat at Clayton, Mo., and obtain a reader if I wished to continue to peddle stick balloons. At the county seat I was told that the fee was \$4, so I left for St. Louis. Made the Washington County Fair at Springfield, Ky., where business was fair. Also worked the fair in Metropolis, Ill. Purveyed snow balls for Slim Lowman at Mt. Vernon, Ill., and went from there to Carrollton, Ill., for the Green County Fair, which was strictly no good. Lincoln, Ill., fair was a red one, as was Logansport and La Porte, Ind. Most of the fairs which I played had plenty of rain. Down here I'm working the Agricultural and Industrial Fair."

*A Winner . . .*



An unusual Charley Board in which your \$25.00 Jackpot ticket can win a Bonus award of as much as \$125.00!! Leatherette Book Cover style.



**KING CHARLEY**  
1200 R. M. Holes 25c Play  
Special Thick  
Takes in . . . . . \$300.00  
Pays out . . . . . 218.59  
Av. Profit . . . . . \$ 81.41

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1200 NORTH HOMAN AVENUE  
CHICAGO 51, ILLINOIS

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JAR GAMES**

Sell in every town and community. Clubs, Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary.

FREE POCKET SALES KIT **40%** ADVANCE COMM.

**Worthmore Ticket Games**  
1828 S. Mich. Ave., Dept. B-24, Chicago 16, Ill.

**TURKEY  
PUSH  
CARDS**

Also all other sizes and types for any and all merchandise.

CATALOG FREE FOR THE ASKING  
**W. H. BRADY CO. MFRS.**  
CHIPPEWA FALLS 35, WISC.

**SALESBOARDS**

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

**SALESBOARDS**

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"  
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS  
10th year giving immediate delivery on finest boards

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P. O. BOX 86-G 222 2nd St. HUNTINGTON BEACH, CALIF.  
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**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. B. T. TARGETS OR KICKER-CATCHERS, \$21.50 each; five for \$100. Ed Ford, 541 S. Dearborn, Chicago 5, Ill.

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. oc15

A-1 SLOT SAFES, SINGLE, CHICAGO, METAL, \$65 each; Nickel and Quarter R. B. Mills Jewel Bell Slots, \$120 each; 1/3 deposit, bal. C.O.D. Business Stimulators, 912 E. Washington, Indianapolis, Ind.

ATTENTION, POP CORN OPERATORS! — When buying any type "Pop" Corn Sez Vendors it's smart to check with the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525. np

COLUMBUS PEANUT OR BALL GUM MACHINES, rebuilt, repainted, \$6 each; Silver King Hot Nut Machines, rebuilt, \$17.50 each; Victory Postage Stamp Machines, like new, \$12.50 each; 2 Revco Ice Cream Machines, \$100 each; add \$10 for crating each machine; 1 Jergens Lotion Machine, \$7.50 each; Advance Selectoria 5¢ Candy Machines, \$15 each. Devices Novelty, Dept. A, 467 Milwaukee Ave., Chicago 10, Ill. MOnroe 6-7533. oc1

ERIE HAND OPERATED DIGGERS, EXHIBIT Merchants, Mutoscopes, Electro - Hoists, Buckleys, Wurlitzer Juke Boxes, \$35 up; Rotary Merchandisers; we buy diggers, rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOLDING SLOT STANDS, NEW—UNPAINTED, \$10.50 each, f.o.b. Capitol Sales Company, 8416 West Colfax, Denver, Colo. oc8

FOR SALE—EIGHT DUCK-PIN ALLEYS COMPLETE; excellent condition; will sell on time to the right party. Betts Chevrolet Sales, Elsie, Mich. se24

FOR SALE—1 WURLITZER, MODEL 1100, Music Box, like new, \$500, or best offer. 302 4th Ave. W., Cape May, N. J.

FOR SALE—1 WURLITZER 1015 WITH COBRA Tone Arm, \$295; 4 Wurlitzer 1015's with Wurlitzer Crystal Pick-Up Conversion Kits installed, \$270; 2 Packard Manhattans, \$250; 3 Rock-Ola 1422's, \$225; 2 Seeburg 147-S, \$395; 1 Wurlitzer 850, \$125; 1 Packard Hideaway, \$150; all machines clean and in perfect condition, ready for location; \$10 extra for crating. Oglethorpe Vending Co., 1513 Paulsen St., Savannah, Ga. se24

FOR SALE—14 "MINIT POP" AUTOMATIC Popcorn Machines; pops while you wait; will sacrifice or trade; dealers, please note. 215 Pleasant St., Spindale, N. C. se24

FOR SALE—FIVE WURLITZER SKEEBALL Machines; very good condition; \$60 each crated; send 1/4 deposit. Curtis Coin Machine Co., 2036 West Forest, Detroit 8, Mich. oc1

FOR SALE—LIKE NEW; 2 EA.; BALLY TRIPLE Bell, \$250; Reserve Bell, \$275; Hi Boy, \$200; Regular Draw Bell, \$125; Deluxe Draw Bell, \$185; Keeney Single Super Bonus, late, \$175; Twin Model, \$275; Mills Cherry Bells, \$75. General Coin Machine Co., 225 North 9th St., Philadelphia 7, Pa.

FOR SALE—7 RCA COIN RADIOS; GOOD condition, slightly used; \$25 each. Write Harold Richards, c/o General Del., Yakima, Wash.

HERE'S READY-MADE BUSINESS — SACRIFICE one-fourth my cost on 95 like new, perfect condition 1¢ and 5¢ vending machines just purchased. Box 2377, Tampa, Fla.

MUST SELL AT ONCE—1 EXHIBIT DALE Gun, \$95; 3 Chicago Coin Goalers, \$35 ea. or 3 for \$90; all A-1 condition, on location at present; full remittance. John Bailey, c/o Greyhound Bus Sta., Tuscaloosa, Ala.

OLD COIN OPERATED COUNTER MACHINES Wanted—Old enough to be interesting. Wayside Country Store, Marlboro, Mass. se24

PIN GAME—GROSS RECEIPTS DOUBLE OFFERING; Popex Home Popcorn Machine; weekly high score prize; \$10 value costs operator \$5; try a sample and be convinced. Beverator Co., Cambridge, Ohio. oc1

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish, all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, New York.

SCALES—6 HAMILTONS, 8 MARIONS, \$57.50 each, f.o.b. Wichita; all like new; on inside location less than year. Midwestern Coin Machine Co., 1457 Jeanette Ave., Wichita 3, Kan.

SMALL ROUTE—15 YEARS OLD; FIVE BALLS, Music, One Ball; Southwest, healthy climate; \$0,000 people; \$15,000 to handle. Box C-432, Billboard, Cincinnati, O. se24

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for prices and samples. Plymouth Press, 506 West 122 St., New York City.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

TWO MILLS GOLDEN FALLS HAND LOADS—Clean 5¢ and 10¢, each \$129; 1/3 with order. McGuire's, 356-360 Main St., Dubuque, Iowa.

WANTED—OLD TIME ARCADE MACHINES (the older the better), Mutoscopes, etc.; must be in good working condition; no payout type considered; what have you? Old Oregon Museum, Gold Hill, Oregon. se24

10 HOLLI-WARE 3 COLUMN SUGAR BOWLS (Penny Vendors), with pedestal stands, all like new, \$300; cost over \$750; 1/3 deposit, balance C.O.D. Autovend Co., 6200 N. E. 24th Ave., Portland, Ore.

WANT TO TRADE CHICKEN SAM RAY GUNS, with Mother-in-Law Conversions, for Total Rolls, Advance Rolls and Ten Strikes; Ray Guns in first class condition. Reliable Skee Ball Co., 2512 Irving Park Rd., Chicago, Ill. se24

35 WIRELESS SEEBURG WALL BOXES, TYPE WI L 56; 2 Seeburg Hidden Units, 5 Tear Drop Horns, 5 Seeburg Counter Brackets, late 46 and 47 model, like new, guaranteed; will sell all for \$1,275; write or wire. Len D. Henry, 2407 N. Huston, Grand Island, Neb.

### UNDER THE MARQUEE

(Continued from page 68)

Bros.' Circus in Spartanburg, S. C., and renewed acquaintances with Art Stahlman, Tom Poplin, Joe Haworth and son, Joe Jr; the Partellos, the Cristiani family, and Peanuts, transportation boss, who used to usher for the Hagenbeck-Wallace Circus.

Towner at sandwich wagon—"I haven't come to any hamburger in this sandwich." Griddle chef: "Don't eat so fast. You may have passed it."

Bob Stevens, former operator of Bailey Bros.' Circus, visited the Chicago office of The Billboard Thursday (8) to report that he had no financial interest in the now closed Robbins Bros.' Circus this year but was general agent only. The Robbins Bros.' title was leased by C. C. Smith, who operated the Robbins' org this year, from Milt Robbins, Stevens said, and the equipment was leased from Guy V. Whitener, Newberry, S. C., president of the Circus Equipment Corporation, to whom Stevens had sold his Bailey Bros.' equipment. Stevens was in Chicago with Charles F. Clarke, who, with his brother, Ernest, was a performer on the Ringling-Barnum show for many years. Clarke had several acts this year on the Robbins org.

Then there is the native who claims he's an old trouser and backs it up with, "I usta sit in the mouth of the tent and take tickets."

Concert line-up on King Bros.' Circus includes Jenny Karell, trick rider and roper; Smokey Duane, trick rider and whips; D. Duane, trick rider and roper; Sugar Kerns, trick riding and roping; Buck Lucas, big loops and big horse catch; Faith King and her spotted stallion, Pancho, and Ed Strand and his comedy mule. . . . Art Miller, general agent of the Kelly-Miller show, visited James Heron's Wild Life and Animal Oddities at Guthrie Center, Ia., recently. . . . Dan Valadon, who spent the summer with his sister in Newport, R. I., visited Hunt Bros.' and Biller Bros.' circuses during their engagements there. . . . Robert Hewitt, of Asheville, N. C., visited Jackie Lynn during Biller Bros. stand in that city recently. Hewitt clowned the night show, following which he was treated to a steak dinner and farewell party by members of clown alley. . . . F. M. Farrell, ventriloquist, with Robbins Bros.' Circus this season is at his home in Ithaca, N. Y. . . . John C. Fulghum, CFA, Richmond, Va., writes that he and wife, accompanied by Joseph John Sauer Jr., caught Dailey Bros.' Circus when it played Petersburg, Va., and visited with Tiger Bill Snyder, Sig Bonhomme, Hazel King and Rube Ray. Other shows the Fulghums caught this season included Rogers, Biller and Hamid-Morton.

**"WORLD RENOWNED"**

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Originated and Designed by Jar-O-Do

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1—\$1.00 HIT  
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CONVENIENT TO SELL IN SHOPS, FACTORIES, OFFICES, ETC.

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OVER ONE GROSS SOLD IN A DAY IN ONE RETAIL STORE.

24 Pads Take in .....	\$144.00
24 Pads Average Payout .....	80.40
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Visit our factory branch office at 1313 W. Randolph St. You'll be amazed at the complete line of Jar-O-Do Ticket Deals and Bee Jay Boards on display there. Bernie Kite, vice-president and district manager, will be on hand to welcome you and serve you.

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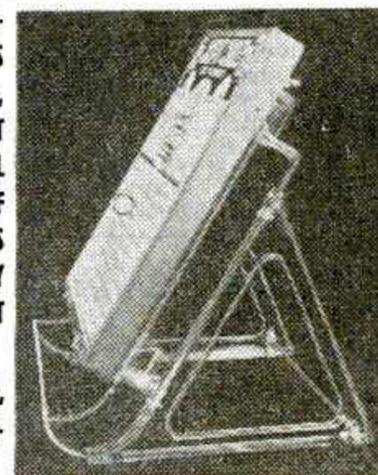
**"SAFETY" SALESBOARD DISPLAY STAND**

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**PROTECTS DISPLAYS DIGNIFIES**

MADE OF TOUGH TRANSPARENT PLASTIC, COVERS THE BACK OF THE BOARD, PROTECTING AGAINST "SLICKERS." HOLDS ALL SIZES AND MAKES OF CHARLEY, J. P. AND TEXAS CHARLEYS AND MANY OTHER BOARDS WITHOUT ANY ADJUSTMENT.

BEAUTIFULLY DISPLAYS, INCREASING SALES CONSIDERABLY.



It's Punchboard Insurance—Will make customers, will get locations. Don't let your competitor get the jump on you.

List price \$4.95.

**JOBBER'S PRICES ON REQUEST**

**DISPLAY PRODUCTS CORP.**

DAYTONA BEACH, FLA.  
OR YOUR PUNCHBOARD MANUFACTURER

## SALESBOARDS— All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick .....	Det. \$ 7.00	\$ .75
1000	25¢	J.P. Charley, Thick .....	Avg. 51.95	1.40
1200	25¢	Texas Charley, Thick .....	Avg. 102.98	1.75
960	5¢	Fully Packed Thick Girl Board .....	Avg. 26.25	2.75
960	5¢	It's the Knots Thick Girl Board .....	Avg. 26.25	2.75
1000	5¢	Barely Speaking Thick Girl Board .....	Avg. 26.60	2.75
1000	5¢	Glovely Lady Thick Girl Board .....	Avg. 28.60	2.75
1200	5¢	Pick a Cherry Thick Seal Board .....	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck Thick, 5 Nos. to Ticket .....	Avg. 33.15	2.85
220	25¢	Kwick Fin Giant Holes, 6 for 25¢ .....	Avg. 28.75	2.50

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Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

## MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

**JAR TICKETS**  
RED, WHITE AND BLUE  
**LUCKY SEVEN**  
**BINGO TICKETS**  
on Sticks—Sizes 1000-1200-1260

Communications to 188 W. Randolph St., Chicago 1, Ill.

# NCMDA HOLDS ANNUAL MEET

## Keeps Board, Officers for Second Terms

### May Expand Membership

CHICAGO, Sept. 17.—Reflecting confidence in the way the association has been governed the past year, the 25 firms which comprise the National Coin Machine Distributors' Association (NCMDA) re-elected the entire board of directors in a general meeting at the Bismarck Hotel here Wednesday morning (14). Later in the day the new board met and re-elected the four executive officers for one-year terms.

Re-elected officers are Lou Wolcher, Advance Automatic Sales, San Francisco, president; Dave Bond, Trimount Coin Machines, Boston, vice-president; Irv Blumenfeld, General Vending Sales, Baltimore, secretary, and Cy Lazar, B. D. Lazar Company, Pittsburgh, treasurer. New board is made up of the present officers plus Leo Weinberger, Southern Automatic, Louisville; Sam London, S. L. London Music, Milwaukee; George Prock, General Distributing, Dallas, and Bill Marmer, Sicking, Inc., Cincinnati. Gil Kitt, Empire Coin Machine Exchange, Chicago, (See NCMDA Keeps Board page 119)

## Proposed Tax on Coinmen Vetoed By K. C. Council

KANSAS CITY, Mo., Sept. 17.—The proposal last week calling for a \$1,000 annual tax to be paid by coin machine distributors and operators here was voted down Friday (9) by the city general council committee. Introduced by Councilman Thomas Gavin, the levy was declared excessive by members of the council, who unanimously recommended its defeat when it is given a final reading.

Representatives of several distributing firms present declared that the measure, if passed, would drive out the small operator with a few machines. It was argued that the ordinance was a revenue instead of a regulatory ordinance.

## United Intros Shuffle Alley, Novelty Game

CHICAGO, Sept. 17.—Quantity deliveries on Shuffle Alley, a new type straight novelty game, were announced this week by Bill DeSelm, United Manufacturing sales manager. Altho the game is built around a bowling theme and features the use of a shuffleboard puck, it differs from previous games along this line in that it permits the player to try to make any shot in actual bowling play. The puck is automatically returned and all phases of bowling scoring are automatically recorded on the game's (See United Intros on page 107)

## Calendar for Coinmen

September 25-26—South Dakota Phonograph Association (SDPA), quarterly meeting, Marvin Hughitt Hotel, Huron, S. D.

September 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadway Hotel, Philadelphia.

September 28—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

October 3—Washington Music Guild (WMG), monthly meeting, Washington.

October 13—Michigan Automatic Phonograph Owners' Association, Inc., (MAPOA), monthly meeting, Maccabees Building, Detroit.

October 24-26—Popcorn industries' convention and show, Palmer House, Chicago.

November 14-17—American Bottlers of Carbonated Beverages (ABCB) annual convention and exhibition, Convention Hall, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard* 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

## Promosh Sparks Launching Of Q-Ball Drive by Lane

NEW YORK, Sept. 17.—An ambitious program to lift a moderately popular game from relative obscurity to the status of a national sport, thru controlled promotional techniques, has been gathering momentum under the direction of a small group of industry leaders headed by Bert Lane. With a coin-operated Belgian-type pool table as the game, and the manner in which bowling has been elevated into country-wide use the apparent pattern, Lane and his associates, headquartered here, already have some 400 games on location, a complete promotional apparatus functioning and a steady flow of new equipment being delivered.

Called "Official Q-Ball," the game is manufactured in Brooklyn by Scientific, producers of Pokerino, for the American Q-Ball Corporation, a new firm headed by Bert Lane. Having standardized a set of rules, the American Q-Ball Congress has also been formed, with Edward Lane as president, to supervise league play, make available trophies and carry on the general promotion aimed at securing public and player acceptance.

The first production models of the game were introduced in this area in July, but only after the entire promotional program had already been blueprinted and could be launched simultaneously. It is understood that the program, upon which the success or failure of the pool game frankly hinges, according to the Lane brothers, was developed over the period of a year.

While some word of the new enterprise leaked out during the initial phase of Q-Ball activity, details were carefully guarded by the principals involved until this week. They told *The Billboard* they now considered the game, by virtue of the special promotion, to have proved itself thru "high income" on location. They maintained that this revenue increases as the game remains in operation.

Bert Lane attributed the success of the game to date entirely to the accompanying promotion. "We are certain," he said, "that if the promotion is sustained, Q-Ball will become a national sport comparable to bowling and, as such, become a form of recreation in which all population (See Promosh Sparks on page 119)

## Nova Scotia Cities Given Okay To License Pin Games

HALIFAX, N. S., Sept. 17.—A recent ruling in New Brunswick Supreme Court banning pinball machines after September 19 does not apply to the province of Nova Scotia. The Nova Scotia courts this week ruled the pinball machines are legal if they are licensed by cities and towns and used for amusement purposes only. City, town, provincial and Dominion police announced that action threatened in New Brunswick, that of seizure and confiscation, with court cases to follow, will not prevail in Nova Scotia.

In Halifax the machines and their operation are covered by Section 510 of the city charter as follows:

"No person shall operate or cause to be operated any machine, pinboard or other automatic machine operated by insertion of a coin, the operation

of which is not prohibited by the laws of Canada or of this province, unless a license has been obtained permitting such machines to be operated. The annual license fee for each machine or pinboard is \$50."

License legislation for other than juke boxes has not been passed in the province of New Brunswick or in any individual cities and towns. For the past 30 years there have been arrangements between operators-distributors and city and town councils under which operations have been permitted in a number of centers.

License legislation will likely be introduced in some cities and towns to license the pinboards in the near future. They have been operating in Edmundson, Connors, St. Leonard, Perth, Grand Falls, Bathurst, McAdam, Chatham, Campbellton, St. John, Minto, Shediac and Milltown.

## Parleys With CMI, 1-Ball, Bell Groups

### Progress Marks Sessions

CHICAGO, Sept. 17.—In session at the Bismarck Hotel here Wednesday and Thursday (14, 15), the National Coin Machine Distributors Association held its annual general membership and board of directors meetings. It completed a busy 48 hours by sandwiching in round-table discussions with the remaining members of Coin Machine Institute (CMI) and a five-man committee representing the one-ball and bell trade interests. In addition many of the 25 five-ball distributor firms belonging to NCMDA attended distributor network meets held by Bally Manufacturing, Thursday and Friday, and Williams Manufacturing, Friday.

Besides holding executive and board elections (see separate story), the association split up into several small committees which worked out 1950 plans for membership, the budget, public relations, manufacturers liaison, advertising and NCMDA's bulletin service.

### Add Member

At the Wednesday morning general session, the proposal to double the membership, a move which seemed almost certain of passage a week ago, was deferred indefinitely. Instead a plan to increase memberships gradually was adopted. Major reason for putting aside the mass increase idea was a direct result of talks by chair- (See NCMDA Holds on page 106)

## Belgian Pool Units Exempt From 10% Tax

### Edelco Obtains Ruling

CHICAGO, Sept. 17.—Coin-operated Belgian-type pool tables are not subject to the federal manufacturer's excise tax of 10 per cent, according to a recent ruling by the Department of Internal Revenue.

The Coin Machine Institute (CMI) presented the matter to revenue officials at the request of Edelco Manufacturing & Sales Company, Detroit. The firm, which has been manufacturing Seven-Hi, coin-operated Belgian-type pool table for some time, had been notified it would be required to pay the 10 per cent tax on each table from the time it began the manufacture of the amusement game.

The department ruling exempting this type of coin-operated game from the excise levy was made by Charles J. Valaer, deputy commissioner of internal revenue, in a letter dated September 6, to the Edelco firm.

Valaer agreed with CMI's contention that the game as constructed and played did not come within the meaning of that section of the law imposing the manufacturer's tax on billiard and pool tables.

# Increased Labor Costs Analyzed

## Shoeshine Mfrs. Change Designs, Views; Price Tags Moving Down

CHICAGO, Sept. 17. — A definite design and price pattern has emerged in the automatic shoeshining field, a September Vend survey of shiner manufacturers indicates. Generally, the lavish claims for the coin shiners are held to a down-to-earth level, stressing frequent use to obtain neat appearing footwear.

Most prices have settled to more sales-catching levels, ranging from \$100 up to \$395. As late as December last year, prices ran from a rock-bottom \$185 to a high of \$700. Too, shiner makers are offering quantity discounts, with "quantity" usually meaning orders of five or more machines. Manufacturers have also ceased to make production claims of 1,000 or more units per month.

A move toward standardization of the type of polishing agent used has been noted. The greater number of machines now employ a neutral stick or bar wax, with colored (black or brown) wax next in popularity. Neutral liquid polish and colored liquid polish follow in that order.

Most of the manufacturers now offer optional nickel or dime operation without extra charge.

### Firms Report

Responding to the survey, 10 of the 18 manufacturers replying to an earlier check last December reported the following facts:

Alco-Deree Company, Chicago: Kix-Wax unit in production. Price remains at \$249.50. Uses neutral

wax polish, optional nickel-dime operation. Quantity discounts.

Associated Industries, Inc., Milwaukee: Price starts at \$395 for less than five units; \$314.50 for 5 to 25 units and \$269.50 for over 25. Neutral liquid polish used. Nickel-dime operation optional.

Better Shoe Shine Company, St. Louis: Shiner lists for \$185, uses neutral wax. Dime operation.

Don Manufacturing Company, San Francisco: \$289.50 for less than five machines; \$269.50 for five or more. Colored liquid polish used, featuring customer control of amount of polish applied. Nickel operation standard, but dime coin chutes obtained on special order.

### Stress Dime Op

Falcon Company, Detroit: Shiner cost, \$225, with quantity discounts at an unspecified rate. Uses neutral cake-wax. Nickel-dime operation (See Shoeshine Mfrs. on page 101)

## 2-Flavor Bottle Vender Unveiled By Master Corp.

LITTLE ROCK, Sept. 17. — Production on a new dual flavor bottle vender was announced last week by the Master Corporation. Unit, which is being produced for the firm by a Cleveland manufacturer, will be sold thru the Master sales organization, according to C. M. McMullin, president.

Called the Vendmaster, the machine offers a vending capacity of 132 bottles (66 for each flavor) and pre-cool space for an additional 44 bottles. Weighing 575 pounds, it is 5 feet 9 inches high, 40 inches wide and 24 inches deep. Fiberglass is used as the insulating material. Power mechanism and vending rack assemblies are of the package unit type, permitting interchanging without use of tools.

Vending action is by gravity feed. Ten inclined racks on either side of the vender contain five bottles each, with additional bottles stacked in a single row (one on each side), the full height of the 10 tiers. Bottles are delivered to customers from these vertical passages thru openings directly below each one.

Master Corporation will show its new machine at the American Bottlers of Carbonated Beverages (ABCB) exhibit in November.

## Agriculture Officials See Venders Aiding Apple Sales

WASHINGTON, Sept. 17. — Agriculture Department marketing experts are looking forward to possible widespread use of apple venders as an aid in avoiding future surpluses. Faced with a 1949 crop of 127,800,000 bushels of apples—45 per cent larger than last year—the agency is desperately hoping for new outlets. One of the most encouraging, they feel, is the apple vending machine.

Production of apples in recent months has been so heavy that in August the agency was forced to buy 135 carloads of one variety to avoid having fruit rot. Many of the early apples, Agriculture said, are being

## Vend Survey Reveals Route Men Get More \$\$\$, Work Less Hours, Gain Benefits

### Many Firms Offer Bonus, Profit-Sharing Arrangements

CHICAGO, Sept. 17.—Graphically illustrating increased costs of labor on the automatic merchandising route, the September issue of Vend, sister publication of The Billboard, points out that average hourly rates

for route and servicemen increased from \$1.13 in 1947 to \$1.40 in 1949. This fact appears in a comprehensive study of vending machine route men entitled *Men on the Route*.

The feature also discloses:

1. The average route man works 43½ hours.
2. Route men earn an average weekly pay of \$61.08.
3. Mechanics earn an average weekly pay of \$60.65.
4. Most automatic merchandising firms operate more than one type of vending and/or service equipment.
5. A high percentage of operating companies (29.8 per cent) have some sort of profit-sharing or bonus arrangement with their employees.

Vend's study was based on a survey conducted among 4,430 operators of vending equipment. At press time considerably more than 10 per cent of the operators (686) had returned questionnaires. Of this group only 282 questionnaires (6.4 per cent of the total mailed) were used in the tabulations. Other questionnaires were eliminated when they did not stand the editors' tests for accuracy or were returned incomplete.

### One-Man Operating

Of the 282 operators participating in the survey, 137 represented one-man operations—that is, operations where only the owner was actively engaged—while 145 of the operations had one or more employees. A majority (54 per cent) of the one-man firms said they had fewer than 50 vending machines on location. Only 10 per cent of the firms with employees had fewer than 50 machines (these were usually cup-type drink machines, ice cream venders and similar equipment requiring daily service).

Thirty per cent of the firms with (See *Increased Labor* on page 98)

## Cole Products Sets Cup Venders at L. A. County Fairgrounds

CHICAGO, Sept. 17.—Cole Products Corporation announced this week it had been given the go-ahead signal by officials of the Los Angeles County Fair, Pomona, Calif., to install Cole Spa cup venders on the fairgrounds. The 1948 fair drew a paid attendance of over 1,000,000. This year, during the September 16 to October 1 run, attendance is expected to top last year's.

According to Al Cole, Cole Products president, the fair's million-plus attendance will mean that each cup vender on the grounds will be in operation at capacity performance for a full 10 hours a day for the 16-day celebration.

### Model 49 \$ Tag

MORRIS, Ill., Sept. 17. — A story in the September 10 issue of *The Billboard* stated that Northwestern Corporation's Model 49 bulk vender, single unit, was priced at \$17.55. It should have carried the new \$13.75 price for the single machine.

## One-Use Tooth Brush Co. Now In 25 States

### 2,200 Units on Location

LOS ANGELES, Sept. 17. — The One-Use Tooth Brush Company has approximately 2,200 vending machines operating in 25 States, Leonard Conn, president of the firm, reported this week. Increased distributorship on the Pacific Coast has assured consumers of being able to obtain the product on highways from San Diego to Seattle, it was claimed.

A survey of One-Use locations this summer showed an average 90 per cent increase over a corresponding period in 1948. As an example Four Star Vendors, operating in the San Diego area, have doubled their operation in the past year.

Popularity of the item has caused several airports to request machines in territories where distributorships had not yet been set up, Conn reported. Acceptance of the product by navy personnel has been one factor in promoting Coast highway locations. For example, some gas stations asked that machines be installed, claiming they were losing naval customers to locations with One-Use venders.

No changes have been made in the machine, Conn stated, and none are contemplated at this time.

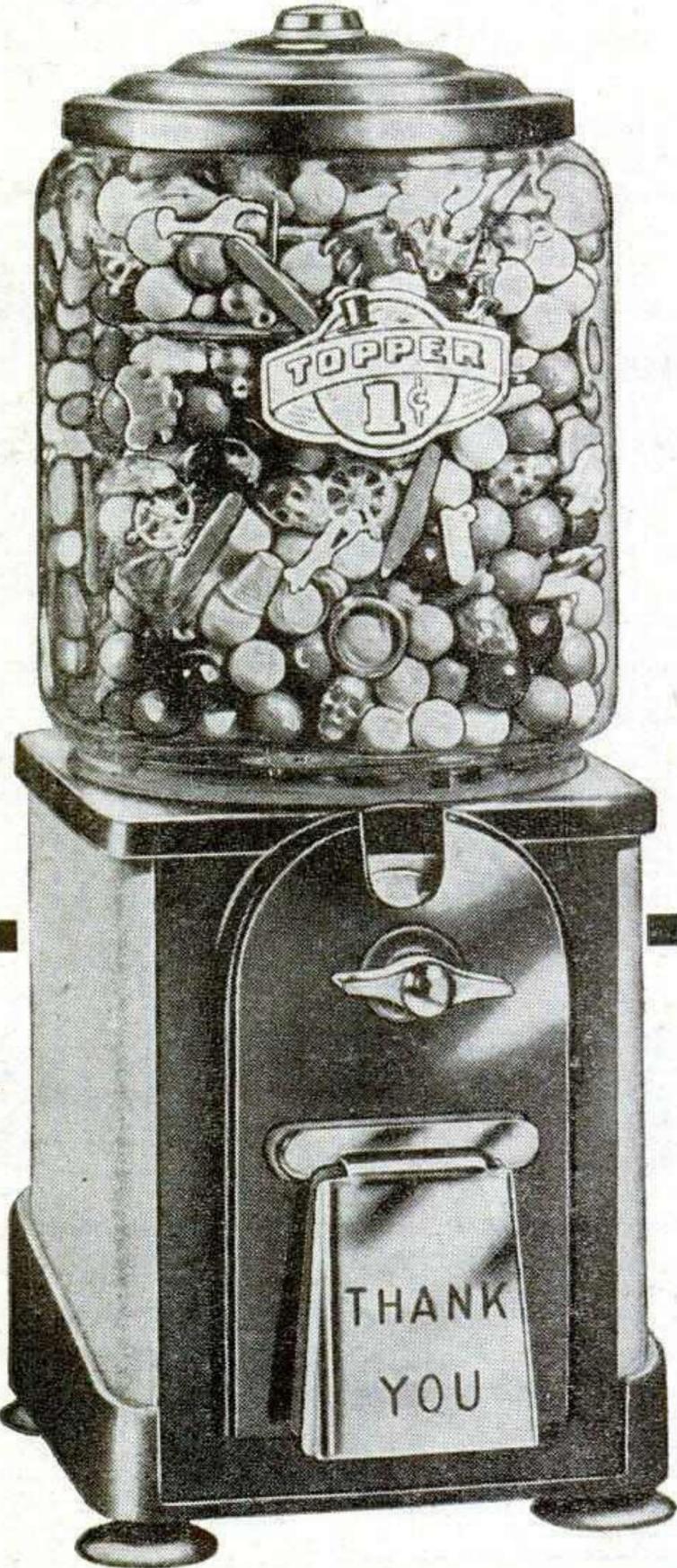
In expanding operations the firm is now putting out a gift pack of brushes and powder for over-the-counter sale, retailing at \$1.25.

A publicity campaign headed by Winifred S. Guild, former newspaper-woman, has achieved breaks for the firm in the September issues of *McCall's* and *Mademoiselle*.

left on the trees for want of markets. Adding to the apple headache is the expectation that the Canadian crop will be 20 per cent more than 1948. The Canadians plan to export a large proportion of the estimated production of 16,216,000 bushels to this country.

Agriculture Department officials say that the development of frozen concentrate of oranges has helped solve the prospect of over-production of that fruit. If apple venders can take care of the over-production of apples, the agency will be greatly pleased, and the taxpayer would benefit by having less federal money spent to buy up apples.

ENJOYING UNPRECEDENTED POPULARITY ...  
**VICTOR'S NEW TOPPER**



The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.  
 \* Vends the combination of ball gum and charms like magic.  
 \* Also efficiently vends all other kinds of bulk merchandise.  
 \* Globes can be cleaned and refilled at home or shop and can be exchanged and installed on-location in 30 seconds.  
 \* The base is a combination cash box and wall bracket.  
 \* Finished in red and black enamel (baked on). Trimmed in beautiful chrome.  
 \* The new TOPPER comes in 1¢ only.  
 When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

**TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE**  
**\$43.00 PER CASE**  
 IN LOTS OF 1 TO 5 CASES  
 This Figures Only  
**\$10.75 Per Machine!**  
**\$10.00 Per Machine**  
 in Lots of 25 Cases

Contact your jobber today, or write direct.  
**TOPPER WILL GET YOU ON TOP**  
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**VICTOR VENDING CORPORATION**  
 5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

**N. C. Coca-Cola Company Suing For Tax Refund**

CHARLOTTE, N. C., Sept. 17. — The Charlotte Coca-Cola Bottling Company is suing State Revenue Commissioner Eugene G. Shaw for recovery of \$5,235, alleged to have been paid under written protest as tax assessments on certain vending machines.

The suit alleges three assessments levied by the State of North Carolina against the plaintiff on the vending machines violates federal and State constitutions. Of the total amount, a tax of \$100 per year for three previous years and the remainder of \$4,935 was computed by the tax of \$15 per machine for the year during which they had been operated.

On March 30, 1949, the complaint recites, the company demanded of the defendant a refund of the payments, a total of \$5,235, but the demand was refused.

The machines, the Coca-Cola Company sets forth, are furnished by the plaintiff in order to facilitate the wholesale distribution of its products, but are operated and controlled entirely by the retail merchants in whose establishments they are placed, with the proceeds going to the retailers.

The Coca-Cola Company contends the levies violate the rights under the 14th Amendment of the U. S. Constitution, depriving the plaintiff of its property without due process of law. Infraction of Paragraph 3, Article 5 of the State Constitution, assuring equal protection under the law, is also alleged by the plaintiff.

**Austin Packing Co. Skeds Annual Sales Meet at NAMA Show**

CHICAGO, Sept. 17. — Tying in with the sales theme of the 1949 National Automatic Merchandising Association (NAMA) convention, November 27-30, the Austin Packing Company, Baltimore, has announced that it will hold its annual sales meeting at the confab. Austin supplies cookies to the jobber trade and vending machine outlets.

Austin representatives from 31 States east of the Mississippi River are scheduled to attend the Atlantic City show.

**J. P. S. Enterprises Produces 1c Changer**

CHICAGO, Sept. 17.—J. P. S. Enterprises announced this week that initial production-line output of its electrically operated penny change maker unit (*The Billboard*, August 20) has been started.

Firm, headquartered at 6815 Lakewood Avenue, states the penny unit, weighing 14 pounds, is designed for normal installation outside the vender cabinet.

**Hupp Corp. Financial Report**

CLEVELAND, Sept. 17. — Hupp Corporation, which manufacturers a console-type cup vender, reported this week that for the first six months this year to June 30 a net loss of \$212,961 was recorded. This compares to a net profit of \$80,534 during same period during 1948.

**Distrib DuGrenier Manual**

HAVERHILL, Mass., Sept. 17. — Arthur H. DuGrenier, Inc., vending machine manufacturer, will start distributing a service manual for its electric cigarette merchandiser this month. The 16-page manual will detail tested maintenance procedures and carry a complete parts list.

**A MONEY-MAKER ON EVERY LOCATION!**



**SILVER KINGS "HUNTER"**  
 Only \$45.00 F. O. B. Aurora  
**Nets Up to 75¢ of Every Dollar You Take In!**  
 "A real money maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as \$10.55 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1¢, 5¢, 2 for 1¢. U. S. and Foreign Coins.

**SILVER KING CORP.**  
 622 Diversey Parkway Chicago 14, Ill.

**Earn BIG Profits ALKUNO**  
**5c GUM AND CANDY VENDOR**  
 Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.  
**MODEL 500**  
 Metal Cabinet and Base Ht. on Base, 60"x18" Wt. on Base, 64 Lbs.  
 Price . . . . . \$69.50  
 Base . . . . . 15.00  
 Immediate Delivery in Green, Blue or Tan.  
 Write for Catalog of Complete Line of 5c Gum and Candy Vendors.  
**ALKUNO & CO.**  
 408 Concord Ave. NEW YORK 54, N. Y. Melrose 5-7757

**Northwestern**  
**NEW REDUCED PRICES**  
**MODEL 49 SPECIAL**  
 \$13.35 Ea.—Qty. Price Sample \$13.75  
**MODEL 39**  
 \$12.25 Ea.—Qty. Sample \$12.75  
**MODEL 33**  
 \$10.95 Ea.—Qty. Sample \$11.50  
**33 BALL GUM**  
 \$9.95 Ea.—Qty. Sample \$10.50  
**MODEL 40**  
 \$8.95 Ea.—Qty. Sample \$9.50  
 Factory Fresh Vender Confections—Charms—Parts and Supplies. WRITE FOR LIST.  
**BADGER SALES CO., INC.**  
 2251 W. Pico Blvd. Los Angeles 6, Calif.

**Complete, Separate Service Heads on ACORN**  
 1¢ or 5¢ All Purpose Bulk Merchandiser  
 Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.  
 Write today!  
**Operators Vending Machine Supply Co.**  
 1023 South Grand, Los Angeles 18, Calif.

**NEW VENDORS**

N.W. Mod. 49, 1¢ or 5¢	\$17.55
N.W. Dual, Comb. 1¢ & 5¢	45.00
N.W. DeLuxe, Comb. 1¢ & 5¢	27.00
N.W. Mod. 33, 1¢	11.50
N.W. Mod. 39, 1¢	12.75
N.W. Mod. 40, 1¢	9.50
N.W. Mod. 33 Ball Gum, 1¢	10.50
Victor Universal, 1¢	13.95
Victor Mod. V, 1¢	12.75
Victor Topper, 1¢, Case of 4	43.00
Less in Quantities	
Silver King, All Models	13.95
In quantity, Ea.	10.55
2 to 5	\$12.50
6 to 11	\$11.55
Master #2, Comb. 1¢ & 5¢	17.50
Master 1¢ Novelty	13.95
Shipman Triplex, 1¢ & 3¢ Stamp	39.50
N.W. National Postage, Roll Type	69.00
Adams Gum, Mod. G.V., 6 Col., 1¢	19.50
Col. Tri-Mor With Pedestal	45.00
Col. Bi-Mor With Pedestal	36.00
Col. 46 Z, 1¢, Up to 12 Mchs.	12.00
Col. 46 ZB, 5¢, Up to 12 Mchs.	12.75
Col. 46 G, 1¢, Up to 12 Mchs.	11.50
Adams Gum Mod. N, 1¢	22.50
Marion Scales	79.50
Watling Scales	Write

**Gov't Moves To Up Sugar Quotas**

WASHINGTON, Sept. 17.—A move this week by the Agriculture Department to increase the domestic sugar quota from 7,250,000 tons to 7,500,000 tons was immediately hailed by vending machine suppliers and other industrial sugar users as a step in the right direction. However, the sugar users sent an immediate plea to Agriculture Secretary Charles Brannan to increase the quota further.

Calling the increased figure "still inadequate," the American Bottlers of Carbonated Beverages (ABCB), International Association of Ice Cream Manufacturers (IAICM), National Confectioners Association (NCA), Association of Cocoa and Chocolate Manufacturers (ACCM), and the America Bakers Association (ABA) joined together to urge Brannan's "continued attention to providing sufficient sugar to meet consumer needs thru a further increase in the 1949 domestic sugar consumption requirements."

The increase, the sugar users commented, "will prove helpful in relieving a situation which had reached an alarming point." They added, however, that "the most critical period still lies ahead."

The action taken by the agency was to lift the "estimate" of 1949 sugar requirements. Since this estimate is used to boost or lower the imports of sugar from other countries, it is an equivalent to a quota for U. S. sugar users.

**Charms Output Doubles in Year**

NEW YORK, Sept. 17.—The output of charms, used by bulk machine operators to boost ball gum sales, has more than doubled in the past year, according to Robert K. Guggenheim, president of Karl Guggenheim, Inc. This month sales are higher than ever, as youngsters returning to schools throuout the country patronize neighborhood locations, he stated.

The firm, which was founded 48 years ago, maintains a special department for the development of new charm lines. Its latest item is a replica of a collegiate football helmet.

**Candy & Gum Lines In N. J. Put Under Fair Trade Rulings**

NEWARK, N. J., Sept. 17. — The signing of fair trade agreements covering retail selling prices of popular candy bars and gum by a New Jersey wholesaler and retailer earlier this month placed brands of both items under State-wide minimum price regulations. Under a State law such agreements, altho made by only two firms, are binding on all dealers throuout the State.

Signing the agreement were the Colonial Candy Company, Inc., Bayonne, a distributor, and Joseph Pazen, retail store owner, Jersey City. As stipulated by statutes, fair trade agreements between wholesalers and retailers require compliance by every retailer selling the specified products in the State without a manufacturer being a party to the contracts.

According to wholesalers and retailers in New Jersey, fair trade contracts became necessary after enactment of the State unfair cigarette sales act as some dealers turned to candy and gum lines as "loss leaders."

Candy and gum firms affected by the fair trade contracts are Ludens, Inc.; Charms Co.; Lamont, Corliss & Co.; Hershey Chocolate Corp.; D. L. Clark Co.; William Wrigley Jr. Co.; Beech-Nut Packing Co.; American Chicle Co.; Mars, Inc.; Peter Paul, Inc.; Mason Au & Magenheimer, Inc.; Life Savers Corp.; Schutter Candy Co.; Williamson Candy Co., and New England Confectionery Co.

*Now you can CUT VENDER SERVICING TIME AND COSTS IN HALF - Boost Profits to New Highs!*

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. That means twice as many machines serviced per day per man... servicing costs cut in half... far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

**Northwestern**

MODEL 49



WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**"RAKE" 24 PAY PLAN**  
All Machines Listed Above Sold on Our 24 Pay Time Payment Plan.  
**WRITE FOR COMPLETE DETAILS**  
Specify What Machines You Are Interested in Purchasing.

**NEW COUNTER GAMES**

Buddy, 1¢ Cig. Reels	\$19.50
Silver King Hunter, 1¢	45.00
A.B.T. Strikalite	42.50
A.B.T. Skill Gun, 1¢	57.50
Kicker & Catcher, 1¢	34.50
Silver King Target King, 1¢	45.00
Acme Shocker, 1¢	18.75
Gottlieb Grip Scale	24.50

**NEW SLOTS**

Col. Bell Twin J.P.	\$145.00
Mills V.P. Bell, 5¢	65.00
Mills Q.T., 5¢	115.00
Mills Blue Bell, Black Beauty, Melon Bell, Bonus Bell, Etc.	Write

**REBUILT CIGARETTE MACHS.**

Du Grenier Mod. V, 7 Col., 25¢	\$69.50
Du Grenier Mod. W, 9 Col., 25¢	75.00
Du Grenier 4 Col., 25¢	29.50
U-Need-a-Pak 8 and 9 Col., 25¢	54.50
U-Need-a-Pak Mod. 500, 9 Col., 25¢	79.50

**RECONDITIONED VENDORS**

Advance Ball Gum, 1¢	\$ 5.95
N.W. De Luxe, 1¢ or 5¢	15.00
N.W. Mod. 33 Ball Gum	7.50
N.W. Dual 1¢ & 5¢	25.00
Col. Mod. 46, 1¢	7.50
Yu-Chu Ball Gum, 1¢	6.50
Silver Kings, 1¢	7.50
Silver Kings, 5¢	8.00
Victor Mod. V Globe Type, 1¢	8.95
Victor Mod. V Cab. Type, 1¢	9.95
N.Y. 1¢ & 3¢ Stamp	12.50
Shipman Duplex 1¢ & 3¢ Stamp	19.50
Adams Gum, Mod. G.V., 6 Col., 1¢	14.50
U-Select-It Candy Bar, 54 Bar, 5¢	29.50
Match Box Vendors (New)	4.95
Master #2, 1¢-5¢ Comb.	10.00
Master #6, 5¢	10.00
Master 1¢ Novelty	8.50
Duplex Vendors, 2 Comp.	10.00

**USED COUNTER GAMES**

Mills V.P. Bells, 5¢	\$44.50
Imps, 1¢ Cig. Reels	10.00
Marvel, 1¢ Tok. Pay	22.50
American Eagle, 1¢ Tok. Pay	19.50
Pop-Ups, 1¢ Counter Game	14.50
Whirl-a-Ball, 1¢ Counter Game	19.50
A.B.T. Challenger, 1¢	19.50

**GENUINE LEAF RAINBLOW BUBBLE GUM**  
5/8" Size .26¢ lb.—170 & 210 Ct. .27¢ lb.  
Packed 25 lb. Ctc. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

SEND FOR COMPLETE PRICE LIST-B OF COIN OPERATED MACHINES & SUPPLIES  
1/3 With Order, Balance C. O. D.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN ST. PHILA 23, PA  
LOmbard 3-2676

**TOPPERS**  
Efficiently vends ball gum, charms and other bulk merchandise.  
Packed 4 to Case. \$43.00 per case. (Request quantity prices.)  
**WRITE FOR CATALOG** on bulk merchandise, gum, etc.; amusement games, music boxes, etc.  
**PARKWAY MACHINE CORP.**  
Dept. 30  
623 W. North Ave. Baltimore 17, Md.

**HOLD EVERYTHING for the NEW KOFFEE KING**  
New Futuramic Hot Coffee Vendor

**ATTENTION—25¢ & 30¢ CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

**CIGARETTE MACHINES**

NATIONAL ELECTRIC, 9 Cols.	\$199.50
UNEEDA, 8 Cols.	135.00
UNEEDA, 6 Cols.	125.00
Uneeda Model 500, 9 Col., 350 Pack Cap.	100.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
ROWE PRESIDENT, 10 Col.	110.00
Royal, 10 Col., 400 Pack Cap.	97.50
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Special! 8 Col. Cig. VENDOR	39.50
Special! 4 Col. VENDOR, 80 Pack Cap.	20.00

**CANDY MACHINES**

National 9-18	\$100.00
ROWE, 120 Bar Cap.	85.00
UNEEDA CANDY, 102 Bar Cap.	75.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
ROWE 5 COL. 1c GUM VENDOR	15.00

**SALE \$62.50**  
DuGrenier MODEL W, 9 col. 308 pack cap., also WD model

**SALE \$65.00**  
Candyman 72 bar cap. Enclosed base

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models

**UNEEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK



UNIVERSAL

MODEL V

TOPPER

HOT-POP

**VICTOR'S 4 BIG WINNERS**

**YOU CAN TURN THE MARKET UPSIDE DOWN and Shake It 'Round and 'Round... But you'll never find better bulk vendors than VICTOR'S.** Investigate the tremendous profit potentialities of these great vendors... long famous for their **STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.**

*It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!*

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

**Increased Labor Costs Analyzed**

(Continued from page 95) employees said that they were operating 400 or more machines. Altho there was no accurate measure from previous years with which this figure could be compared, Vend editors said it represented substantial growth in the number of larger operators.

As might be expected, the one-man operations were weighted in favor of specialized routes. That is, routes with only one type of vending machine. Firms with employees, however, showed a marked trend toward diversification of equipment with 66 per cent of the total group operating two or more types of vending machines. Among firms with employees 11 per cent said they operated four or more types of vending machines and are thus able to offer their customers and potential stops a form of "packaged" vending service.

All told, the 145 firms with employees reported having 893 full-time and 95 part-time employees—188 of these office workers and 800 outside workers.

**Straight Salary**

Far and away the most popular form of remuneration for route men, Vend points out, is the straight salary: 60 per cent of the firms pay their men in this fashion, 17 per cent pay commission only, 33 per cent pay a combination of salary plus commission. (The figure does not add up to 100 per cent since some firms use more than one method of payment.)

Most companies likewise furnish transportation for their route or servicemen, the study revealed. Company-owned trucks and/or cars are furnished by 74.4 per cent of the operators; in 22.7 per cent of the firms the men use their own cars and are given a car allowance; in 6.2 per cent the operator gives his men their choice of driving company-owned vehicles or furnishing their own transportation. This figure adds up to over 100 per cent because of overlapping in methods.

There is a trend in vending, the survey disclosed, toward specialization of route men where the operation consists of more than one type of equipment. In other words, a company operating both cigarette and cup-type drink machines would have separate staffs to service each type.

"The number of operators who specialize their men in one type of equipment ran impressively large in this survey," Vend points out. "In all, 48 per cent say they have their men specializing, while 52 per cent have men working on more than one type."

**1950 NCA Convention Chairmen Appointed**

CHICAGO, Sept. 17. — National Confectioners' Association (NCA) announced this week that Irvin C. Shaffer, Just Born, Inc., will serve as general chairman of the organization's 67th annual convention to be held in New York June 4-9. Charles R. Adelson, Delson Candy Company, will act as program chairman.

It was also announced that NCA conventions for 1951 and 1952 will be held at the Stevens Hotel in Chicago. Meet will be moved back to New York for 1953.

At the confab this year, convention sessions and entertainment features will be held at the Waldorf-Astoria, while the exposition itself will be housed on the first floor of the Grand Central Palace.

**Anello Ferrara Dies**

CHICAGO, Sept. 17. Anello Ferrara (Pagano), vice-president of the Ferrara Candy Company, died at his home here early this week. Interment was Friday (9) in Mount Carmel.

**SMALLEST VENDING ALMONDS EVEN FOR BIGGER HANDFULS**

**T-Nee California**  
875 to 925 Count  
**ALMONDS**

New crop, wonderful flavor. Vacuum-packed at the orchard in 5 lb. tins to save you money. WRITE FOR PRICE LIST!  
**LA RUE INTERNATIONAL, 540 HAYES ST. SAN FRANCISCO, CAL.**

**HOT-POP POPCORN VENDOR**  
(Non-Coin Operated)  
**\$47.50**

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

**LOGAN DIST. CO.**  
JACK NELSON JR. Gen. Mgr.  
2320 Milwaukee Ave. Chicago 47, Ill.

**RAIN-BLO BUBBLE BALL GUM**

150# to 475#, 5/8", 140 C, 27c  
170 and 210, 29c per pound  
500# or more, 3/8", 140 C, 26c  
170 and 210, 28c per pound

Freight prepaid from factory on 150# or more. Full cash with order.

**T. O. THOMAS CO.**  
PADUCAH, KY.  
(Distributors since 1940)

HERE'S A SIMPLE STORY!

**ACORN**

1c or 5c All Purpose Bulk Merchandiser  
Simply sells all types of bulk merchandise as fast as you load it!

WRITE TODAY!  
**CAMCO VENDING SERVICE**  
432 W. 42d St. New York 19, N. Y. LONgacre 3-1334

**DO YOU KNOW?**

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.

BRAND NEW  
**LUCKY BOY VENDORS**

**\$9.75** Lots of 5. \$8.75

EACH 1c or 5c MODEL Lots of 25. \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**GIVE TO THE RUNYON CANCER FUND**

**NO COST! NO OBLIGATION!**

Let us arrange a **FREE DEMONSTRATION** to prove the unique advantages of **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**

★ **STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL**

★ **ELECTRICAL AND MECHANICAL PERFECTION SIMPLICITY** itself. Only a single motor, one relay and two solenoids.

★ **SUPER CHANGE MAKER (OPTIONAL)**—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.

★ **HOLDS 432 CIGARETTE PACKS** in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.

★ **EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY**

MANUFACTURED BY **J. H. KEENEY & CO., CHICAGO 32, ILL.**

Distributed in Eastern Tennessee—Georgia—Alabama—by:

**HANKIN DISTRIBUTORS** 706 Spring St., N. W., Atlanta, Ga. See Morris Hankin

**ED HEATH DIST. CO.** 217 Third St., Macon, Ga. See Ed Heath

# CHARMS

- FOOTBALLS (plastic, 6 colors) \$3.75 M
- FOOTBALLS (copper plated) .. 6.00 M
- FOOTBALLS (gold finished)... 7.00 M
- ALPHABETO (26 letters & 10 numerals)
- PLASTIC .....\$2.00 M
- METAL PLATED..... 4.25 M

**PAUL A. PRICE CO.** Dept. C  
220 Broadway New York 7, N. Y.

## Spacarb Record

WASHINGTON, Sept. 17. — Bayne Phipps, Spacarb, is claiming a local record for his soft drink dispenser located in the lobby of Keith's Theater. On the opening day of *Mighty Joe Young*, the machine dispensed 2,100 drinks. Average for the machine is between '00 and 1,000 drinks daily.

## Regent Vending Starts 2d Run On Shoe Shiner

OTTAWA, Sept. 17.—Regent Vending Machine, Ltd., began its second production run of shoeshine machines this week, according to an announcement by Mack Levin, owner.

The shiners are manufactured here under license arrangements with Sam Sacks, of Uneda Shine Machine Company, New York City.

## Frez-o-Mat Adds Dispenser Device To Food Cabinet

CHICAGO, Sept. 17. — Announcement by Frez-o-Mat Corporation this week of an automatic dispensing unit in a new model frozen food cabinet was seen as bringing the day of coin-operated vending nearer to this rapidly growing food field. Charles C. Dawe, president of Frez-o-Mat, said the new model open-type cabinet will be introduced at the National Association of Food Chains (NAFC) meeting at the Statler Hotel, Washington, October 12-15.

The automatic dispensing feature makes possible the orderly arrangement of packaged frozen foods. It marks the first time automatic dispensing of individual packages has been offered in an open-type cabinet, Dawe stated.

It was also announced that Frez-o-Mat has recently received a U. S. patent covering the principle in general use for forced air refrigeration of open-type frozen food cabinets. Firm has adopted a policy of licensing equipment manufacturers who have been using or desire to use this method of refrigeration. Licenses also will be available covering use of the Frez-o-Mat automatic dispensing unit as well as its automatic defroster.

### Dept. Store Sales

WASHINGTON, Sept. 17.—Department store sales, considered a barometer of business conditions by the Federal Reserve Board (FRB), slumped badly for most of the nation's large cities in the first week of September, FRB reports. Average decline from a year ago in the 60 largest cities was 5 per cent. Stores in only six cities showed increases, while three held their own.

Biggest declines were reported by department stores in New England, where the drop ranged from 20 per cent in Springfield, Mass., to 7 per cent in Boston. Bright spots were San Antonio and New Orleans, where increases of 15 per cent and 7 per cent, respectively, were registered.

## BOOST PROFITS TO NEW HIGHS

With the **NEW NORTHWESTERN MODEL 49 SPECIAL**

Cuts Costs and Servicing Time in Half.

**NEW REDUCED PRICES**  
Less Than 25 \$13.75

Less Than 100 \$13.55

Specify 1¢ or 5¢ F.O.B. FACTORY

WRITE FOR CIRCULARS AND PRICE LISTS ON COMPLETE NORTHWESTERN LINE



**YOU ARE CORDIALLY INVITED TO ATTEND OPEN HOUSE**  
Sept. 27 and 28  
GIVEN IN HONOR OF **WALDO BOLEN**  
PRESIDENT OF NORTHWESTERN CORP.

**THE NEW NORTHWESTERN VENDING MACHINES WILL BE ON DISPLAY**

REFRESHMENTS WILL BE SERVED

## RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

LOmbard 3-2676

PHILADELPHIA 23, PA.



**CHECK AMONG THE LARGE** successful operators and you will find they are using **VICTOR "V" VENDORS**. They know this machine is unequalled for any merchandise — Ball gum, nuts, candies — with or without charms!

Only **\$12.00** Each

(24 or more)

**PROMPT SHIPMENT**

**R. H. Adair Company**

6926 W. Roosevelt Rd.

Oak Park, Ill.

Send for free leaflets showing "V" and other Victor Profit-Making Vendors.

## ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original **"POP" CORN SEZ** pre-popped corn! Scientifically popped, packaged and sealed by a method originated by **"POP" CORN SEZ**, our product is designed for you!

**Write for details! Ask about our "Pop" Corn Sez Vendors, too — both new and reconditioned.**

**"POP" CORN SEZ, INC.**  
OF PENNSYLVANIA

Montrose and Delaware Aves., Upper Darby, Pennsylvania



## TOPPER

\$10.00

Ea. in lots of 100

\$10.75

Single Machines

**CHAMPION NUT & CHOC. CO.**

1194 Tremont St. Boston, Mass.

### NEW LOW PRICES

U-SELECT-IT

## CANDY MACHINES

72-Bar Capacity. Each .....\$27.50

### Cigarette Machines

- DU GRENIER, 7 Col., Like New .....\$40.00
- DU GRENIER W, 9 Col. .... 45.00
- DU GRENIER CHAMPION ..... 50.00
- UNEEDA MONARCH, 8 Col., Like New 70.00
- NATIONAL 9-30 ..... 50.00
- COUNTER MODEL, 7 Col. .... 17.50

Half Deposit. Phone: BA. 9-0606

## HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

**CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.** Write **ALWAYS** FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE - BRILLIANT, WISCONSIN**

## INSURE YOUR FUTURE WITH A Siros 5c Shoe Shine Machine

Inventory Reduction

New, Original Cartons. Lots of 5..... **\$69.50**

Slightly Used (Like New)..... **\$59.50**

F. O. B. San Jose, Calif.

## Berry Amusements

576 ALMADEN AVENUE

SAN JOSE, CALIF.



**ACORN 1c or 5c**  
ALL PURPOSE  
**BULK MERCHANDISERS**



Offers You These

### OUTSTANDING

Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

## MFG. CO., INC.

11411 Knightsbridge Ave. Culver City, California

**Distributors!**  
A Few Choice Territories Are Still Open.  
Write, Wire Phone

**M. J. Abelson**  
Gen. Sales Mgr.  
1349 Fifth Ave. Pittsburgh, Pa.  
Ph.: AT 6478

### SPECIAL!

## HART BUBBLE BALL GUM

6 Colors—140—170—210 Ct., 25 Lb. Cases

**Rush Your Order Today**

## VICTOR'S AMAZING NEW TOPPER

- 1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
- 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
- 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
- 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)

Prompt Delivery.



## 24¢ LB.

**VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE**  
Non-Coin Operated

**OPERATOR MAKES \$4.20 Per Week**  
On Sale of 2 Lbs.

**WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE**

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

1/3 Deposit Balance C. O. D.—Write for Our Free Illustrated Catalog.

## VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

# WALT DISNEY CHARACTER CHARMS

© WALT DISNEY PRODUCTIONS

MICKEY PLUTO DONALD JOE CARIOCA PINOCCHIO DUMBO

**INCREASE SALES 500%**

Get more "FACE" value for your Charm Dollar.  
DISNEY CHARACTER DECALS AVAILABLE IN FULL COLOR  
Vends perfectly with 210 Gum and all Bulk Merchandise.  
Operators, contact your distributor. Distributors, contact us!

**CHARACTER CHARMS, INC.**

1607 E. 16th St. Phone: Richmond 7-4141 Los Angeles 21, Calif.  
Western Sales Office: 1023 S. Grand Ave., Los Angeles 15, Calif. Phone: Richmond 5264  
Eastern Sales Office: 1349 5th Ave., Pittsburgh 19, Pa. Phone: ATlantic 6478

### Got Better Charms—Better Values from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1 PER M	PER M	1/2" BASEBALLS PER M	PER M
Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75		
24K gold or silver-plated	5.75		

BIG CHARM SERIES #2	PER M	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	PER M
Metal Color-Plated	5.75	Plastic	4.00
Plastic—6 ass't colors	3.00	With Rhinestone Eyes	8.50
Metal-Plated	5.75	Metal-Plated (copper)	7.50
24K gold or silver-plated	7.00	With Rhinestone Eyes	12.50

SKULLS	PER M	A TO Z ALPHABET CHARMS	PER M
Plastic—6 ass't colors	4.00	Plastic—6 ass't colors	2.00
With Rhinestone Eyes	8.50		
Metal-Plated	7.50		
With Rhinestone Eyes	12.50		

RINGS	PER M	1/2" FORTUNE BALLS FILLED WITH PRIZE	PER M
Plastic—6 ass't colors	2.50	With Precious Jewels	10.00
Metal-Plated	6.00	With 1 Dice	12.50
		With Key Chains	18.50
		With Bracelets (per Gr.)	6.00
		With Pearls	10.00
		With Balloons	14.00
		Empty Fortune Balls	4.50

JINGLE BELLS 1/2 inch—6 ass't colors 5.00 PER M  
1/4 inch—nickel only 6.00 PER M

**SAMUEL EPPY & CO., INC.**  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL Virginia 7-4281.  
Order Today — Empty Your Machines Faster

## DuGrenier Cuts List Prices of "E" Cig Series

HAVERHILL, Mass., Sept. 17.—A new price schedule governing sales of DuGrenier electric cigarette machines, amounting to an across-the-board slash of \$9.50 from earlier lists, was announced here this week by Miss Blanche Bouchard, secretary of Arthur H. DuGrenier, Inc. This includes a reduction of \$4.50 on each of the four models in the "E" series, added to the inclusion of lights, formerly offered as extra equipment at \$5, as standard with each unit.

Under the new price schedule the firm's E-7 now lists at \$217; the ES-9, at \$224; the E-9, at \$229, and the ES-11, at \$236. Prices include stands. As optional equipment, DuGrenier offers a changer, at \$12, and a box-match assembly, at \$6.50.

## Arctic Vendor Shows Bar "Loader" Carton

APPLETON, Wis., Sept. 17. — Arctic Vendor Sales Company, manufacturer of the Arctic ice cream bar machine, has announced a special cardboard "loading" carton which permits complete loading of a vender within two minutes. Gordon Haas, president, states the carton, which holds 25 bars, is so constructed that when placed in position over a column a simple movement of a lower flap permits the 25 bars to fall into vending position. Hand loading of single bars is eliminated.

The cartons, which are usable many times, are 25 inches long, 6 1/4 inches wide and 2 1/4 inches deep. They are manufactured for Arctic Vendor by Marathon Corporation, Menasha, Wis., paper processor and carton firm.

Marathon officials state they have made over 7,000,000 individual ice cream bar cartons for vender use to date.

## Keedoozle Fizzles, Zizz-Buzz Next Try

MEMPHIS, Sept. 17.—The much-publicized Keedoozle store here closed recently. According to its inventor, Clarence Saunders, the public found the automatic equipment "too much for the average mind to comprehend." The Keedoozle customer selected his groceries by automatic key, received them on a conveyor belt and had his automatically totaled bill presented to him at the delivery counter.

Saunders, who founded the Piggy Wiggly chain, has some other ideas on automatic merchandising of everyday food items. He says he will open a "Zizz-Buzz" store in the same building that housed the Keedoozle. The new venture will not be as far advanced as the former store. The patron will push a button to get his groceries but other automatic features will be removed, according to Saunders.

## Norman Automatic Vending Moves to New Headquarters

PHILADELPHIA, Sept. 17.—Norman J. Kasser, head of the Norman Automatic Vending Company here, announced the opening this week of firm's new offices, warehouse and showrooms. New address is Third and Luzerne streets.

Kasser operates, in addition to soft drink equipment, fruit juice, hot coffee and cookie venders thruout Eastern Pennsylvania and New Jersey.

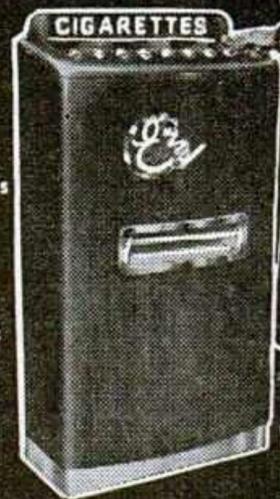
## Wood New W-S Veepee

LITITZ, Pa., Sept. 17. — Wilbur-Suchard Chocolate Company, Inc., has announced the appointment of John A. Wood as vice-president and sales director.

Another in the great family of Electro Distributors...

## TRAVERS & COMPANY, INC.

665 Atlantic Ave. Boston, Mass.  
Distributors of Electro in Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and New York (less Metropolitan New York area).



America's Finest All-Electric Cigarette Vending Machine

## EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.  
A PRODUCT OF C-B LABORATORIES

### CHARMS—PROVEN SALES BOOSTERS

# FOOTBALLS

Colorful Plastic.....\$3.75 M  
Brown Plastic..... 5 M  
Gold or Silver Pl..... 7.00 M  
Copper Plated..... 6.00 M

24 TEAM NAMES

### 5/8" TREASURE BALLS

With Tattoos	\$12.50 M
With Key Chain	18.00 M
With Balloons	14.00 M
With Dice	12.50 M
With Bracelet	5.50 Gr.

### #494 ANIMAL CHARMS

#494 Bright Plastic	\$3.00 M
#494M Metal Plated	5.75 M
#494 Color Plated	5.75 M
#494G Gold or Silver Plated	6.75 M
#494 Metallic Plastic Bronze or Silver	3.25 M

### NEW!!! #500 CHARMS

#500 Bright Plastic	\$3.00 M
#500M Metal Plated	5.75 M
#500C Color Plated	5.75 M
#500 Gold or Silver Plated	6.75 M
#500 Metallic Plastic, Bronze or Silver	3.25 M

#3 Asst. Small Plastic Charms	\$2.50 M
#3M Asst. Small Metal Plated Charms	4.50 M
President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman	\$6.00 M

**KARL GUGGENHEIM, INC.**  
33 Union Square New York 3, N. Y.

### ADVANCE DUPLEX-E SANITARY VENDOR IMMEDIATE DELIVERY

Order Sample Today! Write For Quantity Prices! Other Sanitary Machines Available

### LISTO SANITARY NAPKINS

SAMPLES AND PRICES ON REQUEST  
MANUFACTURER and DISTRIBUTOR  
J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y.

### ADVANCE STICK GUM MACHINE

Single Column, 1c or 5c Write

### ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS. LOW COST. WRITE.

New ABT Challenger	\$42.50
Gottlieb Grip 3-Way	24.50
Bouncer	34.50
Advance Electric Shocker	18.75
Advance Model D Ball Gum	11.90
Advance Model H Bulk Vend.	12.60
Advance Hershey Bar Vend.	Write
Selecteria, Used, 4 Col. 64 Bars	50.00
Adams 4 Col. Gum	22.50
Card Vender	12.50
Cards, All Series, M	4.00
Acorn Vender	13.95
Penny Weighing Scale, in Case	18.50

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK  
Factory Distributors  
1/3 Deposit, Balance C. O. D.

### "HOT-POP" POP CORN MACHINE

Non-Coin Operated  
\$47.50  
\$10 dep., bal. C.O.D.  
OPERATOR MAKES \$4.20 Per Week On Sale of 2 Lbs.  
WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

### VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)  
Victor's 1 1/2 Universal Blue Hammerloid Finish—\$13.95  
Victor's Model V, 1 1/2 or 5 1/2, Red Wrinkle Finish—\$12.75

DEVICES NOVELTY, Dept. A  
467 N. Milwaukee Ave. Chicago 10, Ill. Phone: MOntroe 6-7533

### WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

### BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65  
100 lbs. or more ..... 21.90

### COPPER AND SILVER PLATED CHARMS

Series #1, 1,000	\$4.50
Series #2, 1,000	5.75
Gold Plated "Georgie" Pins, 1 Gross	3.95
Silver Wedding Rings, 1,000	5.50
Gold Wedding Rings, 1,000	8.95
Stone Rings, 1 Gross	2.50
Sassy Wise Crack Buttons, 1,000	6.00
Gold Plated Basket Balls, 1 Gross	2.95

### STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.  
\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

### PARKWAY MACHINE CORPORATION

623 West North Ave., Baltimore 17, Md.

### Build a SOLID operation with ACORN

1 1/2 or 5 1/2 All Purpose Bulk Merchandiser

Earns fantastic profits with Ball Gum and Charms  
WRITE TODAY!  
HANKIN DISTRIBUTORS, INC.  
708 Spring St., N. W. Atlanta, Ga.

### FOR SALE

In lots of 10 or more, 100 new and unpacked Hunter Silver King Gum Ball Machines at \$30.00 each F. O. B. Will consider trade on new Popcorn Warmers.

### Snack Sandwich Co.

1344 N. Liberty St. Winston-Salem, N. C.

GIVE TO THE RUNYON CANCER FUND

## Survey Reveals Gum Preference By Brand, Type in Philly Area

PHILADELPHIA, Sept. 17. — Operators of gum venders took interested note of the recent consumer survey on chewing gum compiled in the Philadelphia Bulletin's 1949 Consumer Analysis. Eyed as a possible check-chart for their own areas, the type of gum, sales potential and brand preference facts revealed by the test here are being studied by operators in all parts of the country.

The consumer study, which was the fourth to be undertaken by the Bulletin to show buying habits for particular items in the Philadelphia market area, was based on samplings of 4,279 families in the city and 2,536 in the suburbs. Findings were then projected to reflect the buying customs of 506,980 urban families and 247,494 families in out-city areas.

Stand-out fact revealed by the survey was that 60 per cent of all gum purchasers in the area preferred candy coated gums. More than 85 per cent of the families in the surveyed area bought chewing gum regularly, it was shown.

According to the survey's projection, 436,602 families (86.1 per cent of the total) bought gum with regularity, while 211,190 suburban families (85.3 per cent of the total) were found to be ardent gum buyers.

Breaking down gum purchases according to type of gum favored, the following was found: In the city, 206,986 families (47.4 per cent) buy stick gum, 270,492 families (62 per cent) buy candy-coated gum, and 79,501 (18.2 per cent) buy bubble gum.

For suburban areas 92,030 families (47.4 per cent) of the total buy stick gum, 140,728 families (66.6 per cent) buy candy-coated gum, and 34,938 (16.5 per cent) buy bubble gum.

### Stick Gum

On brand preference finding for stick gum, the survey revealed the following: For the city area, 80.6 per cent of all families preferred Wrigley's; 11.3 per cent Beech-Nut; 3 per cent Adams; 1.9 per cent Dentyne; miscellaneous, 1.3 per cent, and "don't know," 2.2 per cent.

In the suburban area, brand preference on stick gum differed to some extent, as follows: 79.6 per cent preferred Wrigley's; 11 per cent Beech-Nut; 4.2 per cent Adams; 2.1 per cent

Dentyne; 1 per cent miscellaneous, and 2.2 per cent "don't know."

Brand preference findings for candy-coated gum in the city area: 88.1 per cent preferred Chiclets; 4.7 per cent Beechies; 3.5 per cent P. K.; 1.5 per cent Fleer's, and 1.3 per cent "don't know."

For the same type of gum, preference in suburban areas was: 88.6 per cent preferred Chiclets; 6.2 per cent Beechies; 3 per cent P. K.; 1.5 per cent Fleer's and 1.3 per cent "don't know."

Concluding the survey, preference for bubble gum disclosed that, in the city, 58.3 per cent favored Dubble Bubble; 9.1 per cent Bub; 4.9 per cent Bloney; 3.4 per cent Bubble King; 2.8 per cent Bazooka; 1 per cent Superman; 5.1 per cent miscellaneous, and 16.1 per cent "don't know."

In the suburban areas, preferences were: 55.9 per cent Dubble Bubble; 14.5 per cent Bub; 3.6 per cent Bloney; 3.1 per cent Bazooka; 1.1 per cent Superman; 4.7 per cent miscellaneous, and 18.2 per cent "don't know."

## Shoeshine Mfrs. Change Designs

(Continued from page 95)

optional, but firm stresses dime operation.

Lyceum Manufacturing, Inc., New York: Flat price of \$100 in any quantity. Employs neutral wax. Nickel operation.

Warren M. Miller, San Francisco: Not yet in production, but has a \$325 shiner ready for manufacture. On orders of 20 or more, price drops to \$300. Machine uses colored wax, offers nickel or dime operation.

Northwest Engineering, Minneapolis: Offers Lustre Shiner, at \$285, on a franchise basis. Lower prices with quantity orders, but exact figures not given. Dime operation.

Southern Coin-o-Mat Distributing Company, Miami: Producing Imperial shiner, for which it was formerly national distributor, at \$139.50 for single units; \$129.50 for five or more. Uses colored wax; nickel-dime operation optional.

Wax-o-Matic, Inc., Marietta, Pa.: Single machines, \$270; 2 to 10 units, \$245; over 10 machines, \$235. Neutral bar wax used, with nickel-dime operation optional.

## California Grape Colony Leases Distilling Plant

LODI, Calif., Sept. 17. — The California Grape Colony has leased the abandoned Shewan-Jones wine plant for the manufacture of a grape juice drink called Val-Sweet, it was announced by Mike Bekedam, company president. A one-year lease has been signed with National Distillers, Inc., for use of the plant.

The drink has been on the market for the past year, distributed in California only. Heretofore it was processed in Fresno. The move to Lodi was made because a majority of the company stockholders are Lodi district growers.

The drink is made from 11 different varieties of grapes. It is planned to crush 6,500 tons of grapes this season. The company plans eventually to construct its own plant.

## Frozen Foods Boom Seen; Vender Boon

CHICAGO, Sept. 17.—Frozen food sales have been climbing "fantastically" during recent months, according to Warren J. Dills, general sales manager of Honor Frosted Foods. During a talk before the recent annual convention of the National Frozen Food Locker Association (NFFLA) here, his comments indicated strong potential for automatic vending of such merchandise would rise along with regular over-the-counter business.

Said Dills: "In Washington, D. C., one grocery store moved 1,400 six-ounce cans of frozen orange juice concentrate in one day. . . . In Hardin, Ky., one grocery is selling \$1,500 worth of frozen foods a month." Although addressing his remarks to the frozen food locker operator, they could also be of real interest to the vending machine operator. Dills said: "The smart thing for the locker operator to do is to buy frozen foods in 50 to 100 case lots from the nearest distributor." Such quantity purchases result in a good price, he declared.

## Name New Westinghouse Mgr.

PITTSBURGH, Sept. 17.—W. C. Rowland was named manager of Westinghouse Electric Corporation's manufacturing and repair division this week. He succeeds H. F. Boe vice-president, who plans to retire.



### VICTOR'S AMAZING NEW TOPPER

4 Toppers to a case \$43.00 Per Case. \$10.75 Per Mach.

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. 170 & 210 27c LB.

(Prepaid in lots of 150 lbs. or more) FULL CASH WITH ORDER.

PISTACHIOS 25 lb. cartons. Large, 60c lb. Small, 45c lb. Full Cash With Order.

Plastic Charms \$2.50 Per 1000

### SPECIAL SEPTEMBER OFFER

4 Toppers P L U S 25¢ 210 Ball Gum PLUS 1000 Charms, all for ONLY

\$50.00

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

### PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

WE'VE TRIED THE REST— NOW WE'VE GOT THE BEST!



### ACORN

Super 1¢ or 5¢ All-Purpose Vendor for Charms and Ball Gum.

\$13.95 EA.

ORDER TODAY!

SPECIAL! WALT DISNEY CHARMS \$2.75 PER LB.

### AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa. 12046 Linwood, Detroit, Mich. 111 W. Columbus Drive, Tampa, Fla.

## CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS  
COPPER PLATED FOOTBALLS. \$ 6.00 per M  
GOLD PLATED FOOTBALLS. . . 10.00 per M

### Penny King Company

415 Neptune Street Pittsburgh 20, Pa.

## BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT  
U-Need-a-Pak 6 E, 180 Pk. Cap. . . . \$50.00  
U-Need-a-Pak 8 E, 240 Pk. Cap. . . . 55.00  
U-Need-a-Pak 9 E, 270 Pk. Cap. . . . 60.00  
U-Need-a-Pak 9 A, 270 Pk. Cap. . . . 80.00  
U-Need-a-Pak 9-500, 350 Pk. Cap. . . . 95.00  
DuRenier 9 W, 308 Pk. Cap. . . . 60.00  
Rowe Royal, 8 Col., 320 Pk. Cap. . . . 80.00

All Equipped With King Size Coils. 1/3 Dep., Bal. C. O. D.

Write for Details on Our NYLON DEAL

### STEINER MANUFACTURING CO.

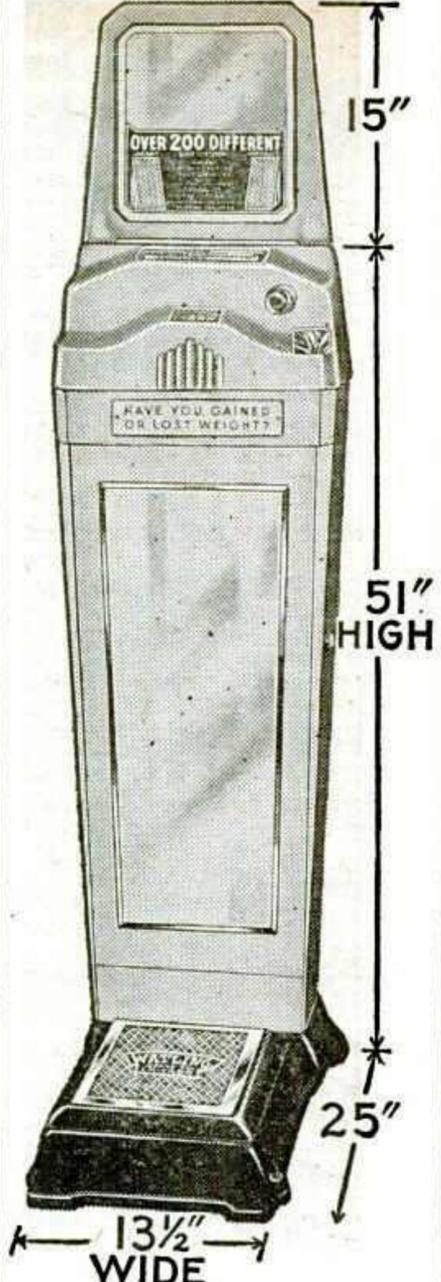
Serving the Trade Since 1927 363-5 Hudson Ave. Brooklyn 1, N. Y. Phone: TRIangle 5-0835

### NEW AND USED

Shoe Shine Machine, Floor Sample. . \$100.00  
Brand New Spin-It Nut Machines, Ea. 9.00  
Used Asco Hot-Nut Machines, just off location, with cup holders, Ea. . . . 4.50  
Brand New A.M.I. Stamp Machines, Ea. 12.50  
Write for Vending Machine Parts, Supplies, Merchandise and Equipment.

### LOGAN DISTRIBUTING COMPANY

2320 Milwaukee Avenue, Chicago 47, Illinois



\$25 DOWN

Balance \$10 Monthly

## PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

## WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago.

## WATCH FOR the NEW

## KOFFEE KING

New Futuramic Hot Coffee Vendor

## Attention POPCORN MACHINE OPERATORS

INCREASE PROFITS WITH LOWER COSTS

POPCORN — \$1.00 Per Bushel Bag—Minimum Order 15 Bags (Colored Corn Available for Michigan Delivery)

BAGS 25¢ White Kraft—\$1.75 per 1000 \$1.50 per 1000 in 5000 lots.

FLUTED SERVING DISHES—241 White, \$3.50 per 1000. Samples on request.

### MARQUETTE DISTRIBUTING CO.

3770 Woodward Ave. Phone TEmple 1-3623 Detroit 1, Michigan

# MOA PLANS '50 CONVENTION

## Postpone November Meet At Exec Board Confab in Chi; No Show Hall Planned

January or February Date Seen; To Stress Op Problems

CHICAGO, Sept. 17.—The executive committee of the Music Operators of America (MOA) met here Monday and Tuesday (12-13) in a special session to work out plans for the group's upcoming national meeting. Originally scheduled for November, the meet has now been postponed. While in Chicago, tentative arrangements were made to hold the meeting at the Morrison Hotel here February 19 thru 22, but as of yesterday (16) attempts were still being made to bring the convention to either the Hotel Sherman or Palmer House sometime in January.

With George A. Miller, chairman, presiding, the executive committee session opened Monday morning, running thru late Monday evening, then adjourning until Tuesday morning. In all, there were 15 members of the committee, including Miller, Al Denver, vice-chairman, and Sidney H. Levine, national counsel, in attendance.

### Convention Scope

Most of the two-day meet was taken up with discussions about the planned MOA convention. It was indicated that practically every manufacturer connected with the automatic phonograph field had replied to the letter sent out by Miller relative to participating in the convention.

Due to the nature of the MOA, it was tentatively decided that the convention would be more in the nature of a meeting than an exhibition, with those manufacturers who so desired

taking space in the hotel on their own, and showing their products in their rooms. Thus there would be no attempt made to make any money on the exhibits. A small registration fee would probably be charged the manufacturers, for which a program would be printed, and a directory made up to call attention to the

(See MOA Sets '50 on page 106)

## Op Sets Up Special P.-R. Plan Promoting Juke Rental Business

CHICAGO, Sept. 17.—How to make more profit from rental equipment has been a problem of juke box operators offering this type of service, especially with postwar television on one hand and reduced entertainment spending on the other to curtail demand. At least one operator, after studying the rental market, has come up with a working plan for stimulating this phase of his business. The operator, Adolph Raymond, A. & M. Music Company here, stresses his "public relations" program for rental customers plus a "party-patterned" machine specially fitted for various types of gatherings.

First on Raymond's list of extra-profit promotion ideas on rental business is his carefully compiled ledger of names, addresses and phone numbers of past customers. This in-

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

**CAP AND DISNEY JOIN FORCES TO PUSH DISK.** The diskery and Walt Disney to go all out on *Mr. Toad*, from the picture *Ichabod and Mr. Toad*.

**STEELE DISKS ON COLUMBIA POPS.** Ted Steele, formerly with the international division, will switch to Columbia's pop department.

**LONDON SECURES UNIVERSAL WAX.** The disk company closes a deal for the entire catalog of the Chicago waxery.

**TUCKER SIGNS MGM WAX PACT.** Tommy Tucker, back in the band biz, inked a waxing pact with MGM Records.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## London Music Conducts 1-Day Service School

MINNEAPOLIS, Sept. 17.—The S. L. London Music Company, Inc., will hold a one-day operator-service-men school Wednesday, September 28, at its offices and display rooms on Hennepin Avenue here. Al Meirovitz, manager, has announced. School will concentrate on Seeburg phonographs and accessories, with a factory representative scheduled to be on hand to supervise the instruction.

Meirovitz said that report of Seeburg's sales policies will be given operators in attendance.

## Shaffer Music Has Open House at New Indianapolis Hdqtrs.

INDIANAPOLIS, Sept. 17.—More than 125 music machine operators, employees and their families attended the opening of the Shaffer Music Company's new office here Sunday (11). Shaffer is a distributor for Seeburg coin-operated and industrial music systems.

Open house was held from 12 to 6 p.m. Door prize, a \$995 Seeburg Select-o-Matic 100, was won by John Hall, Noblesville, Ind.

Those present at the affair included E. E. Shaffer, founder, and Ed Shaffer, president, of the Shaffer Music Company; C. T. McKelvy, vice-president and sales manager, J. P. Seeburg Corporation; Ernie Rezeau, Seeburg assistant sales manager, and Charles Smith, factory man in charge of Seeburg service.

Shaffer's main office is in Columbus, O. Other Shaffer offices are in South Bend, Ind.; Cincinnati, and Wheeling and Charleston, W. Va.

## Okla. City Ups Juke License Fee to \$5

OKLAHOMA CITY, Sept. 17.—City council voted a \$5 tax on juke boxes last week, cutting \$15 off the city manager's recommended license fee. The new ordinance increased taxes from \$1.50 for the estimated 700 phonographs in the city and went into effect immediately.

Bert Barefoot, attorney for music operators and distributors, went on record as stating that the new law would put much equipment out of operation, resulting in a lowering of city revenue.

# Ops More Association-Minded

## Want To Iron Out Problems, Not Socialize

### SDPA Setting Pattern

CHICAGO, Sept. 17.—Operators are showing increasing interest in association activities thruout the country with regular meetings tending away from social gatherings to become straight business conferences. Heads of many leading music groups, meeting in Chicago this week as members of the executive board of the Music Operators of America (MOA), indicated their meetings are now drawing heavier attendances, and sessions are going deeper into the problems of the industry.

Indicative of this trend toward more serious participation by operators in association affairs is the South Dakota Phonograph Association (SDPA), which will hold its quarterly meeting in Huron September 25-26. With more than 90 per cent of the phonograph operators in the State now members of the SDPA, Mike Imig, president,

### Jesse James

INDIANAPOLIS, Sept. 17.—Another Jesse James appeared in Indianapolis Tuesday (13) but only for a moment. Lloyd Kelly, employee of the Ace Music Company, opened the door and was confronted by a stranger. When Kelly demanded to know who he was, the man answered, "Jesse James" and slammed the door in Kelly's face. When police arrived "Jesse" was gone along with \$35 in small change.

reported that most of the operators were in attendance at each of the four meetings held thruout the year, and that starting with the September meeting, emphasis would be placed on business problems.

Accordingly, reported Imig, the meeting in Huron will include round-table discussions on current problems facing the members. Guests will include Harry Williams, Coin Machine Institute (CMI) president, and executives of several phonograph manufacturing firms. Too, it is expected that executives of associations in near-by States will also be in attendance to offer their thoughts of area-wide problems.

While a social program will be arranged

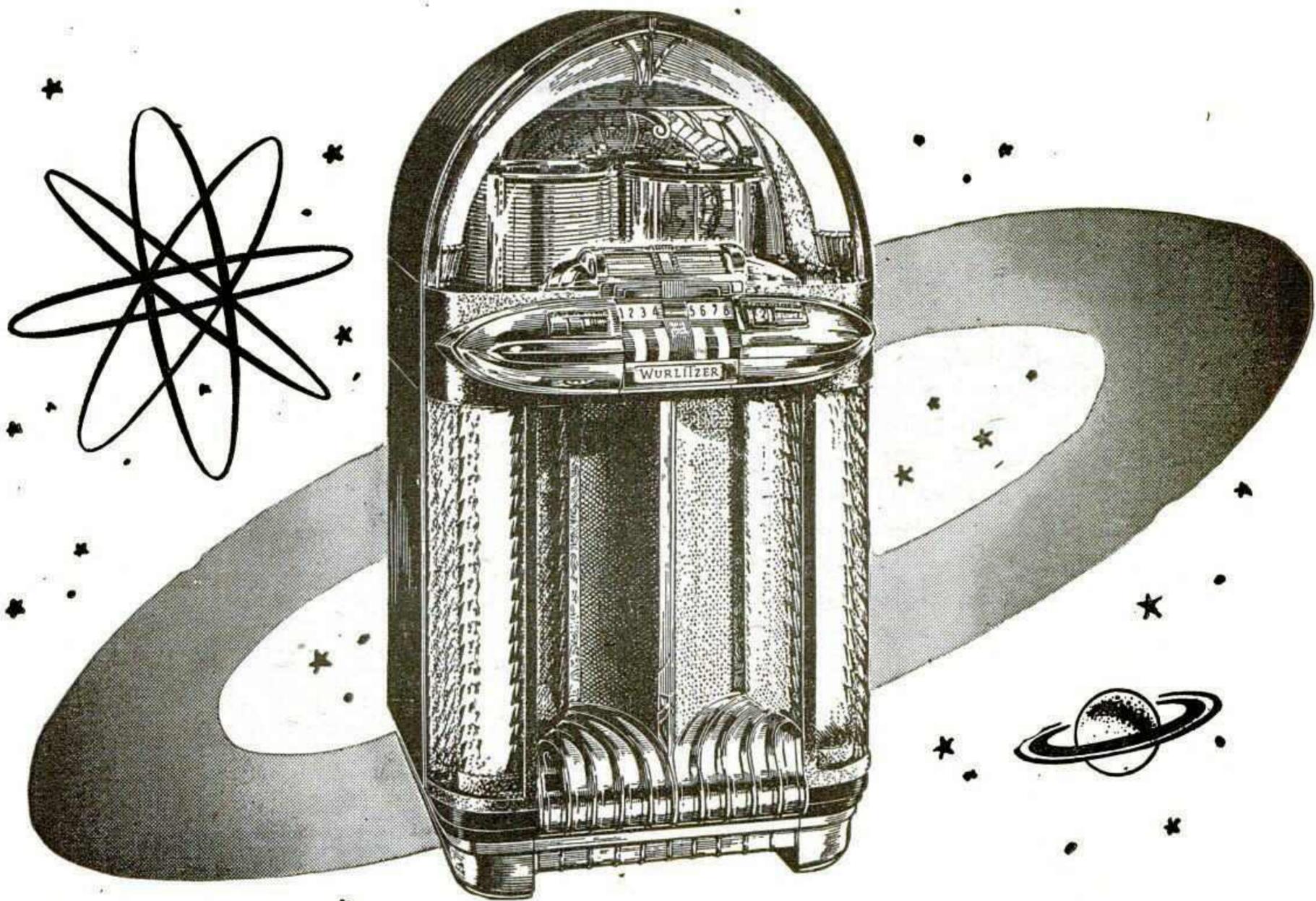
(See Ops Association on page 106)

## So. Automatic Music In Quarterly Huddle To Air Sales Policies

LOUISVILLE, Sept. 17.—The executive and sales organization of Southern Automatic Music Company held a quarterly sales meeting at the firm's headquarters here Saturday (10), with the session convening at noon and running thru the late evening. Sales plans and policies for the future quarter were discussed and the various lines handled by the firm were reviewed.

Guests at the evening session were John Haddock, Jack Mitnick, Lindy Force and Arthur Daddis, AMI executives. Firm recently re-entered the music field when it added the AMI line.

Present at the meeting were Sam Dieter and John Stocksdale, Fort Wayne, Ind.; A. K. Nigh, Dayton, O.; Homer Sharp, Lexington, Ky.; Sam Weinberger and Herman Perkins, Indianapolis, and Joe Weinberger, Paul Himgurg and Matt Maley, Cincinnati. Representing the Louisville offices were Leo Weinberger, firm president; Merton Weinberger, Bernard Radford, L. F. Pippenger, James Cheek, John Sheridan, Clarence Boles, Donald McGar and Ed Zoeller.



## The Modern Design of the WURLITZER 1100

is the standard by which all others are judged

### SEE YOUR WURLITZER DISTRIBUTOR FOR LOW DOWN PAYMENTS, EASY TERMS, HIGH TRADE-IN ALLOWANCES

**Active Amusement Machines Co.**  
486 N. Broad St., Philadelphia 30, Penna.

**Alfred Sales, Inc.**  
861 Main St., Buffalo 3, N. Y.

**Angell Distributing Co., Inc.**  
2616 Puritan Ave., Detroit 21, Mich.

**Brady Distributing Co.**  
522 E. Trade St., Charlotte, N. C.

**Brandt Distributing Co., Inc.**  
1809 Olive St., St. Louis 3, Mo.

**Bush Distributing Co.**  
286 N. W. 29th St., Miami, Fla.

**Cain-Calliouette Motors, Inc.**  
1502 Broadway, Nashville, Tenn.

**Central Music Distributing Co., Inc.**  
1523 Grand Ave., Kansas City 8, Mo.

**Cleveland Coin Mech. Exchange, Inc.**  
2021 Prospect Ave., Cleveland, Ohio

**Commercial Music Co., Inc.**  
726 N. Ervay St., Dallas 1, Texas

**901 E. Houston St., San Antonio, Texas**

**1004 N. Walnut St., Oklahoma City, Okla.**

**Coven Distributing Co., Inc.**  
8181 N. Elston Ave., Chicago, Ill.

**Cruze Distributing Co., Inc.**  
105 Virginia St., W., Charleston, W. Va.

**122 S. Seventh St., Louisville, Ky.**

**Draco Sales Company**  
2005 West Alameda Ave., Denver Colo.

**Emarcy Distributing Co.**  
848 Sixth St., San Francisco, Calif.

**F.A.B. Distributing Co., Inc.**  
1019 Baronne St., New Orleans 18, La.

**1727 Harden St., Columbia, S. C.**

**804 Ivy St., N. E., Atlanta 3, Ga.**

**Hart Distributing Co.**  
906 Elliott Ave., W., Seattle 99, Wash.

**The Arthur Hermann Co., Inc.**  
282 Central Ave., Albany, N. Y.

**Iowa Music Distributors, Inc.**  
764 Ninth St., Des Moines 14, Iowa

**Knudsen Music Company, Inc.**  
287 North 3rd East St., Provo, Utah

**Lieberman Music Co.**  
1124 Hennepin Ave., Minneapolis, Minn.

**Maestro Music, Inc.**  
117 East Broadway, Tucson, Arizona

**Midland Music Distributors, Inc.**  
409 North Noble St., Indianapolis, Ind.

**Music Distributing Co.**  
420 N. Craig St., Pittsburgh 13, Penna.

**O'Connor Distributors, Inc.**  
2320 W. Main St., Richmond, Va.

**400 Water St., Portsmouth, Va.**

**Redd Distributing Co.**  
298 Lincoln St., Allston 34, Mass.

**Sicking, Inc.**  
1401 Central Parkway, Cincinnati 14, Ohio

**Siegel Distributing Co., Ltd.**  
477 Yonge St., Toronto, Ont., Can.

**40 Powell St., Vancouver, B. C., Can.**

**853 Notre Dame St., V., Montreal, Que., Can.**

**Southland Distributing Co.**  
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.

**Steele Distributing Co.**  
3300 Louisiana St., Houston, Texas

**Sterling Service**  
Rocky Glen Park, Moosic, Penna.

**United, Inc.**  
4227 West Vliet St., Milwaukee 8, Wis.

**Walker Sales Company**  
2401-7 East Alameda, El Paso, Texas

**Williams Distributing Co., Inc.**  
1082 Union Ave., Memphis 3, Tenn.

**The Winters Distributing Co.**  
1713 Harford Ave., Baltimore 18, Md.

**Young Distributing, Inc.**  
525 W. 43rd St., New York 18, N. Y.

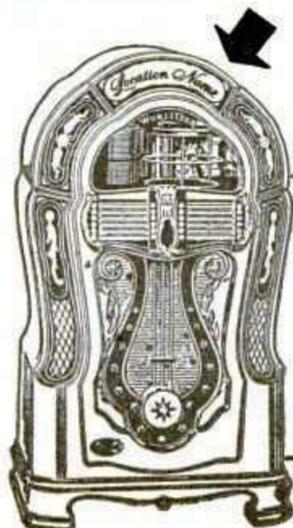
When Wurlitzer designed the 1100, they created such an outstanding phonograph that it is the standard by which all others are judged.

Operators are buying 1100s, secure in the knowledge that compared with any other makes or models their Wurlitzer 1100s are out in front.

At present prices, the 1100 is the lowest priced deluxe phonograph on the market—the greatest phonograph value that has been offered in years—a value that may not be duplicated for a long time to come.

Its Ultra-Modern Styling—Sky-Top Turret Window, Encore Program Selector, Cobra Tone Arm, give it more eye-appeal and play-appeal that will make more money for you. Its record capacity (24) is the right number for the most profitable operation. No wonder more 1100s are being sold than any other commercial phonograph.

Visit your nearest Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade-in allowance he is in a position to offer you. The Rudolph Wurlitzer Company, North Tonawanda, New York.



**The Wurlitzer 1080 Personalized  
with location name at the top at  
no extra cost to you. Lowest priced  
quality phonograph on the market.**



## Seeburg 100 Selections Earn You 100% Profits

With the Seeburg Select-O-Matic 100 fast replacing out-of-date equipment, aggressive operators are realizing 100% of the profit possibilities from their top locations. The reason is simple. 100 selections mean 100% customer appeal . . . 100% of available profits . . . 100% location protection, and at the same time protection against yearly model changes. Contact your nearest Shaffer office to find out how you can cash in on Seeburg 100 selections in your top locations.

SHAFFER-SEEBURG



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Shaffer-Seeburg Sales-Service States

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CINCINNATI, OHIO

1327 CAPITOL AVE.  
INDIANAPOLIS, IND.

606 S. HIGH ST.  
COLUMBUS, OHIO

1619 W. WASHINGTON ST.  
CHARLESTON, W. VA.

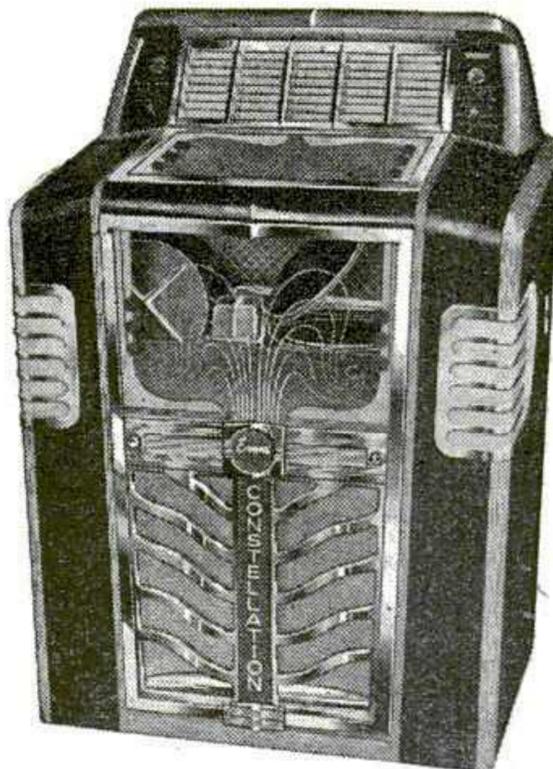
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WHEELING, W. VA.

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(Location to be announced later)

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#### AVAILABLE NOW . . .

Record Popularity Meter for Original Mills Constellation.

#### GENUINE PARTS

Mills Throne of Music, Empress and Original Constellation.

## H. C. EVANS & CO.

1528 W. Adams Street

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 123

## Record Reviews

(Continued from page 34)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL
<b>POPULAR</b>		
DICK CONTINO Horace Heidt MS 1016	<b>Lover</b> Contino, whose album of accordion solos is selling well, here offers another sample of his technique at a racehorse tempo.	76--80--78--70
	<b>12th Street Rag</b> Exactly the same with another oldie well-suited to the task.	76--80--78--70
DERRY FALLIGANT MGM 10521	<b>Jealous Heart</b> Falligant sings the hit ballad in his own distinctive style. This kid's completely different from most and should happen someday.	74--75--74--73
	<b>I'm Throwing Rice (At the Girl I Love)</b> Another hill country special is treated tenderly in the Falligant fashion.	72--75--70--70
TEX BENEKE ORK V 20-3527	<b>Katrina</b> Rather ordinary dance dinking of one of the tunes from the new Disney flick. Glenn Douglas turns in a fair vocal.	69--68--68--70
	<b>Ichabod</b> Another straightforward dance effort of the title tune from the Disney epic with Beneke showing the way lyrically.	66--68--65--65
MODERNAIRES Col 38589	<b>My Friend Irma</b> Title tune from the flick is handled about as well as could be expected of the material.	63--64--62--64
	<b>Love Happy</b> Another movie title tune from the Marx Brothers latest is in a similar groove to the topside.	63--64--62--64
TONY PASTOR ORK Col 38577	<b>My Mammy</b> Expert dance orking of the oldie with Pastor turning in the warbling. Fine clean recording.	82--85--80--81
	<b>If I Had a Million Dollars</b> One of the Pastor productions makes a rather ordinary song come off exceedingly well. Pastor, the Clooney Sisters and ensemble vocalize.	82--84--80--82
DUKE ELLINGTON ORK Col 38576	<b>Change My Ways</b> Pretty ballad melody is handled instrumentally by Ellington with Ray Nance's fiddle and Larry Brown's tram spotted. The ork's not up to snuff.	70--80--70--60
	<b>Women (They'll Get You)</b> Nance's trumpet and tonsils dominate on a completely disappointing hunk of Ellingtonia.	65--70--65--60
BOB HOUSTON MGM 10509	<b>That Lucky Old Sun (Just Rolls Around Heaven All Day)</b> Uninspired rendition of the hit song.	58--56--58--60
	<b>The Meadows of Heaven</b> Houston fares better with this new plug ballad.	66--69--65--65
GEORGE PAXTON ORK MGM 10511	<b>If I Ever Love Again</b> Paxton's ork and a vocal group with Don D. Arcy soloing make a commendable job with this new ballad in the "I'll Never Smile Again" tradition.	77--80--75--75
	<b>Wedding Bells Will Soon Be Ringin'</b> Clean bounce performance of a new and attractive Weiss-Benjamin song.	75--75--73--77
JANE HARVEY MGM 10515	<b>Just for Fun</b> Jane's reading is just about the best available on wax to date of this ballad from "My Friend Irma." Neat Hal Mooney backing.	73--76--72--72
	<b>Cheap Cigars</b> An overabundance of stylizing takes some of the steam out of this rather original novelty idea.	70--72--68--70
BRUCE HUDSON ORK Supreme 1536	<b>When You Are Near</b> Listenable ballad done mickey-style by small ork and vocal group.	66--66--66--66
	<b>A Dream From Me to You</b> Boreome ballad item.	56--56--56--56
<b>RHYTHM &amp; BLUES</b>		
CECIL PAYNE ORK Decca 48114	<b>No Chops</b> Cecil's Bary, a tenor and a trumpet work up a rousing, beatful up-tempo instrumental with lots of good riffs.	72--75--68--72
	<b>Hippy Dippy</b> One of those tenor-bary sax groan-and-man deals with a big beat and some fresh themes.	80--82--77--80
HERMAN "PEETIE WHEATSTRAW" RAY Decca 48105	<b>Trouble Blues</b> An inadequate coverage on the Charles Brown hit which is aimed at the Southern market.	54--50--53--58
	<b>I'm a Little Piece of Leather</b> An "up" novelty blues which causes little if any stir.	45--43--43--49
JOHNNY MOORE'S THREE BLAZERS RCA Victor 22-0042	<b>Walkin' Blues</b> The Blazers seem 'ready to hit the jackpot trail again with new pianist-singer Billy Valentine. Fine fare mainly for the Southern market where "Drifting Blues" was big for the Blazers before.	82--82--82--82
	<b>You Can Go Feed Yourself</b> Topnotch blues and rhythm novelty performed with conviction by Valentine and fine musical work by the foursome. Should sweep in blues and rhythm nabe jukes.	83--80--83--85
BIG JOHN GREER-RHYTHM ROCKERS V 22-0045	<b>I Found a Dream</b> Greer sings with some feeling here, but it's a slow-moving, one-level ballad job.	59--59--58--60
	<b>If I Found a Dream</b> Same lack of force in this up-tempo blues—plus a jazz ork conception rather than the needed r & b set-up.	56--56--55--57

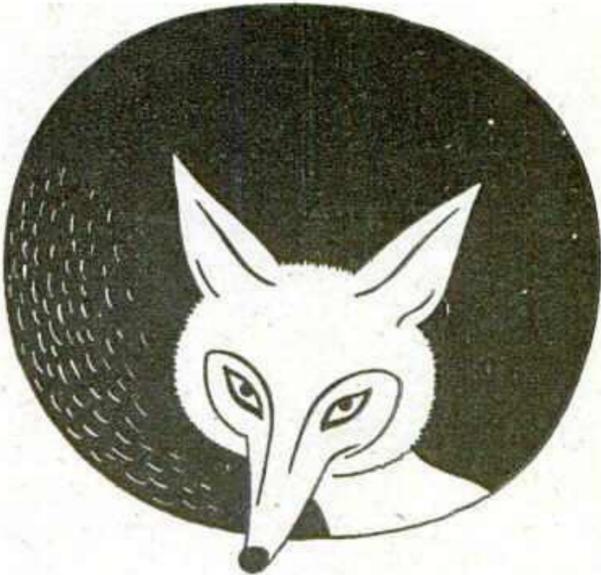
# Record Reviews

**RATINGS**  
**OPERATOR**  
**RETAILER**  
**DISK JOCKEY**  
**OVER-ALL**

ARTIST	TUNES	COMMENT	
<b>RHYTHM &amp; BLUES</b>			
<b>EDDIE "CLEAN-HEAD" VINSON</b> King 4313	<b>Somebody Done Stole My Cherry Red</b>	Vinson's first for King is an impressively commercial blues job. The lyrics are too purple for airing, but juke and retail action are indicated.	85--NS--85--85
	<b>Wineola</b>	A formula blues, not as forceful or arresting as flip.	72--72--70--74
<b>IVORY JOE HUNTER</b> King 4314	<b>Jealous Heart</b>	Ivory Joe applies his soft blues to the country click. Doesn't come out too bad, but the ork backing is loose and indeterminate.	55--53--55--57
	<b>All States Boogie</b>	Synthetic boogie blues doesn't convince.	62--62--61--63
<b>ERLINE HARRIS</b> Regal 3233	<b>Never Missed My Baby</b>	Thrush shows a good rhythm style, but material is slight.	64--64--64--64
	<b>Jump and Shout</b>	Screamer in the capsnap tradition works up a fair head of steam.	71--70--70--72
<b>DENNIS McMILLON</b> Regal 3232	<b>Goin' Back Home</b>	Southern blues shout with percussive guitar accompaniment. McMillon does it in authentic style.	63--63--63--63
	<b>Poor Little Angel Girl</b>	More expressive and striking than flip.	68--68--68--68
<b>PEACH TREE LOGAN</b> MGM 10614	<b>Rumor 'Bout the Roomer</b>	Logan talks a blues in an understated, wryly comic style that has appeal. Backing is fine especially the piano and a way-back home obligato.	74--74--73--75
	<b>Brother-in-Law You've Got To Go</b>	Another piece of light material, done in same vein as flip.	68--68--66--70
<b>THE DOZIER BOYS</b> Aristocrat 3002	<b>Big Time Baby</b>	Jump blues, with vocal group and combo swinging hard and mellow. Warbling is arresting and distinctive.	77--77--76--78
	<b>Music Goes 'Round and 'Round</b>	A jump version of the Riley-Farley jaspery. It's old enough—and the times are musically out of joint enough—to come back. Who knows?	73--73--73--73
<b>THE ROBBINS</b> Aladdin 3031	<b>Don't Like the Way You're Doing</b>	The Robbins aren't The Ravens, tho they give it a try here.	50--50--50--50
	<b>Come Back Baby</b>	Same story.	50--50--50--50
<b>JAMES (BLAZER BOY) LOCKS</b> Regal 3231	<b>Blazer Boy Blues</b>	Blues shouter shows style and distinction in a broken-hearted Southern blues job, with fine piano and guitar in back.	75--75--73--77
	<b>Mistreated Blues</b>	Another good grade Southern blues.	70--70--68--72
<b>JIMMY WITHER-SPoon</b> Supreme 1833	<b>In the Evening</b>	Witherspoon chants a spell-weaving mood blues, abetted by strong Buddy Tate orking.	84--84--84--84
	<b>Six-Foot-Two Blues</b>	Fast, fly, fascinating novelty blues shout.	82--82--82--82
<b>EDDIE WILLIAMS</b> Supreme 1835	<b>Hed Head 'n' Cadillac</b>	Small combo makes lively backing as Floyd Dixon talk-sings a light novelty thing in the Louis Jordan manner.	74--74--74--74
	<b>Broken Hearted</b>	Dixon warbles a strong blues, ably backed by the combo, setting a warming after-hours mood that should snare heavy attention.	86--86--86--86
<b>MEREDITH HOWARD</b> V 23-0044	<b>Jelly and Bread</b>	New blues thrush shows some promise in her handling of a double entendre novelty.	71--70--70--72
	<b>Easy Come, Easy Go Blues</b>	Miss Howard delivers this earthy blues with lots of body and feeling.	76--78--75--78
<b>EARL JACKSON ORK</b> Supreme 1832	<b>So Help Me</b>	Uneven performance of fair to middlin' material.	60--60--58--62
	<b>Woman Don't Want a Good Man No More</b>	More of the same.	60--60--58--62
<b>GEORGE FLOYD</b> Supreme 1831	<b>Again</b>	Poor job with the hit tune which with a better interpretation could probably grab off additional coin in blues and rhythm marts.	55--53--55--57
	<b>Close Your Eyes</b>	Tune, via Herb Lance's etching, has just about worn its way in the blues and rhythm sectors. This etching will hardly revive it.	50--50--50--50
<b>GEORGE FLOYD</b> Supreme 1834	<b>This Is Everything I Prayed For</b>	Warbler essays a sophisticated torcher in the Eckstine manner. Displays a quality, but seems to be reaching here.	58--58--58--58
	<b>Ain't I Losing You?</b>	Floyd seems to be in his key here, and it sounds okay.	68--68--68--68
<b>COUNTRY &amp; WESTERN</b>			
<b>MICKEY &amp; MARY CARTON &amp; THEIR ORK</b> Decca 12278	<b>If I Were a Blackbird</b>	Mary Carton injects a warming folk ballad quality into this charming waltz.	84--83--84--85
	<b>The Rose of Mooncoin</b>	Irish waltz attractively projected.	72--70--72--74

(Continued on page 112)

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use the **AMI Hideaway**




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AMI is the best buy  
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- **SEND \$15.00 FOR 3 SAMPLE KITS**

Enough for 3 Phonographs. Additional Kits Available to Operators in Quantity Prices.

**Terms:** Cash With Order—All Orders Shipped in Order Received.

ADVISE WHETHER 20, 24 OR 40 RECORD KITS ARE DESIRED

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NOVELTY SALES  
1410 Buchanan St.  
Racine, Wisconsin

NO  
DISTRIBUTORS  
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## Op Sets Up Special P.-R. Plan Promoting Juke Rental Business

(Continued from page 102)

holidays, Halloween, etc., all names are checked without fail. The theme of such calls are reminders that they are "preferred customers for whom specially serviced equipment is waiting their entertainment pleasure."

Immediately after a rental phonograph is returned to the shop, A. & M. calls that customer to inquire how the unit performed, how he liked the service, and what suggestions he may have for improving service "with the next installation."

On the machine angle, Raymond finds that use of older units does not bring turn-downs by customers. When a phonograph is delivered in top, clean condition, with waxed plastic and wood panels, clean glass and title strips, and all lights working, the customer is invariably pleased. Care is taken to remove cracked or discolored plastic, re-touch worn, chipped or faded paint immediately the defect is discovered.

An added party touch is the different record compartment back-drop designs offered on rental units. Easily replaceable, these consist of scenes depicting dancers, wedding ceremonies, birthday celebrations, along with appropriate Thanksgiving, Christmas, New Year and other special holiday tableaux. For birthdays, graduations, anniversaries and other personal type party occasions, a stock

of appropriate greetings with the more common given names (John, Mary, etc.) added, offers an invaluable personalized touch. These are on the usual sparkling, light-reflecting type of cut-outs and are placed within the record compartment.

As a final touch to his "more business" program, Raymond keeps a good-sized card with his firm's name and phone number in a prominent position toward the front of the record compartment. Because of the above special treatment given rental units, he has found that the cards encourage requests for his machines when people who have seen them in use plan to rent a phonograph themselves.

No unauthorized substitutions and no worn records is A. & M.'s policy on disks for rental customers, Raymond states.

### OPS ASSOCIATION

(Continued from page 102)

ranged for wives, Imig said the Huron meet would be programed so that the maximum amount of business could be covered in the allotted time and, that if necessary, the sessions would hold over an extra day. One of the items on the agenda will be a report to the membership on the MOA executive board meeting held here this week and on plans for the MOA convention.

## NCMDA Holds Annual Meet; Parleys With Ball, Bell Groups

(Continued from page 94)

men of the membership and finance committees pointing out the solidarity of the 13-month old association's treasury and the advantages of expanding gradually. As a result the Lake City Amusement Company, Cleveland, headed by Joe Abrahams, was the sole new firm added to the NCMDA during the meet. At the same session, the general membership, while taking no formal action on the subject, reaffirmed its stand against annual trade shows featuring displays of coin machine equipment.

Of major moment to the 26 firms which now belong to NCMDA is the realization that despite its brief history, the distributor group has welded itself into a solid front and that all segments of the five-ball field realize this. As a result when the group now makes a request of manufacturers or seeks to eliminate a grievance, while the matter may not be adjusted immediately, all possible consideration is given and in time the situation is frequently cleared up. Most of the manufacturers have even gone on record as favoring the aims of NCMDA and praising the progress of the group.

On Wednesday afternoon, NCMDA's executive committee, consisting of President Lou Wolcher, Vice-President Dave Bond, Treasurer Cy Lazar and Secretary Irv. Blumenfeld, met with a five-man committee made up of Roy McGinnis, J. H. Keeney & Company; Grant Shay, Bell-o-Matic Corporation; Herb Jones, Bally Manufacturing, and Dick Hood, of H. C. Evans & Company, who represented their own companies as well as other manufacturers who make bell and one-ball equipment. While no concrete results were announced following this informal session, it is believed that matters relating to improving the relations among manufacturers of different types of amusement equipment were discussed.

The Thursday session brought together a 13-man NCMDA manufacturers' liaison committee with CMI officials. Representing the distributors were Sam Taran, Gil Kitt, Alfred Bergman, George Prock, Leo Weinberger, Woolf Solomon, B. D. Lazar, S. I. Neiman, public relations counsel; Lewis Bennett, legal counsel, and the four executive officers. In the CMI delegation were President

Harry Williams, Dudley Ruttenberg, legal counsel; John Pickering, publicity counsel, and representatives of the five manufacturer firms which now make up CMI; Sam Stern, Williams Manufacturing; Dave Gottlieb, D. Gottlieb & Company; Sam Wolberg and Sam Gensburg, Chicago Coin; Charles Pieri, Exhibit Supply, and Dave Gensburg, Genco. This was also a harmonious session, and featured messages by President Williams and President Wolcher along the general lines of progress made by NCMDA in the past year and a call for continued improvement of relations between manufacturers and distributors. Exclusive distributorships were also discussed at length and those manufacturers who have not yet completed this cycle pointed out that they were moving toward it but more time would be needed if five-ball machines were to be universally distributed on an exclusive basis.

New Improved

## South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch Long Life

PERFECT REPRODUCTION—SIMPLE TO INSTALL

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Fits All Wurlitzer Phonographs (Except Counter Models and P-12. When ordering 616 or earlier, please specify.)

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**\$11.95**

COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle. JOBBERS' INQUIRIES INVITED.

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For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records



Nothing to change—just plug it in  
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DETROIT 1, MICH.

## MOA Sets '50 Meeting Plans

(Continued from page 102)

individual showings.

Miller, Denver and Levine stressed that the convention would be called by the operators of music equipment, and that sessions would be devoted to their problems. All phases of the industry would be invited to participate in some of the sessions, it was learned, but the major business would be that which concerned the operator.

A special five-man publicity committee was formed here, headed by Roy Cunliffe, Chicago, to handle promotion of the convention.

In line with a campaign to combat venereal disease, which has found several music machine associations, including that headed by Miller in California, placing recordings of the special song, *That Ignorant, Ignorant Cowboy*, on their machines, the MOA voted to get behind this promotion on a national basis.

Meeting adjourned Tuesday night, with most of those in attendance returning to their homes late that evening. Denver, Levine and Miller, however, remained over in Chicago until late Wednesday in an attempt to set up the dates with the hotels. Cunliffe, it is understood, will complete the plans for the group within the next few days.

# Urges League Play on All Boards

## PUCK PATTER

### Bridgeport, Conn.:

The shuffleboard division of the Schwaben Club conducted the first of a series of pinochle and bridge parties last week at its clubrooms at 37 French Street. This group is one of the most active shuffleboard clubs in Bridgeport, and has its own shuffleboard league.

### Sawyer, Mich.:

Mary English, captain of the Estergard Inn team, said last week that this community's shuffleboard com-

petitions will get under way October 1. Meanwhile, players who will compete in the league are beginning to sharpen up their eyes after the summer lay-off.

### West Chester, Pa.:

Paul Cosgrove, president, Penn Shuffleboard, reports that the latest shipment of Black Beauty boards to Monroe Coin Machine, of Cleveland, brought the total sent to the outlet, headed by Roy Monroe and George George, to four trailer loads within the last two months.

### Orange, N. J.:

Paul Kotler, National Shuffleboard prexy, is getting ready to move into his new home in Irvington, N. J. Construction of the building began four months ago. Joe Donovan, National's publicity chief, reports the following league activity: T. A. Vernon has three loops running in Lewiston, Idaho; Eddie Simandl is starting leagues for 46 New Jersey posts of the Veterans of Foreign Wars; E. J. Czyk, of Charleroi, Pa., has 12 teams set, with the tournament to end March 14, 1950; Elmer Fischer, of Springfield, Ill., has five loops under way in his area.

### Chicago:

Herb Perkins, Purveyor Shuffleboard president, reports business thruout the country on the upswing. Marion Hoyt, who covers Southern Ohio for Purveyor, returned to Chicago last week, reporting that in his tour of the territory he found more shuffleboard interest than ever before. Meanwhile Perkins has been busy getting the Purveyor Shuffleboard leagues started, and says initial play, part one of a three-section competition, will get under way early next month. . . . Bill Tucker returned to the city Monday night (12) after a trip thru Michigan.

### Indianapolis:

The official date for the shuffleboard fall opening is September 26. Organized leagues have readied plans for the season and leagues will begin operations on that date. . . . The American Shuffleboard Company has opened quarters in the Indianapolis Warehouse & Storage Company Building. Representatives in the city for the company are C. A. Scott and V. J. Bartimes.

## Handless Lad Finds Shuffle Offers Job, Top Entertainment

MONTAIR, Colo., Sept. 17.—Shuffleboards have proven to be more than another game for Bill Longan, 22-year-old local resident, who lost his hands in an accident six years ago. In addition to furnishing him with a means of developing skill in a competitive game, shuffleboard has offered him the chance to become gainfully employed at a job where his condition not only is no hindrance but has actually been turned into an advantage.

Longan's employer, Lucille Anderson, who owns the Shuffleboard Lane here, states that he has become more proficient at the game than the best of the regular league players. He seems to get better control of the pucks with his artificial hands, which is readily evident while instructing newcomers in the game and participating in regular matches, she declares.

## Mero Exec Cites Dangers Of Exclusive Organized Play, Seeks Co-Operation

### Claims Present Policy Short Sighted

CHICAGO, Sept. 17.—Bringing out into the open for the first time the fact that league play in most sections of the country is being held back by the insistence of some manufacturers and operators that organized play be limited to play on their own boards, Col. L. Lewis, Mero Industries, this week came out for a plea for leagues made up of locations featuring all makes of shuffleboards.

Lewis, who soon will leave for a tour to help launch new leagues in the South and Southwest, stated that the exclusive board league play had become so widespread in some areas where shuffleboard is just breaking in as a major indoor sport, that if

shuffleboard interests and their field representatives advocating this policy do not change their policy the entire industry is bound to suffer in the immediate future.

### Small Ops

The Mero official stressed the point that most of trouble is now taking place where smaller operations are the rule. A typical situation would be in a city or rural area where there are several operators, each with five to eight boards, and all trying to start leagues. The usual result is the formation of but one or two leagues if one operator has enough locations centrally located to set up a six-team league. The other operators, if they banded together, could set up many leagues but, instead, insist on leagues with only their own boards and locations used.

Lewis explained that there is some hope for a change in this situation but it will probably take time. Meanwhile, some players, discouraged because they can not enter organized play, lose interest in the sport and the operators and locations lose receipts. His main concern was to eliminate this practice as soon as possible and therefore increase the possibilities of expanded league and tournament play this fall and winter.

## Emeloid Adds To Accessories

HILLSIDE, N. J., Sept. 17.—The Emeloid Company, large plastics house, this week introduced a transparent, "stick-on" sign as the latest in its growing line of shuffleboard accessories. With 15 separate items already on the firm's list, the new sign can be applied to any smooth surface, including glass, without the use of an adhesive. The legend, "Play Shuffleboard," is processed into clear, flexible plastic. The sign may be removed and reapplied without damage, it was said.

I. Howard Asen, sales manager of Emeloid's shuffleboard and amusement game department, stated that most of the company's business in the trade is done on contract for large board manufacturers and distributors. Altho the company has been active in the plastics field for the past 30 years, Asen's department was activated only last June.

Shuffleboard accessories now produced by Emeloid include measuring "T" squares, vinylite protective covers, wax spreaders, name plates and a variety of signs.

## United Intros Shuffle Alley, Novelty Game

(Continued from page 94)

scoreboard. Playfield and cabinet of Shuffle Alley occupies 8 by 2 feet on location. Its attached scoreboard shows bowling pins set up just as they would appear on a bowling alley. Only one puck is necessary to play an entire game, since once the player has made a shot at metal fins which simulate bowling pins on the playfield, the puck drops out of sight, falls into a concealed chute and instantly returns to the player's end of the game.

### All Skill Shots

Because of the game's rigid adherence to bowling principles, only thru skill shots can the player run up a good score. As in bowling, the top score is a perfect 300 which means that the player would have to make a strike with every shot during the 10 frames of play. Shuffle Alley's automatic scoreboard registers points immediately after a frame has been completed without the use of buttons or any other type of manual aid. Just as in bowling, the score for a strike or spare is withheld until the player has completed the other shots necessary to complete a frame. Then once the two additional shots are completed after a strike or after a spare, the scoreboard immediately completes the withheld frame.

Thru the use of the United developed drop chute, which instantly sets up a game for play immediately following the dropping of a coin in the chute, the puck return feature and the automatic scoring, an entire game can be completed in a short time and gives the player a feeling of full satisfaction for his coin.

## 3G Shuffle Tourney Set In Milwaukee

### Competition Covers County

MILWAUKEE, Sept. 17.—A \$3,000 County Shuffleboard Championship Tournament is scheduled to start here Monday (19) and run for five weeks with over 150 locations entered as the starting date neared. Chairman Sam Shafton, who heads the membership committee for the tourney reported a minimum of 2,000 players would compete in this, the second county-wide shuffleboard meet held here. The first was conducted April 18-May 25, with winners qualifying for the Four-States Tournament which was held shortly after in Chicago.

Planned to create new players for the game, as well as to maintain the interest of those already introduced to the sport, the tournament will be operated as follows:

During the first five weeks competition will be conducted on an individual player-league basis. The winners in each location will be awarded cash prizes, then the winning individuals will be formed in teams to represent their particular locations.

### Play-Offs

The teams then will be matched for a series of games which will take four weeks to complete and which will be played on an elimination basis. Those surviving the four-week play will then be matched in the quarter and semi-finals, with the winners going into the finals, which will be played at a centrally located site as yet not announced.

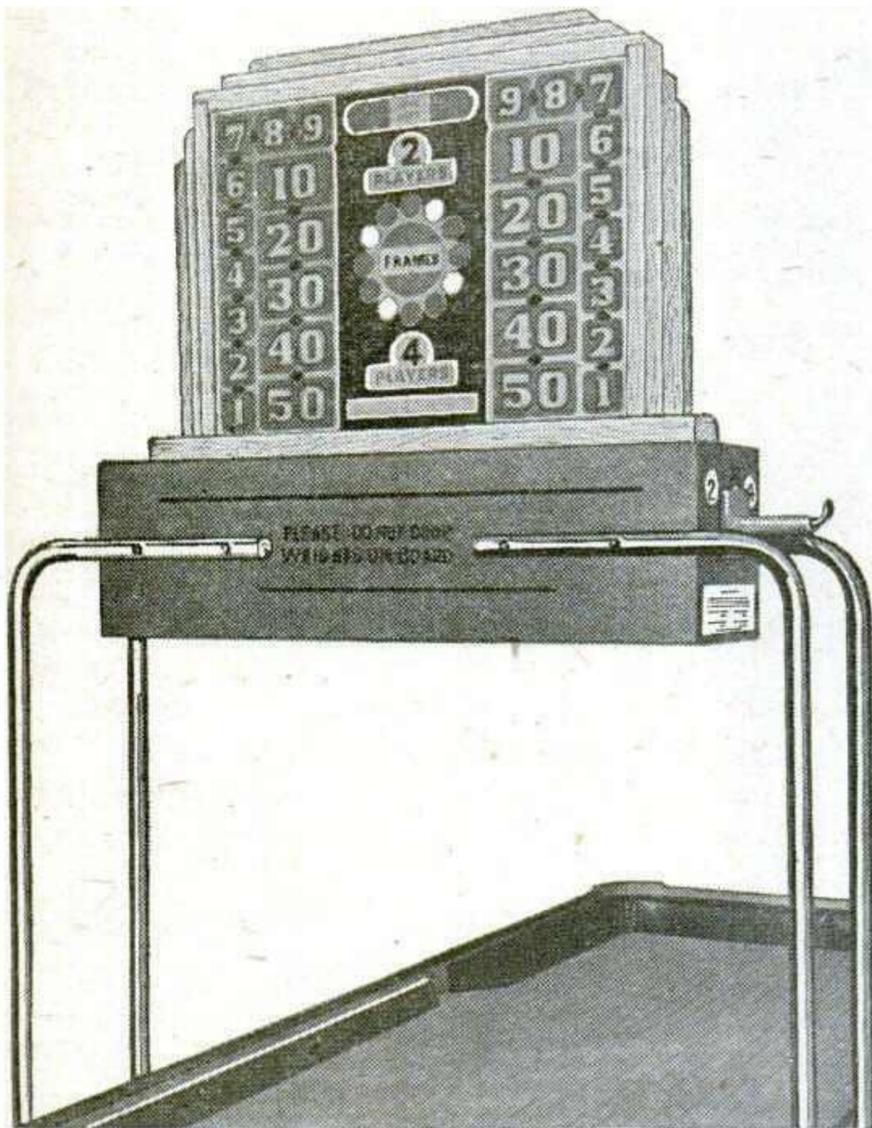
Advertising and promotion for the tourney will be handled by the tournament committee, which includes Bill Johnson, Ralph Enders, Fred Lutz and Carl Hinman.

## Plan Southwest Shuffle Tourney

OKLAHOMA CITY, Sept. 17.—The first major shuffleboard tournament to be staged in the southwestern part of the country will be held here November 18-20, it was learned this week, with all shuffleboard players in the area eligible to participate. Competition, which will take place in the Zebra Room of Municipal Auditorium, will include singles, doubles and team matches.

Jim Boyle, Boyle Amusement Company, is handling tourney arrangements.

# HERE IT IS! THE NEW MONARCH DeLuxe 'ALL-PLAY' SCORING UNIT FOR ALL SHUFFLEBOARDS



Location Tested and Proven! Guaranteed Finest!

**SCORES POINTS:**

2 PLAYERS, 15 Points  
4 PLAYERS, 21 Points

**SCORES FRAMES:**

2 PLAYERS, 8 Frames, 15 Points  
4 PLAYERS, 10 or 12 Frames, 21 Points

**SCORES HORSE COLLAR OR BASEBALL:**

2 PLAYERS, 8 Frames, up to 51 Points  
4 PLAYERS, 10 or 12 Frames, up to 51 Points

**EXCLUSIVE TOURNAMENT PLAY FEATURE!**

Frames score automatically when Points are registered. If no point is made Player presses Frame Button to register Frame!

- All-in-one Unit permits faster, easier installation than any other score board!
- Entire mechanism on sliding panel! Assures quick, easy accessibility when serviceman stands on floor!
- World's largest score board cash box!
- Beautiful Walnut and Natural cabinet with chrome supports. Supports adjustable to any width board.

Available With or Without Frames

**CHOICE OF DIME OVER DIME CHUTE:**

20¢, 2 Players; 40¢, 4 Players.

**SINGLE DIME COIN CHUTE:**

10¢, 2 Players; 20¢, 4 Players.  
Chute assures positive action. No lost coins—no complaints.

**ALL MODELS FULLY METERED**  
Complete With Wire and Scoring Buttons at Both Ends of Board

**REGULAR MODEL**

Point, Horse Collar and Baseball Scoring ..... **\$169.50**

**DELUXE MODEL**

Point, Horse Collar, Baseball and Frames ..... **\$199.50**

**WRITE—WIRE—PHONE YOUR ORDERS AT ONCE!**

**INSIST ON MONARCH FOR QUALITY—RELIABILITY! SHUFFLEBOARDS—22 FT. "SHUFFLETTE" REBOUND—8 FT. HEADQUARTERS FOR SUPPLIES AND ACCESSORIES**

OPEN TERRITORY FOR LIVE-WIRE DISTRIBUTORS! WRITE TODAY!

## Fla. Citrus Growers Predict 300% Climb For 1950 Shipments

HOUSTON, Sept. 17.—Expanded operation of citrus juice venders over the country was indicated this week as Florida growers predicted a 300 per cent increase in shipments of frozen orange juice concentrates during 1950. Other "boom volume" predictions were made at the Texas citrus and vegetable growers and shippers' convention here this week by other fruit growers.

The anticipated increase in shipping volume was further given credence by Henry English, American Trucking Association's (ATA) first vice-president, who told growers that refrigerated trucks could now safely deliver perishables to any part of the nation.

### PENN'S BLACK BEAUTY SHUFFLEBOARD

IS PREFERRED BY PLAYERS, OPERATORS AND LOCATIONS EVERYWHERE

Write for Information

**Penn Shuffleboard Co.**  
WEST CHESTER, PENNA.

**DON'T REFINISH YOUR BOARD!**  
Forms Film  
Ends Pitting  
Ends Chipping  
New Powdered Wax



Don't Wipe Off! Just Add Glide

**GLIDE**  
Protects Finish—Makes Any Slow Board Fast! Weights "Ride" on "Glide."

Sample Case (24 Cans), \$13.50  
**DISTRIBUTORS! OPERATORS!**  
A FEW TERRITORIES ARE OPEN  
**GLIDE**  
123 BROADWAY  
OAKLAND, CALIF.  
Phone: GLencourt 2-2543

**GLIDE** 123 Broadway  
Oakland, Calif.  
Please send me ..... cases of Glide.  
Name .....  
Address .....  
City .....

## AUTOMATIC \* FRAME SCORING

### NOW AVAILABLE WITH NEW AND IMPROVED ELECTRIC-OVERHEAD SCOREBOARD

Frames Automatically Advance  
... seconds after scoring.

**\*FRAME SCORING\***

We have added "FRAME SCORING" to our OVERHEAD Scoreboard, which is an optional feature. The "FRAME SCORING" feature is incorporated within the regular cabinet unit and is not a separate unit. Two players score to 15 points or 8 frames, whichever is scored first. Four players score to 21 points or 10 frames (adjustable to 12 frames), whichever is scored first. Frames automatically advance ... seconds after scoring. Scores by FRAME and POINT combinations.

**Immediate Delivery**  
Wire, Phone, Write for Fullest Details

Western Distributors  
**ADVANCE SALES CO.**  
1350 Howard St.  
San Francisco, Calif.



This Type of Scoreboard Also Available in Stand or Wall Model (One Side) With or Without Frames.

**M & T SALES CO.** 2849 Fullerton Ave.  
Chicago 47, Ill.  
Dickens 2-2424

## PURVEYOR'S 'SPORTSMAN' HONEST QUALITY • HONESTLY PRICED

Pucks, Wax  
Scoresheets  
Climatic  
Adjusters,  
Etc.



**CLAMP-ON LITES**  
Deluxe fluorescent fixture for better locations. Chrome uprights. Clamps on side of board. **WRITE**

**PURVEYOR SHUFFLEBOARD CO. MANUFACTURERS**  
4322-24 N. Western Ave.  
Chicago, Ill.  
Ph.: (Uniper 8-1814—8-1815—8-1816



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

### Out They Go!

Just a Few More Left!  
—to make room for new model  
**BRAND NEW 9 FOOT  
MAPLE HARDWOOD**

**Combination  
SHUFFLEBOARD  
or BOWLING**

We're letting them go at only... **\$75**  
COMPLETE  
F.O.B. Cincinnati  
Make check or money order payable to  
**2 IN 1 PLAYBOARD CO.**  
7666 Reading Road, Cincinnati 16, Ohio

### Rake Celebrates 20th Anniversary

PHILADELPHIA, Sept. 17.—Marking its 20th anniversary as a coin machine distributor, as well as the introduction of the Northwestern line of bulk venders to operators in this area, The Rake Coin Machine Exchange has set aside September 27-28 for open house at its headquarters here, 609 Spring Garden Street.

Northwestern's Model 49 and the 49 De Luxe will be featured. Joseph, Nat and Manny Rake will be hosts.

### DISTRIBUTORS-OPERATORS!

**LOWEST PRICE \$275** BEST DEAL IN U. S. A.  
DeLuxe QUALITY BEST MATERIALS  
BEST MADE

MAHOGANY & WALNUT VENEER  
100% HARDWOOD CABINET  
BEST MAPLE TOP  
16 TO 22 FT.



ELECTRIC  
SCOREBOARDS



New overtop or wall model  
FRAME & POINT SCORING

BUY DIRECT  
SAVE **\$150**  
24 hr. delivery

New Deluxe Select Hardwood Hand-Rubbed Cabinets with finest air and kiln dried climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks. 18-20-22 ft. lengths.

Electric Scoreboards... \$ 95  
Maple or Masonite Tops 125  
Used Shuffleboards... 150  
Pucks, \$10; Lights, Each 5  
Wax, 30¢; Score Sheets, 60¢.

**SHUFFLEBOARD Specialists**  
1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

**NEW, IMPROVED!**  
**"SLICK" SHUFFLEBOARD WAX...**  
*Wear-tested and Proved!  
65% Less Abrasive*

SLICK Shuffleboard Wax will more than double the life of your shuffleboard top! Regular use of this specialty wax prevents pitting and retards abrasive wear of board tops longer than any other wax. Players prefer the fast, controlled finish which SLICK Wax leaves on a board. Use it—for more profitable shuffleboard operation and greater playing enjoyment!

**GUARANTEED!**  
SLICK Shuffleboard Wax is uniformly compounded and always consistent. It contains no injurious ingredients. It will not wear, scratch or mar the surface of ANY make Shuffleboard.

**YOU CAN DEPEND ON THESE "SLICK" SHUFFLEBOARD PRODUCTS**  
Shuffleboard Wax  
Shuffleboard Quick-Drying Cleaner  
Shuffleboard Paste Wax  
Liquid Shuffleboard Polishing Wax and Cleaner  
Precision Shuffleboard Weights

**U. S. TESTING LAB REPORTS**  
\*SLICK Shuffleboard Wax — tested against leading competitive products in the famous U. S. Testing Labs—proved 65% less abrasive than any other wax. Send for a copy of this report and see the results yourself.

Sold Thru Distributors Only — Territories Open

**THE SLICK SHINE CO.**

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Western Representative  
H. Schoenberger  
5225 Wilshire Blvd.,  
Los Angeles 36, Calif.

### BUY THE BEST AT THE LOWEST PRICE

DeLuxe New Shuffleboards .....	\$265.00	Score Sheets, Carton of 25 .....	\$ 12.00
DeLuxe Electric Scoreboards .....	145.00	Shuffleboard Lights, Set of 2 .....	9.00
Finest Precision Weights, Set .....	8.75	Used Shuffleboards .....	125.00
Powdered Wax, Case of 12 .....	3.50	Maple Top Leveling Adjuster, Set of 6 .....	37.50

**A. G. SEBRING CORP.**

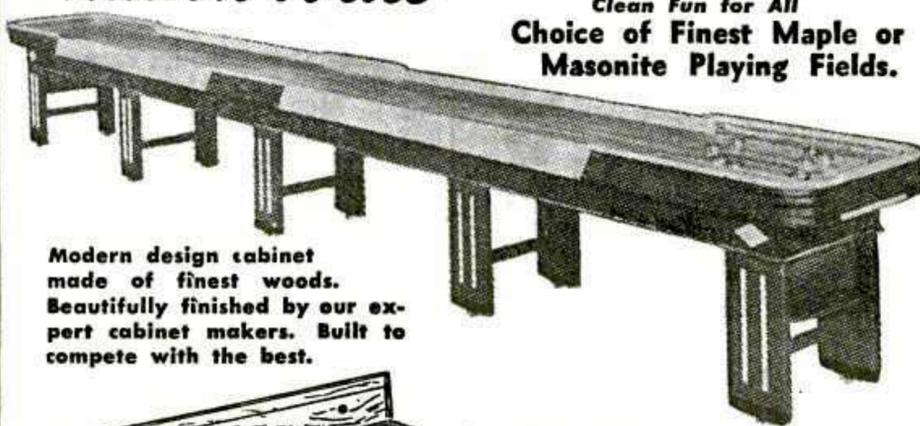
2300 W. ARMITAGE

CHICAGO 47, ILL.

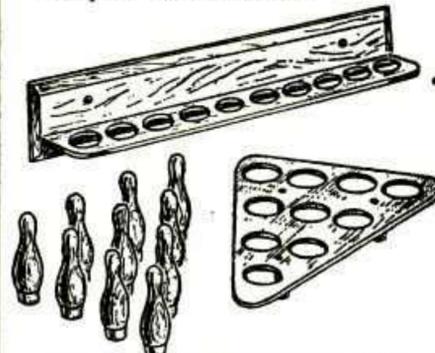
### ALL AMERICA PLAYS

## "Nation Wide" SHUFFLEBOARD

Clean Fun for All  
Choice of Finest Maple or  
Masonite Playing Fields.



Modern design cabinet  
made of finest woods.  
Beautifully finished by our ex-  
pert cabinet makers. Built to  
compete with the best.



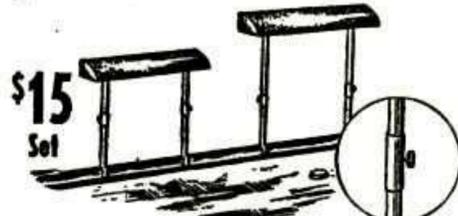
### "Nation Wide" Shuffleboard Bowling Sets

Complete with Wall Rack, 10 Pins,  
Rack.  
5" Pins of hard maple, smooth  
finish. Weigh 1/4 lb. each. Will  
not jump the table.

**\$11.50 PER SET** Large Discount  
to Distributors

### ADJUSTABLE FLUORESCENT LITES FOR SHUFFLEBOARDS

Specially designed for shuffleboards. Check these advantages: Bulb guaranteed NOT to throw heat; Chrome Uprights adjustable to any height (see inset); modern fixtures add to the beauty and flash of your board. Priced exceptionally low in comparison to ordinary Shuffleboard Lights.



EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION  
★ WAX ★ WEIGHTS ★ LITES ★ SCORE PADS ★ T-SQUARES ★ SIGNS

**"Nation Wide" OFFERS THE BEST DEAL IN  
AMERICA TO DISTRIBUTORS AND OPERATORS!**

## "Nation Wide" NOVELTIES, INC.

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CHICAGO 9, ILLINOIS

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## NEW! SHUFFLEBOARD TOP RESURFACING MACHINE

EXCLUSIVE TERRITORIES—  
Your Investment Doubled  
In Just a Few  
Months.



AMPLE SUPPLIES  
FURNISHED TO  
GET YOU STARTED  
FREE SCHOOLING

WRITE-WIRE OR CALL  
9395  
SAGINAW, MICH.

## MICHIGAN SHUFFLEBOARD SERVICE

2356 SO. MICHIGAN AVE.

SAGINAW, MICH.

# COINMEN YOU KNOW

## Los Angeles:

Al Weymouth, Weymouth Service, is happy over the enthusiastic reception the firm's new branch office in Portland, Ore., is receiving from Northwest operators. Bob Griggs, who heads up the office, reports Electros and Vendalls are hot items in that area. Weymouth had George Watkins, Phoenix, Ariz., Stanley Tracy, Kingman, Ariz., and Pat Sichert, Fresno, Calif., as visitors last week.

Paul and Lucille Laymon, of the Paul A. Laymon Company, motored to Chicago last week to attend the Bally distributors' meeting. They will be gone about three weeks, combining business with pleasure. While they're on the road the office is being held down by Ed Wilkes and Charlie Daniels. . . . Seen on Pico Street recently was George Taylor, Lompoc coinman. . . . Ditto for Bob Chacon, who hails from the art colony at Laguna Beach.

Jack Leonard, of Badger Sales, says that interest in the Northwestern line has picked up tremendously since the new price schedule was announced. Last week Jack sold over 200 pounds of merchandise to operator Joe Drasso. . . . Tom Felkins, San Bernardino coinman, was on Pico Street looking over some new games. . . . Another recent visitor was R. C. Jones, of Ridgecrest.

Coin machine row was saddened by the death of the father of Bill Leuenhagen, of the W. H. Leuenhagen Company. He was a great favorite with operators who visited the Record Bar. . . . Mary Solle is lining up another record preview party for the latter part of the month to be held at the Rodger Young Auditorium. . . . A. G. Peek dropped his coin machine route in Alhambra long enough to make the rounds on Pico Street. . . . Another visitor was C. E. Taylor, Long Beach coinman. . . . Earl Wilson was in town from Las Vegas.

Charles Cahoon is back from Flint, Mich., where he went to pick up that new Buick. A stop-over at Las Vegas paid for the trip, he says. . . . Dan Moore was up from Redondo Beach. . . . Jim Murphy was seen looking over some new equipment.

Pete Pelegrino, South Gate operator, is back from a two-week vacation in Northern California. . . . Ruth Wallis, who made the "Dinghy Song," is now appearing at the Zephyr Room of the Chapman Park Hotel. . . . Scat Crothers' recording of "Shuffleboard Blues" is catching on here.

Stan Turner, of Southland Distributors, reports Wurlitzer business took a big jump recently. . . . Charles Schoenfeld, of Santa Monica, was in town to check over the new games now adorning show floors on Pico Street. . . . Bill Wolf, San Diego operator, made a recent visit to look over the local coin machine situation.

## Vital Statistics

### Marriages

Harold Cooke, of Northern Virginia Music Company, and Marjorie Alvarez, in Alexandria, Va., August 27. They spent their honeymoon in the Blue Ridge Mountains.

### Deaths

William Leuenhagen, father of W. H. Leuenhagen, Los Angeles, who operates the W. H. Leuenhagen Company, records and music supplies.

## Hartford, Conn.:

Canada Dry Bottling Company, of Stamford, Inc., has increased its capital to \$100,000 (par \$100), according to a notice filed with the secretary of state at the State Capitol. . . . Steve Strohman, of the Capitol Records Distributing Corporation's Hartford branch, is back on the job, following a vacation trip.

Jack Gordon, Hartford district manager for J. P. Seeburg Corporation of Chicago, juke box manufacturers, and family have returned to Hartford, following a combination business-pleasure trip to Chicago. They made the journey by automobile.

M. H. Rhodes, Inc., local manufacturer of parking meters, has appointed Paul P. Mitnick Advertising Agency, of Hartford, to handle advertising for the meters. Magazines and direct mail will be used in the campaign. Paul P. Mitnick is advertising account executive for the agency. . . . Jane Mullane, secretary to Albert Latauska, manager of the Capitol Records Distributing Corporation's Hartford office, has returned from a vacation.

The Board of Selectmen at Easthampton, Mass., voted to grant six-day permit licenses for five-ball pinball machines to local establishments, with the restriction that anyone under the age of 18 not be allowed to play. This action had been held up pending a possible change in laws relative to the licensing of pinball machines by the Massachusetts State Legislature. The board has been informed, however, that this new legislation will be in the hands of the legislative rules committee until the next session.

There were 5,786 coin-operated amusement devices in Connecticut on which taxes were paid in the fiscal year ended June 30, according to a report issued by the Internal Revenue Bureau. The report showed 5,601 coin-operated amusement devices on each of which there was paid a federal tax of \$10 and 185 coin-operated devices taxed at \$100 each.

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting Tuesday evening (13), at the Hotel Gibson. Those attending were Charles Kanter, Frank Michaels, Phil Ostand, William Fitzpatrick, Nat Barfield, Al Lieberman, Jerry Levy, Abe Vilinsky, Ray Bigner, Abe Maius, Max Moeckel, John Toney, James Alexander, James Drivakis, Milton Cole, Bill Harris, William Strout and Sam Chester.

The application for membership made by Robert Wood was approved by the board of directors. He purchased the phonograph route of Leon Levy. . . . Sam Chester and Abe Salmon were selected to serve as rotating board members during the next month. . . . The next board meeting will be held Tuesday afternoon (27), in the association offices.

## Detroit:

Arthur P. Sauve, founder of the firm bearing his name, is leaving on a trip to Florida to inspect his property which was hit by the hurricane. . . . Hazel Reichlin, of the Sauve organization, was on the sick list for three days, but is back on the job. . . . Samuel Gensburg, of Chicago Coin, was a local visitor, and conferred with James Rice, serviceman, who has developed a new device with push-button control. . . . Mrs. C. Jordan Spring, wife of a shuffleboard operator, is reported convalescing satisfactorily at her home following hospitalization.

## Chicago:

Most of the plants played host to groups of distributors who were in town for the annual sessions of the National Coin Machine Distributors Association (NCMDA). Several manufacturers scheduled round-table meets with their own distributor organizations. Among the new equipment visitors saw at United Manufacturing was Shuffle Alley, an eight-foot game stressing all the features of bowling. Among the visitors at United were Joe Schwartz, National Coin Machine Exchange, Chicago, and Lyn Brown, Brown Amusement Company, Los Angeles. Bill Marmer was so enthused over the arrival of his newest heir that he phoned Billy DeSelm from Cincinnati where his Sicking, Inc., has its home office.

Ted Rubenstein points out that his newly formed Comet Industries has already attracted many inquiries about its proposed production of counter games. He recently purchased all the dies and inventory from Daval interests. . . . Vince and Grant Shay, Bell-o-Matic, are optimistic about the current Mills bell line they are distributing to the nation's operators. One of the feature models is the Duplex, a completely mechanical twin chute console using the bell family mechanism. . . . Howie Freer, Empire Coin Machine Exchange, returned Thursday (15) from Oregon.

Mel Binks, Universal Industries, and his wife were in the East this week squeezing in a few vacation days and welcoming home their son, Don, just back from Europe. Meanwhile, the plant was in hands of Bill Ryan, who reports increased interest in Photo-Finish. . . . John Conroe, Keeney, says the plant is a real beehive of activity these days with all hands driving hard to keep production at top levels. He adds that President Pete McGinnis is highly pleased with the new business that has arrived since Labor Day. . . . Sam Lewis and Ed Levin, Chicago Coin, report requests for information on the five-ball Football are coming in at an increased ratio.

Executive committee of the Music Operators of America (MOA) held a three-day get-together at the Morrison Hotel. Al Denver and Sidney Levine, co-chairman and national counsel respectively, caught a late plane Wednesday night (14) in order to be back in New York in time for a full day's business Thursday. George A. Miller was set to depart via train for his California home Wednesday afternoon, but stayed over in order to complete arrangements for the February, 1950 MOA convention with the Morrison Hotel.

Vince Angeleri, A. A. A. Swing Time Music Company, took off for California early this month after bidding good-bye to his friends in the juke business. Vince, who followed his family to Los Angeles in his new Mercury, aims to set up permanent residence there. While definite business plans were not decided upon, Vince indicated that he would like to remain in the coin phonograph field. Meanwhile, his father, Angelo Angeleri, continues as head of Swing Time Music.

Ray Cunliffe, who heads the local phonograph association, and who is also on the executive board of the MOA, was one of the busiest fellows in town during the meet. As the Chi rep, Ray was the "unofficial host" of the conclave, and did much to help the out-of-towners. Ray will act as chairman of the MOA's publicity committee, giving him some added chores for the immediate future.

John Fielding and Bernard Kiley, partners heading the hot coffee and doughnut-cookie vander operation,

## Indianapolis:

Shaffer Music Company recently named exclusive Seeburg distributor in this territory, held open house Sunday (11) from noon until 6 p.m. Operators from all parts of Indiana and some from Ohio were present at the opening. A Seeburg phonograph was given as a door prize. John Hall, operator at Noblesville, Ind., held the lucky number.

On display at the opening was a complete line of industrial and commercial phonographs. Visitors from out-of-town included C. T. McKelvy, vice-president in charge of sales; Ernest Regan, assistant sales manager; Charles Smith, manager of field service; J. I. McClelland, district manager; Verne Green, sales engineer. E. E. Shaffer, founder of the company, was one of the guests, with his son, Ed Shaffer, firm's president. Managers from the branch offices, Harvey Hobbs, Cincinnati, and Bernie Flynn, Columbus, O., were present. One of the special features was the introduction of the new Hide-Away model, with 50 records, to be known as H.M. 100-A. Approximately 150 operators attended the gathering.

Southern Automatic Music Company, Inc., in announcing its policy on the AMI coin-operated phonograph line it now handles, said the policy that prevailed in the past will continue with the new line. In addition to the AMI phonograph, the company will feature other coin-operated devices. Herman Perkins succeeds Sam R. White, as sales representative for the company. White resigned to join his father in the advertising business. . . . Sam Weinberger attended a sales meeting of the AMI Company at the Kentucky Hotel, Louisville. Present at the meeting were John Haddock, president of AMI; Jack Mitnick, Eastern representative; Lindy Force, sales manager, and Arthur Daddis, district service manager.

The demand for coin-operated phonographs is showing a substantial increase here. Distributors report sales, while not so numerous, are steady and being made to substantial operators. From all indications the fly-by-night operator is gradually disappearing and business is seeking a standard level.

Airport Vending Service, are adding 10 java units to their industrial-office locations. Move marks the third increase since boys started operating in August, 1948. Because their initial installations were made in the Municipal Airport hangars, offices and repair shops, they coined a firm name to sound appropriate. Operating Bert Mills coffee units, Fielding and Kiley say they average between 120-150 servings per machine per day. Some units sell up to 300-plus cups of coffee a day, they report.

A. Garrick Alex, Vendall Service Company head is enthused over the good reception being given the five-column electric console-type gum venders now being tested by William Wrigley Jr. Company. New units are being placed with a number of candy vender operators by Wrigley to ascertain their value as business stimulators. To date, according to Alex, their use has resulted in boosts of from 25 to 50 percent in nickel pack gum sales in many locations.

Gib Cousson, Tropical Tradin Company, reports hyped activity of firm's Hot Nut vender line. With each triple head installation, 5, 1 and 25-cent merchandise can be offered to build sales volume. . . . Richard Adair, R. H. Adair & Company, Oak Park, continues to offer operators sales and repair service of bulk venders. His fully equipped

rebuilding, repainting shop is being kept busy as smaller bulk operators channel in their work these days, he reports.

Atlas Novelty Company is another firm to report rejuvenated business. The games line has entered a period of mounting activity and operators are reporting conditions on their end also much improved. Staff at Atlas is unanimous in forecasting a good fall-winter season, with **Harold Schwartz** and **Nate Feinstein** putting their **John Henry's** on the good-business statement, backed, of course, by Major **Domos Eddie** and **Morrie Ginsburg**.

**Bob Gnarro**, ABC Music Service, says that with television rapidly becoming less and less of an interference with juke play, a rising play trend is beginning to show up on most boxes. Some tavern papers are already enjoining bar-keeps to keep their video sets off except for very special programs, or eliminate them altogether. Television is no business stimulant for the tavern owner, is the cry coming from more and more tap men. This spells a better era for the juke op, Gnarro feels.

**Mike Imig**, Mike's Music Service, Yankton, S. D., and president of the South Dakota Phonograph Association (SDPA), was in town for the MOA meet, accompanied by **Mrs. Imig**. Imig reports a record attendance is assured for the SDPA quarterly meet skedded for Huron, S. D., September 25-26.

**Washington:**

**Silent Sales System**, of Washington, has opened a new coin arcade on 14th Street, N. W. The location is equipped with athletic machines, coin-operated moving pictures, baseball games, and the latest pintables, according to **Ira T. Byram Jr.** The center was newly decorated and equipped with neon signs.

**Byram** recently returned from Ocean City, Md., where he caught a good haul of fish. One was a four-foot dolphin. He said that he is having it mounted to prove it measures a full 48 inches. . . . **C. J. Lorch**, also of Silent Sales, has been on a two-week vacation. His brothers and sisters from all over the county joined him for a big family reunion.

**Silent Sales** has removed its equipment from near-by beaches, which closed after Labor Day due to a sudden cold snap. **Byram** sees a good chance of collections in town picking up now that the resort season is over.

**Eddie Renner**, of Northern Virginia Music Company, reports that his outfit purchased several new Seeburg 100's, which are doing better than he anticipated. He also predicts that the change in weather will be a spur to business. . . . **Ernest Wayland**, of Northern Virginia, is vacationing.

Hub Coin Machine Company recently donated 2,000 used juke box records to the Red Cross for the entertainment of servicemen, owner **Milton Hector** said. . . . The **Dr. Pepper Bottling Company** gave 200 6-bottle cartons of Dr. Pepper and **Tru-Ade** to early arrivals at the two-day free electric cooking school, sponsored by The Bethesda-Chevy Chase Tribune, Potomac Electric Power Company, and General Electronics, in neighboring Bethesda, Md., last week.

**Ben Rodin**, Marlin Amusement Corporation, was back in town for a short visit early this month. . . . **James Smith**, also of Marlin, spent his vacation visiting a number of points of interest.

Triangle Sales has several new Bali Clover Bells, **G. Rex Byington** said. He believes that they will be even more popular than the Spot Bells he purchased earlier. . . . **Arthur J. Andrews**, who has a Shine-o-

**New York:**

**Al Denver**, vice-chairman, Music Operators of America (MOA), and **Sid Levine**, org's national counsel, returned last week after a meeting of MOA's executive committee in Chicago. They reported that a blueprint for MOA's national confab, to be held early next year, had been worked out and that the event is sure to be attended by most of the country's leading phono ops.

**Nash Gordon** and **Dorothy Wolk**, of Automatic Music Operators' Association (AMOA), are laying out the editorial and advertising matter to appear in the group's journal, to be distributed at AMOA's 12th annual dinner-dance at the Waldorf's Starlight Roof, October 29. . . . **Ray Harrison**, local cigarette machine op, is home nursing a cold.

**Martin Berger**, of the Cigaromat Corporation of America, has delivered some of his selective cigar venders to the Union News Company for placement in railroad news stands. . . . United Manufacturing's Shuffle Skill, distributed in this area by **Dave Simon**, is being operated in some local arcades as a coupon-skill game.

**Bert Lane** reports that his campaign to popularize his new game, "Official Q-Ball," is fast gathering momentum. The Belgium pool-type units already in operation number around 400, and additional games are being delivered in quantity each week by his manufacturer, **Max Levine**, of Scientific Bert's brother, **Eddie Lane**, heads the American Q-Ball Congress, which has standardized rules, guides competitive play and organizes the promotional phase of the continuing campaign to spread acceptance of the game.

**Mike Munves** conferred with contractors last week to check final plans for the remodeling of his headquarters-to-be on coin row. Work is scheduled to start next week on the project that may make the **Munves'** building a 10th Avenue show place. . . . **Bill Rabkin** president of International Mutoscope Corporation, and **Herb Klein**, sales manager, are making initial preparations for their exhibit at the parks show later this year.

**Jack Mitnick**, AMI Eastern sales rep who announced the addition of Southern Automatic to the distrib net handling the AMI juke, was in town for a few days last week. . . . **Jack Pero**, who reps the Maryland cup line to the vending trade, claims the cups are becoming more popular among drink ops in this area.

Pennsylvania drink machine operators, saddled with an extra penny tax on soft drinks, are still ready buyers of the supplementary 1-cent coin unit made by National Rejectors, according to **Charles Lipton**, of the firm's New York service company. . . . **Mario Caruso**, head of C-Eight, and **Lew Jaffa**, his sales manager, met in Dallas last week for a confab with **S. H. Lynch** execs, who handle the Electro cigarette vender in the Southwest. **Jaffa**, now back in his New York office, reports that Friday (16) marked the end of the fourth production year for the console unit.

Matic concession for this territory, has been visiting the company's factory in Miami.

**Glen Echo**, Washington's nearest amusement park, ended its season with Labor Day week-end. This summer marked the 25th year **Mr. and Mrs. Stephen J. Malrone** had the coin machine arcade concession there.

**Turning Back the Clock**

**15 Years Ago This Week**

CHICAGO, Sept. 15, 1934.—Big Joe Huber was placed in full charge of the 1935 coin machine show and given the go-ahead signal to make it the best in the history of the event. The manufacturers' committee named to assist Huber included **Walter Tratsch**, A. B. T.; **Marshall Seeburg**, J. P. Seeburg Corporation; **D. J. Donohue**, Mills Novelty; **C. R. Kirk**, Exhibit Supply, and **W. E. Bolen**, Northwestern Corporation. The show was under auspices of the National Association of Coin-Operated Machine Manufacturers (NACOMM).

With Chicago's Century of Progress Exposition in its closing weeks, a check showed the following automatic merchandising and service equipment was on location during the two-year event (1933-'34): 200 coin lockers; 120 candy bar, peanut and gum venders; 49 paper cup machines, 50 sanitary belt venders; 30 coin lavatories, 50 cold cream and tissue dispensers; 75 Jergens lotion units, 75 Kotex machines; 20 coin telescopes and 25 coin binoculars. Among the firms operating the venders were American Coin Lock Company, Automatic Canteen, Bausch & Lomb Optical Company, **Floyd C. Cerf** Company, **George D. Gaw** Company, **Permo Products** Company; **Towlomatic, Inc.**; **West Disinfecting** Company and the **Century Water** Company.

**A. O. Simmons**, an operator since 1924, entered the manufacturing field under the name **Simmons Coin Machine** Company. First product was a candy bulk unit. . . . **M. S. Gisser**, Hercules Sales Organization, Newark, N. J., bought the entire stock of **Ammco**, manufacturers of razor blade machines. **Gisser** said his firm would use the units to handle a variety of packaged items. . . . **Lawrence L. Cooper**, formerly with **Seeburg**, rejoined the field service department of the **Rudolph Wurlitzer** Manufacturing Company.

**Daval Manufacturing** Company was issued a certificate of incorporation by the Illinois secretary of state. Incorporators listed were **A. S. Douglas**, **William J. Shafran** and **David Helfenbein**. At the time the firm was in production on **Big Bertha** amusement games. Another newly incorporated Chicago manufacturer in September, 1934, was the **Sana Corporation**, builder of venders. Incorporators were **Lep B. Lowenthal**, **A. H. Mueller** and **Rose Green**. . . .

Among the foreign coinmen visiting U. S. coin machine plants were **S. Capadi**, of **S. Capadi, Ltd.**, Edinburgh, and **N. Herman**, Paris.

**10 Years Ago This Week**

CHICAGO, Sept. 16, 1939.—The board of directors of Coin Machine Industries (later known as Coin Machine Institute) met to appoint committees for the 1940 convention and show. Those named to various committees were **Leo J. Kelly**, Exhibit Supply; **W. J. Ryan**, Keeney; **David C. Rockola**, Rock-Ola; **Herb Jones**, Bally; **Dick Hood**, H. C. Evans Company; **Walter A. Tratsch**, A. B. T.; **Richard Groetchen**, Groetchen Manufacturing; **Myer Gensburg**, Genco, and **Sam Wolberg**, Chicago Coin.

An article appearing in the September, 1939, issue of *Fortune* credited music machine operators with reviving the record business. . . . Among the top tunes of the week were *Well, All Right*; *Over the Rainbow*. *The Jumpin' Jive* and *Sunrise Serenade*. *The Billboard's* Record Buying Guide, meanwhile, was advising operators that the best tunes of fall, 1939, would include *Comes Love*, *Blue Orchids* and *The Little Man Who Wasn't There*. . . . Games drawing the most response during the same week were **Stoner's Davy Jones**, **Bally's Gold Cup**, **Gottlieb's Keen-a-Ball**, **Western's Baseball**, **Chicago Coin's Lucky** and **Evans's Ten Strike**.

**Jack Kelner**, then Indiana-Illinois district manager for the **Rowe Corporation**, was the principal speaker at the **Indiana State Phonograph Operators' Association** annual meet in **South Bend**. . . . Music manufacturers were hard pressed to keep up with carload orders for their products. The average list price was \$300 in September, 1939.

Altho the biggest years were still ahead, **Los Angeles** operators were already riding a boom in game play. At the time there were 6,100 licensed games on location. . . . Up **Milwaukee** way, **Sam London** was making final preparations for the grand opening of his firm's new headquarters at 1455 West Fond du Lac Avenue. . . . In vending, the hot items were **Bally's** beverage unit, **Victor Vending's** new nut machine, **Fielding Manufacturing's** **Tom Thumb** bulk units, **Rowe's** **Aristocrat** and **Burel's** triple compartment bulk machines. . . . Counter games drawing the bulk of operator attention included **Bally's** **Baby**, **Daval's** **Derby**, **Mills** **Kounter King**, **Gottlieb's** **Grip Tester** and **A. B. T.'s** **Challenger**.

**Supplies in Brief**

**Cott on Sugar**

BRIDGEPORT, Conn., Sept. 17.—**John J. Cott**, general manager of the **Cott Beverage** Company of Connecticut, has urged the government to take immediate steps to avoid an "artificial sugar shortage" in this area.

"Altho this is the peak season for sugar consumption," **Cott** said, "the amount of sugar that can legally come into the American market this year is still held to a total of 250,000 tons below the Department of Agriculture's official figure for total consumption in 1948.

"Even this reduced supply will not be fully available unless and until the secretary of agriculture allocates known deficits that have developed in several of the producing areas. The government has the right and power to administer the law so that all sugar consumers may have adequate supplies at reasonable prices and unless this is done housewives, bakers, ice cream manufacturers, confectioners, canners and soft drink bottlers will be put into such a legislative strait-jacket that they will have to compete for the supply set by the government edict.

"Plenty of sugar has been produced his year. The . . . living and

full employment in the food industries are necessarily tied in with the adequate supply of sugar, otherwise production must be cut and unemployment result."

**Sugar Report**

WASHINGTON, Sept. 17.—**Sugar** demand for this year is now running neck and neck with 1948, according to the Department of Agriculture's weekly bulletins. Total distribution for the first eight months of 1949 was 5,089,579 tons as compared with 5,004,107 tons for the same period last year.

**Cigarette Sales**

WASHINGTON, Sept. 17.—**June** sales of both cigarettes and cigars showed a marked increase over **May**, Commerce Department has reported. Cigarette sales totaled 32,735,000,000, an increase of 2,044,000,000 over **May**. Cigar sales amounted to 519,509,000, up 91,152,000 from **May**. **June** sales of both set a 1949 record.

**Nut Crop**

WASHINGTON, Sept. 17.—**Revised** estimates on nut production by the (See Supplies in Brief on page 120)

# REBUILT PHONOGRAPHS

UNCONDITIONALLY GUARANTEED

Wurlitzer 1015. \$319  
Wurlitzer 1017. 275  
Rock-Ola 1422. 219  
Mills Constellation. 279  
AMI "A" 46 ... 329

NO  
EXTRA  
CHARGE

Seeburg 148ML. \$495  
Seeburg 147M ... 399  
Seeburg 147S ... 359  
Seeburg 146M ... 319  
Seeburg H246M. 279  
Seeburg H146M. 250

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750E ..... \$159	Commando ..... \$69	1941 R.C. Special . \$159
800 ..... 119	President ..... 69	Envoy, R.C. .... 119
500 ..... 79	Twin 12 ..... 39	Hightone, R. C. .... 119
600K ..... 79	AMI	Hightone, E. S. .... 99
600R ..... 74	AMI Singing Tower . \$39	Colonel—Major .... 99
Victory ..... 49	AMI Model 309 .... 39	Commander—Cadet. 89
24 ..... 49	MILLS	Classic—Vogue .... 79
616 ..... 49	Mills Empress ..... \$39	

THESE PREWAR PHONOGRAPHS Available With—

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- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
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- ✓ Professionally Refinished Cabinet
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FOR AN ADDITIONAL \$35.00

WALL BOXES	
Seeburg W1-156, 5¢, Wireless \$29.00	Seeburg S-20-12-30 Wire ... \$3.50
Seeburg Prewar, 5¢, 3-Wire and Wireless ..... 12.50	Wurlitzer 320 ..... 4.25
Seeburg WB-1Z, 5/10/25, Wireless Baromatic ..... 24.50	Wurlitzer 100 ..... 3.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic ..... 19.00	Wurlitzer 120 ..... 3.50
	Rock-Ola Dial-a-Tune ..... 3.50

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Barnacle Bill ..... \$ 84.50	Floating Power ... \$102.50	Mardi Gras \$ 60.00	Tampico ..... \$175.00
Big Top ..... 99.50	Humpty ..... 44.50	Miss Cue-T. 119.50	Trade Winds 49.50
Broncho ... 12.50	Dumpty ..... 44.50	Monterrey 44.50	Tropicana 27.50
Cinderella 59.50	Jamboree . 69.50	Pinch Hitter 132.50	Trinidad 42.50
Circus ..... 72.50	Kilroy ..... 12.50	Robin Hood 54.50	Torchy 17.50
CoEd ..... 24.50	Majors of '49 ..... 119.50	Rocket ..... 24.50	Virginia 49.50
Crown Jewels (From Humpty Dumpty) 44.50		Sally ..... 65.00	Wisconsin 42.50
		Star Dust 59.50	Yanks 39.50

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Utah, Camel Caravan, Boston, College Daze, Football, Ball, Champion, Bally Clover Bell, Keeney's Electric Cigarette Vendor, Mills "21" Bell, Mills Duplex, Mills Bonus Bell, Mills Jewel Bell, Mills Blue Bell, Mills Black Beauty, Downey-Johnson Coin Counter

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TOKEN PAYOUT  
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Lots of 3 or more \$15.50 each



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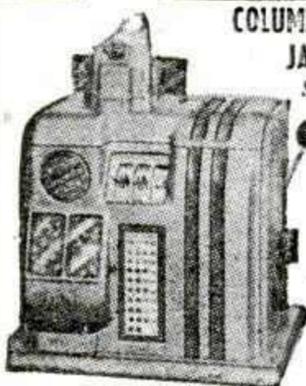
Fruit Reels  
Free play token payout  
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MARVEL Cigarette Reels  
Cigarette token payout  
Specify 1¢ or 5¢ play  
Each \$20.50



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Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

For New Columbias Write for Prices

# Record Reviews

(Continued from page 105)

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY &amp; WESTERN</b>		
JOHNNY TYLER (Riders of the Rio Grande) RCA Victor 21-0103	Notin' Won't Cure the Blues Hot-cha string and piano solos sandwiched by two short vocal choruses in a Western jazz opus.	70--70--68--72
	I Got Mine Amusing up-tempo novelty written and performed in the Phil Harris mode.	72--72--70--74
DOLPH HEWITT RCA Victor 21-0104	I Wish I Knew New Victor folk warbler impresses with a sincere, warm rendition of a strong sentimentalizer.	84--84--84--84
	I Would Send You Roses Catchy pattern and beat in this amusing tongue-in-cheek projected with great sympathy and musical intelligence.	84--84--84--84
THE CASS COUNTY BOYS Decca 46174	Room Full of Roses Despite name of group, this is a pop rendition—well warbled, but late.	64--64--64--64
	Weddin' Day This pop plug that fizzled is hardly likely to mean much on this adequate waxing.	60--60--60--60
JOHNNIE AND JACK (& Tenn. Mountain Boys) RCA Victor 21-0108	Just When I Needed You Heart-felt solo and harmony warbling manage to make a highly pleasing side from a run-of-the-mill piece of hill material	77--77--77--77
	Buried Alive A similarly potent rendition this time goes for a moist-eye jailhouse ballad.	79--80--80--78
FLOYD TILLMAN Col 20815	I'll Never Slip Around Again The repentant sequel to "Slipping Around" has a wondrously pertinent lyric, and Floyd sings it superbly. Here's a natural.	86--86--86--86
	This Cold War With You An unsubstantial weeper built on parallels between current international politics and l'amour. Floyd gives hard, but no cigar.	66--66--66--66
BUTTERBALL PAIGE Buller 695	Girl at the End of the Bar Song is strong, telling a neat little story. Paige warbles it tellingly, in a breezy, rowdy, country style.	77--77--76--78
	Honk Tonk Pete Another attractive rhythm side, Paige warbling strong on a jazzy little ditty Good small combo support.	75--75--74--76
RED RIVER DAVE MGM 10507	Wrong Number Dave gives out with a big manly tone but doesn't quite manage to get his point across.	70--70--70--70
	First Love Warm-hearted waltz tune is warbled with much feeling by the Texas lad.	75--77--75--74
RED LINDSEY Talent 711	Penitentiary Blues Routine rendition of an ordinary jailhouse ballad.	53--54--53--52
	Sailor's Plea Similar stuff.	55--55--55--54
JERRY & SKY Decca 46179	Sparkling Dark Eyes Close, nasal harmony, mountain-brother style, with mouth organ and guitar accompaniment. Tune's a likely trifle, played with an up beat.	70--67--70--73
	Church Bells The boys pass a little time with a yodel job.	62--62--60--64
BILL MONROE Columbia 20613	I'm Going Back to Old Kentucky Old-time hill-country ditty goes at a sparkling pace Solo and brother harmony plus mandolins, provide enough flavor.	67--67--67--68
	Molly and Tenbrooks A folk song in the grass-roots American tradition. Spirited warbling of the story and jingling banjo assist are tops.	77--79--79--76
CARTER SISTERS & MOTHER MAYBELLE RCA Victor 21-01002	A Picture, a Ring and a Curl Part of the famous old Carter Family offers a hunk of hill country sentiment in fairly effective harmonic style.	71--72--70--70
	Walk a Little Closer The ladies have chosen a familiar religious number for this side Their harmony is competent, if not outstanding.	72--74--72--70
HANK SNOW RCA Victor 21-0101	The Law of Love Sincere lament for lost love is very penetrating in Snow's rich interpretation.	80--80--80--80
	My Filipino Rose The sailor done a poor Filipino gal wrong, and in reading her letter, he lets you feel he's sorry. Snow melts with this one.	80--80--80--80
ERNIE BENEDICT & THE RANGE RIDERS RCA Victor 21-0103	When I Comb My Hands Through the Sands of Texas Lazy, sweet choral treatment, with some echo effect lends distinction to a fine Western weeper.	79--82--78--77
	Big and Bashful The gals harmonize on this bright, lightweight ditty. Nothing special here.	69--70--68--67
GENE AUTRY Columbia 20613	He's a Chubby Little Fellow Follow-up to Autry's smash "Here Comes Santa" disk lacks the spontaneity of the original, but still has plenty of coin magnetism.	83--84--82--81
	Santa, Santa, Santa Same subject, but pretty filmy stuff here.	70--70--70--70
CLAUDE SHARPE Columbia 20613	Cabin of Love Sharpe has a sweet tenor of the hymn-singin' variety. The homey sentiment here is pleasant but not potent.	67--70--68--66
	In the Little Red Schoolhouse The Old Hickory Singers help out with fine barbershop harmony on the old-timer.	70--78--70--69

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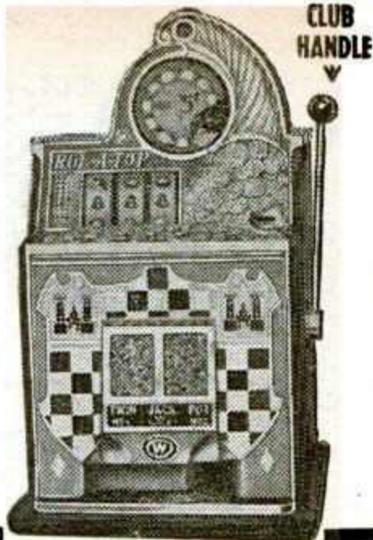
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# Record Reviews

RATINGS  
OVER-ALL  
DISK  
JOCKEY  
RETAILER  
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>COUNTRY &amp; WESTERN</b>		
<b>STEFANO LOMBARDI</b> V 25-7118 (Italian)	<b>Lucia, Luci</b> The Italian tenor puts plenty of guts into the melodious standard. Orking is typical. Not restricted to Italian neighborhoods. <b>Canzone Al Vento Va'</b> Brighter tune is also appealing, but more limited to Italian nabes.	82--84--82--80 76--77--75--75
<b>ARTHUR (GUITAR BOOGIE) SMITH</b> MGM 10518	<b>Don't Look for Trouble</b> Smith's flavorful recitation of the lyrics, and sparkling steel guitar, make for a bright, humorous side. <b>Mountain Be Bop</b> No real be-bop here, but it's a good guitar-flavored instrumental (steel and regular), with a strong country beat.	83--84--83--82 73--75--72--72
<b>HANK WILLIAMS</b> MGM 10506	<b>You're Gonna Change (Or I'm Gonna Leave)</b> The hot Mr. Williams should coast with this blues. <b>Lost Highway</b> Richer material here, and Hank does his usual potent job.	80--80--80--80 84--84--84--84
<b>ROY HEFLIN</b> (Rusty Gilbert & the Louisiana Swing Boys) World 1514	<b>Up Jumped the Boogie Man</b> Back-country hoedown instrumental has authentic flavor, but weak recording doesn't help. <b>New Orleans Stomp</b> Same comment for this old-timey jazz stomp.	44--46--44--40 47--50--45--45
<b>JOHNNIE BEE</b> Talent 744	<b>Looking for a Flower</b> Uneven warbling on a dull country waltz. <b>Hang-Over Blues</b> Not much more in this rural blues.	46--46--46--46 48--48--48--48
<b>POST OAK FIDDLE BAND</b> Talent 101	<b>My Old Hen</b> A four-piece band—fiddle, guitar, piano and bass—grinds out a square-dance piece. A 12-inch disk, it provides plenty of terp music. No calls; supply your own. <b>Bill Cheatham</b> As above.	70--NS--70--NS 70--NS--70--NS
<b>POST OAK FIDDLE BAND</b> Talent 102	<b>Bug on the Barb Wire</b> Another 12-inch square dance disk, this one with calls in the real country manner. <b>Leather Britches</b> Ditto.	70--NS--70--NS 70--NS--70--NS
<b>ANNIE LOU-DANNY DILL</b> Bullet 689	<b>Dime a Dozen</b> Okay country treatment of the "pop-corn" plug done in boy-girl harmony. <b>My Loss Is Another Man's Gain</b> Dill displays a lyrical country ballad style on a weeper with a good lyric.	67--67--67--67 70--70--70--70
<b>DAVE DENNEY</b> V 21-0107	<b>I Hate You</b> Smooth, from-the-heart warbling by Denney on a country waltz with a good twist. Treatment, with a barroom piano in back, is on the pop side. <b>I Wanted You for a Lifetime</b> Another appealing waltz throbber, also projected with conviction. Orking, with strings only, is proper hillbilly.	78--78--78--78 78--78--78--78
<b>THE BLUE SKY BOYS</b> V 21-0108	<b>Little Mother of the Hills</b> Nasal "brother" harmony, sour fiddle, throbbing mandolin, etc., in the deep hillbilly manner. However, it's somewhat clean and studied. <b>Shake Hands With Your Mother Today</b> Tearful ditty describes a celestial reunion between a deceased mother and her boy. A clever, effective idea.	70--69--71--70 73--73--72--74
<b>SINGING RANGERS</b> Supreme 1830	<b>Promised Land</b> A smooth cowboy-in-the-saddle production by a talented quartet creates an affecting mood of quiet Western desert. <b>Travelin' (A Poor Boy Going Home)</b> Rhythm novelty is smartly performed by singers and string ork, but is on the light-weight side.	83--83--83--83 70--70--70--70
<b>101 RANCH BOYS</b> Col 20814	<b>My Heart Went A' Wandering</b> Light, gay Western, with George Long warbling easily to strong beat orking. <b>Raindrops and Teardrops</b> Male duo harmony and string orking on a throbber with a catchy tag.	70--70--70--70 74--74--73--75
<b>BILLY LEE</b> Horace Heidt MS 1014	<b>I Don't Write No Letters</b> Warbler Lee's yodel-ish style shows promise. Good steel guitar helps too. <b>I'm Throwing Rice (At the Girl I Love)</b> Heidt's discovery is late with this one, but his warbling and yodelling are better than fair.	73--74--72--72 73--74--73--73
<b>BOB &amp; DOTTIE BROWN</b> Horace Heidt MS 1015	<b>Way Out There</b> Team yodels in harmony and shows potential, but it isn't realized with this so-so material. <b>Texas Plains</b> Fine, well-integrated harmony-yodel job on one that's tabbed for the Western market. Has a strong, snappy beat.	70--70--70--70 73--74--74--72
<b>SLIM CARTER</b> MGM 10513	<b>Hungry Heart</b> This lad has a throb in his voice that should place him in the top echelon. A thoroly penetrating side. <b>I Would Send Roses (But They Cost Too Much)</b> Carter's rich tone is just as evident in lighter bounce ditty.	84--84--84--84 82--83--82--82

(Continued on page 114)



**NEW LOW PRICE!**  
**\$139<sup>50</sup>**  
**BRAND NEW**  
**ROL-A-TOPS**  
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**Record Reviews**

(Continued from page 113)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
<b>COUNTRY &amp; WESTERN</b>		
ALINE McMANUS Talent 722	Dallas Blue Waltz Very little to worry about here. Television Boogie As above.	45--45--45--45 45--45--45--45
MERVIN SHINER Decca 46178	Why Don't You Haul Off and Love Me? Shiner's version of the country hit is worthy of a whirl. Soft Lips Nothing distinctive in this rendition.	79--80--78--78 70--68--70--72
KASKA I MACIEK V 25-9205 (Polish)	Miodowe Miesiace (Honeymoon) Polish comedy disk by a male-fem team. Fine instrumental polka occupies much of the side. Rok Po Slubie (A Year After Marriage) Ditto but the musical part's an oberek, with excellent clarinet.	73--78--78--78 73--78--78--78
LALE ANDERSEN V 25-4114 (German)	Unter Einem Regenschirm Am Abend The erstwhile London artist is the closest thing yet to the old Dietrich. The number is typical too for German and class shops. Unter Der Roten Laterne Von St. Pauli A mighty pleasant serenade, with male chorus humming support for one of the gal's best efforts to date.	77--30--79--72 81--83--82--78
CHUCK HARDING-COLORADO COW-HANDS Dome 1012	Bald Headed Boogie A good country boogie effort with some amusing lyrics. Back Up and Push A mess of hoedown fiddle makes for a good square dance side tho the tempo is a wee bit fast. No calls.	73--75--70--75 73--71--73--75
BLAINE SMITH Dome 1017	Nine Times Out of Ten A fine song with a good idea plus a natty performance makes for a promising citified country side. A Message From the Moon Rather ordinary country ballad done well.	75--78--75--78 61--60--60--62
<b>LATIN AMERICAN</b>		
LINA ORK Lina L 001	La Rueda (and) Las Dos Ovejitas Traditional Cuban children song is sung by a kiddie chorus. Words are clear in song and narration that follows. Cancion De Cuna (and) Oh Madre Mia Fem vocal on the first song is pretty heavy. Kid voice on the second has much charm.	80--80--80--NS 70--70--70--NS
PEREZ PRADO Lina L 001	Habana (mambo) The Cuban Kenton cuts a cute one with just his piano and rhythm. An interesting piano side, but with several rhythm changes. Mambo No. 5 Brisk rhythm is constant here. Fine, wild piano figures and good dance beat.	73--78--73--70 76--80--76--73
CHITO REYES ORK Filreco Fil-112	Dance the Calypso Calypso rhythm here is okay for rumba dancers, but the lyrics are pretty feeble. Recorded in the Philippines. English vocal. Duke's Calypso Bop (Johnny Astor) No real bop at all here, but it's a good rumba side. Recording could be improved.	61--62--62--60 64--67--64--62
LALU (Grenet Ork) Panart 1207	Cascarita De Limon (son montuno) A bright, but badly recorded, Cuban cutting. Mostly for natives. Ya Llego (afro) Fine chanting in the Valdez tradition, and with tantalizing tempo. Clearer recording would help, but it's a fine authentic dance disk.	61--60--63--60 73--75--76--68
FAZ-RIBOT-ESPI Panart 1205	No Me Quieras Tanto (bolero) Strong, reedy chanting in the Arvizu style, plus good trio harmony and excellent rhythm. An appealing typical side from Cuba. Como El Cristal (guaracha) (Roberto Faz) Bop trumpet figures, forceful warbling, ideal tempo and strong beat spell wide appeal for this Cuban side.	82--82--82--82 80--80--80--80
NELO SOSA-ALFREDO LEON Panart 1189	Comprension (bolero) Energetic male duo socks out fine harmony on an attractive ballad. Good, large sounding ork provides danceable beat. From Cuba. Arrimate Carinito (mambo) (Nele Sosa) Sock dance stuff. The singing and modern jazz orking are tops, but the beat leaves nothing to be desired. Yankee jocks will like.	81--82--82--80 84--86--84--82
NESTOR CHAYRES V 23-1315	Campanitas En Mi Alma (cancion bolero) Spanish version of "Les Trois Cloches" is warbled sweetly by the Mexican tenor who is less schmaltzy than usual. Henri Rene's ork is beautiful. No Espero Nada De Ti (beguine) Maria Grever penned this one. Chayres gives it warmth and character in one of his better efforts, with help from the sensitive accompaniment.	74--76--74--70 82--85--85--76
MARIANO MERCERON V 23-1318	Ya Son Las Doce (mambo) Benny More's vocal is featured but it's the modern orking, excellent piano, and compelling dance beat that stand out. Loca Pasion (bolero) The band is highly acceptable by local standards but More's warbling is for natives. Sensuous beat is okay for dancing.	77--78--78--74 72--72--74--70

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**Record Reviews**

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
<b>LATIN AMERICAN</b>		
PEPITO ARVELO V 23-1316	Ya No Te Creo (guaracha) The Latin band from the St. Regis Hotel, plus a mambo organist, strums and chants thru a fine brisk rumba side.	79--80--80--77
	Similau (son afro) Comparatively straight-forward Latin version of the pseudo-vooodoo chant includes a fine vocal by Arvelo and chorus. Full-flavored and danceable.	83--85--83--80
<b>INTERNATIONAL</b>		
VICTOR ZEMBRUSKI Continental C-797 (Polish)	Glo-Glo-Glo-Oberek Sparkling oberek, with bi-lingual vocal, flashy xylophone and accordion should do business in Polish nabes. Fine dance beat.	83--84--82--82
	Wesola Wanda The drummer-maestro's usual strong beat is evident in this Polish-language polka. A big value coupling.	80--80--80--80
ERNIE BENEDICT. ORK (Alpine Trio-Kendall Sisters) V 51-0023	Alpine Polka Orking, with accordion, organ, etc., is in the popular Yankovfe style. Echo chamber yodeling adds color to a strong, danceable tune.	75--75--74--76
	Boy and Girl Polka Similar stuff, at a similar tempo. Top-grade music making in the polka genre.	74--74--74--75
LEE MONTI'S TUNES London 808	Ach Isabella Accordions and tuba tab this waltz for play in Slovenian, Germanic, and Italian locations. Flashy accordion work here.	69--70--68--70
	Repasz Band Fine march could be useful in some locations. Great for accordion or martial music fanciers.	63--63--63--62
ALBERT VIAU V 26-7042	La Bonne Chanson (L'echo) The Canadian baritone, backed by string (French-Canadian) ensemble, does a classy job with the lovely, sad song. For Canada and New England.	73--76--76--66
	La Bonne Chanson (Alouette) (Le Quatuor Alouette) Fancy male quartet version of the popular folk song is unlikely to do more than the umpteen available versions.	67--69--67--65
LAWRENCE DUCHOW RCA Victor 51-0617	I Love an Old-Fashioned Polka Light, gay polka a la Tin Pan Alley. Vocal work isn't up to orking.	66--64--66--68
	Vagabond Waltz Fine feeling in this continental waltz with a really poetic and compelling lyric.	73--73--73--73
JOHNNY VADNAL ORK RCA Victor 51-0618	Wayside Polka Sprightly instrumental polka by a good small combo.	65--64--65--66
	Starlight Waltz Simple, unpretentious waltz with a pretty melody and an inconsequential lyric.	65--65--65--65
VICTOR ZEMBRUSKI & HIS CONNECTICUT POLISH ORK Continental C-775	Helen, Helen, Helen A traditional Polish polka is warbled with Polish lyrics. The drummer-maestro spans out some sparkling dance music.	78--78--78--78
	Roll Along A good traditional oberek is projected instrumentally, with a compelling beat.	74--72--74--76
<b>HOT JAZZ</b>		
ERROL GARNER Atlantic 662	Turquoise A pretty Garner original should find some favor with the pianist's growing legion of fans.	66--68--65--65
	The Way You Look Tonight Garner's delightful keyboard styling makes for a splendid rendition of the Kern fave.	77--80--75--75
GEORGE WALLING-FORD ORK Regal 1186	Knockout Rather commonplace bopper with the by now routine scat vocal and a string of horn solos.	66--68--68--65
	Racing Wallington gets a chance to demonstrate his pianistic skills at a breakneck tempo. He turns in a couple of fascinating figures in a facile performance.	79--80--77--NS
TADD DAMERON ORK Cap (57-60015)	Focus Pretty ensemble work built on the chords of "Easy To Love" is not helped by some under-par bop solos.	70--72--68--NS
	John's Delight Delighted is guitarist John Collins whose plucking is the main delight in this somewhat hodge-podgy bop original.	70--72--68--NS
MILES DAVIS ORK (Cap. 57-60011)	Israel High-grade bop jazz dinking built around the blues. Tasty Davis trumpet and superlative Lee Konitz alto highlight the well-scored fine sounding side.	80--81--79--NS
	Boplicity Ensemble in bop built around "Louise" is not particularly inspiring. Solos are nothing to write home about.	70--70--70--NS
ERROL GARNER Atlantic 662	Flamingo Errol makes a delicate picture of the beautiful standard Sets a wonderful mood and sustains it.	79--80--80--77
	Twilight A very pretty Garner original. The man's distinctive style has been catching lots of attention of late and this pairing should help keep him going.	77--80--75--75

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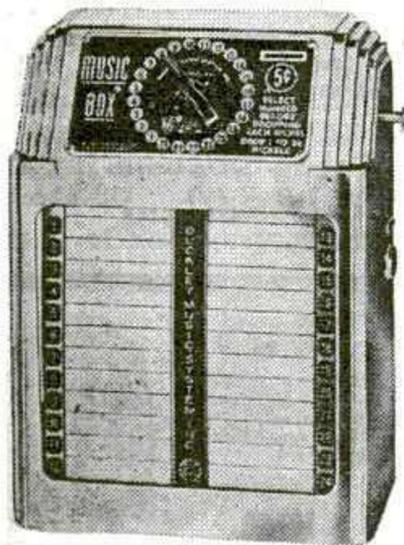


(Continued on page 116)

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**Record Reviews**

(Continued from page 115)

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>HOT JAZZ</b>		
<b>THE LENNIE TRISTANO SEXTET</b> (Cap 57-60013)	<b>Marionette</b> The delicacy and musicianship of this group are amazing. Guitarist Billy Bauer leads the way thru another of the tricky items for which Tristano has become noted.	74--76--72--NS
	<b>Sax of a Kind</b> Bop bugs and modern collectors will want these sides. This is another airy, intricate effort which spots the work of altoist Lee Konitz and tenorist Wayne Marsh.	74--76--72--NS
<b>BABS GONZALES ORK</b> (Cap 57-60012)	<b>Prelude to a Nightmare</b> Up tempo bopper spots the scat gibberish of Babs sandwiching a group of not outstanding solos with the exception of tenorist Herbie Steward's big tone and easy flow of ideas.	70--75--70--66
	<b>St. Louis Blues</b> Babs tried something on this side. Whatever it was he tried, didn't happen and the result is confusion.	58--60--60--55
<b>SHARKEY'S DIXIELAND BAND</b> Kappa 116	<b>Muskrat Ramble</b> Veteran Dixie expert Sharkey Bonano leads a group of New Orleans tootlers thru the familiar two-beat opus in a rousing performance.	65--70--65--60
	<b>Tailgate Ramble</b> Another vibrant Dixieland dinking with Sharkey delivering lyrics in addition to his virile trumpeting.	65--70--65--60
<b>WALTER GIL FULLER ORK</b> Discovery 108	<b>Tropicana</b> This disk debut of an ork led by one of our leading modern arrangers is extraordinary. Cleffing is tops but performance and recording is exceptional. Must stuff for followers of modern music.	76--80--76--72
	<b>Blues for a Debutante</b> More modern orking playing a background for the blues tenoring of Billy Mitchell. Another super side.	77--80--75--75
<b>GEORGIE AULD ORK</b> Discovery 109	<b>Darn That Dream</b> Tasteful waxing of a pretty standard spots Georgie blowing some fine tenor.	70--72--70--68
	<b>Vox Bop</b> Fair bop opus is performed in good enough fashion by Georgie's band. Spots Georgie's tenor, Neil Hefti's trumpet.	66--68--66--64
<b>MARY ANN McCALL-PHIL MOORE ORK</b> Discovery 509	<b>You're My Thrill</b> Thrush McCall sings the standard magnificently and is aided greatly by a tasteful and off-the-beaten-track backing.	77--80--75--75
	<b>Sunday</b> Another dinking of a high order is turned in by Mary Ann and Moore on the lovely standard.	77--80--75--75
<b>SERGE CHALOFF &amp; THE HERDSMEN</b> Puturama 3004	<b>Chasin' the Bass</b> Oscar Pettiford bass solo in bop, supported by Woody Herman alumni and other young boppers. Just plain dull.	48--50--50--45
	<b>The Most!</b> Languid, slow bopper in which nothing happens save a smart tenor go by Al Cohn.	55--57--57--50
<b>CHILDREN</b>		
<b>WILLIAM BOYD</b> Cap 57-30128	<b>Hoppy's Good Luck Coin</b> Hopalong Cassidy of the Western flicks tells a tale in his straightforward, colorless style, but older kids will love it. Shootin' and everything.	81--82--80--NS
	<b>The Legend of Phantom Scout Pass</b> Nothing too exciting in this one, but there's not much of this type of material on disks, and Hoppy's a big boy with young Western film fans.	79--78--80--NS
<b>GERRY TOUCHETTE-BOBOLINK PLAYERS</b> Bobolink 355 (T')	<b>Sing a Song of Sixpence</b> Big, tasteful orking and clear diction here. The nursery song gets a full production to fill out the entire side.	82--82--82--NS
	<b>Night Song for a Little One</b> (Gerry Beitzel) Little lullaby has a lovely melody.	72--72--72--NS
<b>BOBOLINK PLAYERS</b> Bobolink 353 (T')	<b>Hey Diddle Diddle</b> Dramatized production stretches the little nursey tune to a full side. Excellent orchestra and sound effects for the 25-cent price.	83--84--83--NS
	<b>Charlie Had a Choo-Choo</b> Original song-story backs the standard. The music is fancy, but the story is easy to follow.	80--80--80--NS
<b>DICK BYRON-SANDPIPER CHORUS</b> Golden 35	<b>Jingle Bells</b> The miniature platter sounds as good as it looks. Mitch Miller ork is big and bright, and bright and vocal is clear.	83--80--86--NS
	<b>Deck the Halls (and) Up on the Housetop</b> There's a lot on this small side, and the chorus doesn't make the words too distinct. The jolly spirit gets across, however.	72--70--74--NS
<b>SANDPIPER CHORUS-BOB MILLER</b> Golden 37	<b>O Little Town of Bethlehem</b> Adequate performance of the Christmas standard. Appearance is the big asset here.	70--NS--70--NS
	<b>O Christmas Tree (and) Joy to the World</b> Fine choral singing, with fairly distinct words.	72--70--75--NS
<b>PETER DONALD</b> Golden 33	<b>The Night Before Christmas (Pts. I&amp;II)</b> The radio comic does a fine, colorful narrating job, with plenty of variety. The original music follows perfectly. Should enjoy a tremendous seasonal sale, despite poor pressing quality. Colorful disk and package.	80--75--85--NS

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  - 10¢ Blue or Brown Fronts . . . . . 74.50
  - 25¢ Blue or Brown Fronts . . . . . 79.50
  - 5-10-25¢ Melon Bells . . . . . 85.00
  - 5¢ Black Cherrys . . . . . 94.50
  - 10¢ Black Cherrys . . . . . 99.50
  - 25¢ Black Cherrys . . . . . 104.50
  - 50¢ Black Cherrys . . . . . 195.00
  - 50¢ Jewel Bells . . . . . 245.00
  - 50¢ Pace—like new . . . . . 175.00
  - 5¢ Standard Chiefs . . . . . 149.50
  - 10¢ Standard Chiefs . . . . . 159.50
  - 25¢ Standard Chiefs . . . . . 169.50
  - 5¢ New Vest Pockets . . . . . 69.50
  - 5¢ Mills Q.T. A-1 . . . . . 65.00
  - 10¢ Mills Q.T. A-1 . . . . . 69.50
  - 5¢ Columbias . . . . . 79.50
- New Mills and Jennings Slots and Consoles; New Safes—Single, Double Triple Revolvers.

Write—Wire—Phone  
 Adams 7254

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 525 S. High St. Columbus 15, Ohio

**WE NEED ROOM**  
**OUT THEY GO**

Seeburg 1947 Model M . . . . . \$350.00

Jennings Challenger, 5c-10c Play,  
 Good Condition. Each . . . . . \$250.00

Keeney's Bonus Super Bell, 5c,  
 In Good Condition. Each . . . . . \$165.00

WRITE FOR SPECIAL PRICE ON OTHER  
 ONE-BALLS AND FIVE-BALLS.  
 Will pay cash for following machines:  
 Bally Deluxe Draw Bells, Bally Double Ups  
 and Bally Standard Draw Bells.

**FRANK SWARTZ SALES CO.**  
 515-A 4th Ave., S. Nashville, Tenn.  
 Phone 4-8571

**TOKEN PAYOUT**  
**COUNTER MACHINES**

- 150 LIBERTYS . . . . . \$12.50
  - 25 GINGERS . . . . . 12.50
  - 15 MERCURYS . . . . . 14.50
  - 50 AMERICAN EAGLES . . . . . 12.50
  - 15 MARVELS . . . . . 14.50
  - 15 SPARKS . . . . . 14.50
- ONE-HALF DEPOSIT, BALANCE C. O. D.  
 10% DISCOUNT ON CASH ORDERS.

**Ohio Specialty Co., Inc.**  
 539 S. 2ND LOUISVILLE 2, KY.  
 Phone: WA 2465

**WALL BOX BARGAINS**

**Post-War**  
 Seeburg 5¢ Wireless . . . . . \$25.00  
 Wurlitzer 5-10-25¢ Wireless . . . . . 45.00

**Pre-War**  
 Seeburg 5-10-25¢ Wireless . . . . . \$20.00  
 Seeburg 5-10-25¢ Baromatic . . . . . 15.00  
 Seeburg 5¢ Wireless . . . . . 7.50  
 Seeburg 5¢ 3 Wire . . . . . 7.50  
 Seeburg 5¢ 3 Wire . . . . . 5.00  
 Wurlitzer Wireless . . . . . 5.00

**W. B. Distributors, Inc.**  
 1012 MARKET ST. ST. LOUIS 1, MO.



# WHO. ME?

INTERESTED IN HOW TO

# MAKE

# MORE MONEY?

*Of course I am! Who Isn't?*

Sure—I got some ideas of my own on how to improve my route and boost collections this fall—but I'm not the smartest guy in the world . . . that's why I'm looking forward to The Billboard's FALL COIN MACHINE SPECIAL . . . I want to make sure that I see what's new in equipment . . . to hunt for some good used machine bargains . . . to read the articles and find out what other operators like myself are going to do this fall to make more money, too.

If this is going to be as big a fall as all the experts predict, brother—I want "in." And you can bet your bottom dollar that I'm going to make the most of it by not overlooking any angles.

HOW ABOUT YOU?

# The Billboard FALL COIN MACHINE SPECIAL

**Dated: October 8, 1949**

**Distributed: October 4, 1949**

**ADVERTISING DEADLINE:  
September 29th**

**\*Write, Wire or Call Your Nearest  
Billboard Office**

**ONLY  
ONE MORE  
WEEK**

**To Get Your  
Ad Reservation  
in for  
This Issue!**



CHICAGO COIN

**BANGO**

Legal Anywhere Mechanically Perfect

WRITE FOR PRICE

**100 PERSONAL MUSIC BOXES**

BRAND NEW \$2.95 EACH

5 LOCATION AMPLIFIERS

BRAND NEW \$19.50 EACH

**15 Telejuice Vendors**  
Vends 6 Varieties of Canned Fruit Juice  
**Priced Low**  
Write for Details

**KINDEL TABLE SHUFFLE**

8 Foot Maple Top. Just Like a Real Shuffleboard

Floor Sample \$75.00

Brand New \$99.50

CHICAGO COIN

**PISTOL**

will out-earn any other piece of Arcade Equipment. No Service Calls, mechanically perfect. ONLY FIVE LEFT. Like new, original crates—Reg. \$325.00—while they last.....

**\$225.00**

ALL WITH FLIPPERS

**FREE PLAY PINBALL GAMES**

READY FOR LOCATION

CATALINA .....	\$ 39.50
CHAMPION HOCKEY .....	169.50
CINDERELLA .....	79.50
DOUBLE SHUFFLE .....	169.50
DOUBLE BARREL .....	19.50
FLAMINGO .....	19.50
GONDOLA .....	149.50
HEAVY HITTER .....	69.50
HAWAII .....	19.50
KILROY .....	19.50
MEXICO .....	19.50
MOONGLOW .....	89.50
OKLAHOMA .....	169.50
RAMONA .....	99.50
SALLY .....	69.50
SEA BREEZE .....	19.50
SINGAPORE .....	19.50
STORMY .....	49.50
SWANEE .....	119.50
SPEEDWAY .....	74.50
TROPICANA .....	29.50
TRIPLE ACTION .....	49.50
TRADE WINDS .....	49.50
WISCONSIN .....	29.50

**SHUFFLEBOARD SUPPLIES**

Finest Powder Wax. Reg. 65c. In Case Lots, per can .....37½c

Score Pads, Reg. 75c ea. In bundles of 10 \$4.95

Finest Pastewax. Reg. 80c. In Case Lots, per can .....50c



EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

**BUSH DISTRIBUTING CO.**  
286 N.W. 29th ST.  
MIAMI 37, FLA.

OFFICES JACKSONVILLE, FLA. MIAMI, FLA. HAVANA, CUBA

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

(Continued from page 25)

Songs	Publisher	Heard In N. Y.				Heard In Chi.				Heard In Calif.				Add. Sur. Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
Four Winds and the Seven Seas	Lombarde	1	7	0	4	2	5	2	4	1	5	0	2	84
Give Me a Song With a Beautiful Melody (It's a Great Feeling)	Witmark	5	11	1	1	3	8	1	1	6	8	0	0	82
I Wish I Had a Record	Crawford	2	6	0	2	4	6	5	2	4	1	0	1	71
It's a Great Feeling (It's a Great Feeling)	Remick	10	12	1	4	10	11	5	5	7	8	0	3	155
Just One Way To Say I Love You (Miss Liberty)	Berlin	5	9	0	3	5	8	3	3	4	6	0	3	105
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	2	5	2	4	8	5	9	5	0	5	1	3	124
Love Is a Beautiful Thing	Porgie	0	4	0	5	0	4	0	5	2	4	0	4	82
Maybe It's Because	B.V.C.	1	9	3	7	4	10	7	4	3	4	0	4	158
Now That I Need You (Red, Hot & Blue)	Famous	3	14	2	4	7	9	3	5	1	3	0	2	122
Over the Hillside	Dreyer	4	9	0	3	0	5	0	3	2	8	0	0	74
Room Full of Roses	Hill & Range	3	11	0	5	2	4	0	4	3	11	0	4	116
Some Enchanted Evening (South Pacific)	Williamson	5	5	0	5	3	6	4	4	5	4	0	3	103
Someday You'll Want Me	Duchess	1	9	1	8	7	6	4	9	2	17	0	8	189
Song of Surrender (Song of Surrender)	Paramount	7	9	0	2	10	2	1	3	2	2	0	2	76
That Lucky Old Sun	Robbins	0	7	0	5	0	0	4	4	0	1	0	3	76
There's Yes, Yes In Your Eyes	Witmark	1	3	0	7	5	3	0	9	1	6	0	5	115
Through a Long and Sleepless Night (Come to the Stable)	Miller	0	6	0	7	2	7	0	6	2	5	0	2	100
Too Toot Tootsie (Jolson Sings Again)	Felst	3	5	2	4	6	7	8	3	1	10	1	3	127
Twenty-Four Hours of Sunshine	Advanced	4	8	1	5	6	6	5	5	8	0	0	3	124
Wedding of Lili Marlene	Leeds	0	3	0	5	0	4	0	5	5	1	0	4	77
Who Do You Know in Heaven?	Robbins	4	10	0	2	1	8	3	2	2	8	0	1	88
You Told a Lie	Bourne	7	7	0	4	2	10	6	4	2	5	0	4	115
Younger Than Springtime (South Pacific)	Williamson	14	20	3	14	15	24	11	13	9	17	1	11	357
You're Breaking My Heart	Algonquin	1	10	2	5	1	7	3	5	5	9	1	3	129

**RECORDS MOST PLAYED BY DISK JOCKEYS**

(Continued from page 25)

POSITION	Weeks to date	Last Week	This Week	Song	Artist	Label
1	—	13	SOMEDAY	Mills Brothers	D 24694—BMI	
4	19	14	MAYBE IT'S BECAUSE	D. Haymes-G. Jenkins Ork	D 24650—ASCAP	
2	30	15	MAYBE IT'S BECAUSE	E. Howard Ork	Mercury 5314—ASCAP	
2	22	16	RAGTIME COWBOY JOE	J. Stafford	Cap 57-710 (E. Howard Ork, Mer 5284M)	
4	22	17	LET'S TAKE AN OLD-FASHIONED WALK	F. Sinatra and Doris Day	Col (78)38513; (LP)1-260	
7	—	18	HUCKLEBUCK	F. Sinatra	Col(78)38486; (LP)1-222	
1	—	19	DIME A DOZEN	M. Whiting	Cap 57-709—ASCAP (J. Owens, Dec 24711; S. Kaye Ork, V(78)20-3532, (45)47-3010; Annie Lou-Danny Dill, Bullet 690; J. Atkins, Coral 60088; K. Kyser Ork, Col (78)38549, (LP)1-300; A. Smith, MGM 10496; K. Smith, Happiness 102; L. Welk & Ork, Mer 5312)	
3	22	20	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012 (E. Lee & His Southerners, V 20-0023; B. Hannon-J. Ryan, Dec 24739)	
8	26	21	DID YOU SEE JACKIE ROBINSON HIT THE BALL?	B. Johnson	D 24675—BMI (C. Basie Ork, V(78)20-3514, (45)47-2990)	
5	13	22	DANCE OF THE HOURS	S. Jones Ork	V(78)20-3516; (45)47-2992	
2	—	23	GIVE ME YOUR HAND	P. Como	V(78)20-3521; (45)47-2997	
6	14	24	JUST ONE WAY TO SAY I LOVE YOU	J. Stafford-P. Weston Ork-Stardlighters	Cap 57-665—ASCAP (J. Bradford, Bluebird 31-0010; S. Gibson & The Red Caps, Mer 8146, A Jolson, Dec 24685; P. Como-M. Ayres Ork, V 20-3489, 47-2931; B. Eckstine, MGM 10472; P. Page, Mer 5310; J. Wayne-J. Wilson Harmony 1047; F. Sinatra, Col (78)38513, (LP)1-280; K. Kyser Ork, Col 38479; B. Harrington, Vocalion 55018)	
4	10	25	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI	
10	9	26	SOME ENCHANTED EVENING	P. Weston Ork	Cap 57-629—ASCAP	
5	6	26	ROOM FULL OF ROSES	J. Wayne	Col (78)38525; (LP)1-278—BMI	
2	16	26	THAT LUCKY OLD SUN	S. Vaughan	Col 38559—ASCAP	
1	—	26	CIRCUS	B. Farrell	MGM 10488—ASCAP	
1	—	30	YOU'RE BREAKING MY HEART	R. Flanagan Ork	Bluebird 30-0001—BMI	

# Promosh Sparks Launching Of Q-Ball Drive by Lane

(Continued from page 94)  
groups will participate." Thus, pegging their progress primarily on sustained promotion, Q-Ball executives asserted the games can remain on location indefinitely. Unlike the operation of novelty-type games, there will be no need to recapture player interest periodically by the introduction of models with new "gimmicks," they stated.

The game itself is ruggedly constructed. Attractively finished in blond, it is adjusted for 10-cent play. After 3½ minutes, a timer shuts off, preventing further return of balls to the player, and the game is completed with the remaining balls. An average game takes about six minutes to complete.

The playing field, covered with "top grade" billiard cloth, according to Max Levine, president of Scientific, is said to be "specially constructed of non-warping materials." Outside dimensions are 3 by 6 feet. The playing field measures 32 by 68 inches. Two cue sticks and seven balls (six white and one red) are provided with each game, as well as kit of accessories, including a framed three-color rules card, a glass-enclosed bulletin board and a scoreboard.

Max Levine, who has formed a new company, the Scientific Billiard Table Corporation, to build Q-Ball, said he is devoting the entire facilities of his plant to the new game, having assigned a staff of 70 production workers to the project.

### 20 Indies Supplied

With most of the output of Q-Ball funneled so far into operations in which the founders of the game themselves are financially interested, about 20 independent operators have been supplied with equipment to date. Independents, now and in the future, declared Bert Lane, will not be sold individual games, but will contract for a complete package deal specifying placement of a minimum number of machines. They also will be required to participate in the promotional program by joining and contributing a nominal membership fee toward the support of the Q-Ball Congress. This is necessary, he said, to insure that promotion will be sustained.

While contracts with operators specify the eventual absorption of no less than 10 games, contractual obligations are largely determined by the size of the operating territory assigned. All territories are exclusive, it was stated, with operators committing themselves to the purchase of a number of units, over a period of time, computed by dividing the potential number of tavern locations by four.

The pattern of machine placement specifies a one-year contract with the location. According to the terms of the contract, the first \$4 of weekly income is set aside for promotion, to

pay for trophies, trophy cases, display material, exhibition matches, etc. The next \$10 goes to the operator. The location owner then gets \$10 as his share, and the remainder in the cash box is split 50-50. In addition to providing an attractive plus income for locations, claimed Lane, installation of the games is solicited as business boosters for bar and table.

With the technique of initiating tavern patrons to the game believed unprecedented in the coin machine industry, the Q-Ball package calls for the use of trained demonstrators to spend 15 hours in each new location over a two-week period. Attractive girls are hired for this job and trained by Cliff Thayer, noted pocket billiards expert, who is associated with the Q-Ball Congress.

Edward Lane, as chief executive of the congress, will actively direct the continuing promotion, deemed essential for maximum penetration of the game. Formerly associated with Emerson Radio, Columbia Records and Muzak in top advertising and sales promotion posts, Lane outlined the main functions of the congress as follows:

### Congress' Functions

To accredit operators and provide rule books; furnish locations with membership certificates; make mailings to locations boosting tournament and intra-location play; guide operators in running tournaments and leagues; provide each sanctioned league with a model constitution; develop inter-tavern competition; publicize and promote the game nationally; act as a reference service for players and operators; publish a bulletin; supply all printed material; design and make available trophies and awards, and maintain a field staff of trained personnel to assist operators.

Lane added the congress plans eventually to sponsor and organize city, State and sectional tournaments. When 10,000 official Q-Ball tables have been placed in registered locations, Lane stated the congress will sponsor \$50,000 annual national tournaments.

The American Q-Ball Corporation has offices at 250 West 57 Street. It will absorb all of Scientific's output and act as its own distributor in this area. The American Q-Ball Congress is headquartered at 316 West 57 Street.

The game is being licensed by New York City as a miniature pool table for a \$10 annual fee.

### NCMDA KEEPS BOARD

(Continued from page 94)  
was elected to fill a vacancy which existed on the board for some time. At the general session NCMDA members also voted approval of the 1950 budget which includes all necessary finances for a comprehensive member service and public relations program. Action on a proposal to amend the association's constitution to allow a wholesale increase in membership was deferred in favor of a plan which would admit a limited number of new distributor members to be nominated by the membership committee after proper application has been made by the potential new member. Firms so nominated must receive final approval by a vote of the entire membership.

HOUSTON, Sept. 17.—Next month the name of the Texas Record Distributing Company, Dallas, will be changed to Macy's Record Distributing Company. Headquarters will remain in the Houston office of the Macy firm. Macy's is known as the largest wholesale record distributor in Texas.

Paul Glass, manager of Dallas branch since it was established in November, 1948, will continue in that capacity.

**KICKER AND CATCHER**  
the most consistent of counter game money makers, \$35.00 each—Write for quantity prices.



**MOTHER IN LAW**  
Seeburg Chicken Sam conversions—Completely overhauled, ready to operate, \$95.00

### NEW COUNTER GAMES

- 3 STRIKES:** 1¢ Counter Game with 3 dice—cigarette symbols—similar to old type Exhibit Counter Game, \$19.50.
- GENCO PUNCHBALL:** Non coin operated 1¢ or 5¢, similar to a punchboard that never needs refilling—originally \$18.50; our price \$15.00 each or 8 for \$100.00.
- FIVE JACKS:** 1¢—This is a brand new version of the original slot. Never needs servicing—completely automatic, \$69.50 each—5 for \$65.00 each—10 or more \$60.00 each.
- A.B.T. MODEL F 1¢ GUNS** .....\$44.50
- A.B.T. ELECTRIC 1¢ SKILL GUNS** ..... 47.50
- ACME ELECTRIC SHOCKERS, 1¢** ..... 19.50
- SILVER KING DUCK HUNTERS:** 1¢, \$45.00 each; 5 or more \$39.50 each; 10 or more \$35.00.
- SILVER KING SHOOT THE BULL:** 1¢, \$45.00 each; 5 or more \$39.50 each; 10 or more \$35.00.

### USED COUNTER GAMES

- 10 Best Hands, like new .....\$17.50
- Champion Basketballs 30.00
- 3 Pop Ups ..... 12.50
- 3 A.B.T. Challengers 20.00
- 15 Gottlieb 3-Way Grippers ..... 18.50
- 3 Whirl-a-Balls ..... 15.00

### SPECIALS

- 2 Exhibit Rotaries, pusher type .....\$275.00
- Wurlitzer Skee Balls 150.00
- 3 5¢-10¢ Jennings Challengers ..... 250.00
- 3 Siro's Brush-Up Machines ..... 85.00
- 2 New Falcon Shoe Shiners ..... 175.00
- 1 Acme Shoe Shiner. 195.00

### CIGARETTE MACHINES

- 2 10-Col. Crusaders \$135.00
- Uneda-Pak 500, 15 Col. 85.00
- Uneda-Pak 500, 9 Col. 65.00
- Uneda-Pak E, 12 Col. 55.00
- Uneda-Pak Monarch, 8 Col. .... 100.00
- National 9A's ..... 95.00
- 2 National 930 ..... 65.00
- 2 National 950 with king size columns. 95.00

### PHONO ACCESSORIES

- New Packard Wall Boxes .....\$32.50
- Post-war late Model used Packard Boxes 18.50
- New Packard Wall Brackets ..... 3.50
- 30 Wire Cable, per hundred feet ..... 20.00

### REVOLVE AROUND SLOT SAFES—BRAND NEW

- Single Safes .....\$129.50
- Double Safes ..... 189.50
- Triple Safes ..... 235.00
- New Box Stands ... 18.50

**WE HAVE IT — GENCO'S GLIDER:** The most sensational game in years! Combination Pin Game and Shuffleboard. Uses only 1 puck. Takes less than 1 minute to play! Earns up to \$30.00 daily! \$295.00.

**TERMS:**  
1/3 Deposit,  
Balance C. O. D.



**DISTRIBUTORS FOR ALL THE LEADING MANUFACTURERS!**  
**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO  
ALL PHONES: TOWER 1-6718

<b>NEW FIVE-BALLS</b> College Daze—Gottlieb Camel/Caravan—Genco Football—Chicago Coin Playtime—Exhibit Utah—United	<b>ONE-BALLS</b> Gold Cup, F.P. \$175.00 Special Entry, F.P. .... 100.00 Victor Special, F.P. .... 70.00 Jockey Special, F.P. .... 140.00	<b>RECONDITIONED 5-BALLS</b> Black Gold .....\$149.50 Buttons & Bows ..... 149.00 Big Top ..... 149.00 Floating Power ..... 149.00 Majors of '49 ..... 149.00 Moonglo ..... 135.00 Buccaneer ..... 120.00 Barnacle Bill ..... 120.00 Ali Baba ..... 105.00 Screwball ..... 105.00 Thrill ..... 105.00 Jack and Jill ..... 100.00 Carnival ..... 95.00 Trade Winds ..... 95.00 Merry Widow ..... 95.00 Triple Action ..... 95.00 Trinidad ..... 79.00 Sally ..... 79.00 Catalina ..... 75.00 Bermuda ..... 75.00
<b>PHONOGRAPHS</b> Wurl. 1080 .....\$375.00 Wurl. 1100 ..... 475.00 Wurl. 1015 ..... 345.00 Rock-Ola 1946 ... 250.00 Rock-Ola 1947 ... \$325.00 Rock-Ola 1948 ... 415.00 Seeburg 146M ... 350.00 Seeburg 147 ..... 450.00		
<b>SPECIAL—EXHIBIT DALE GUNS</b> Factory reconditioned, cabinets refinished ..... <b>\$140.00</b>		
<b>CONSOLES</b> Keeney 3-Way Bonus Super Bells ..\$499.50 5¢/25¢ Twin Bonus Super Bells ... 360.00 5¢ Keeney Bonus Super Bells ..... 230.00 Bally Reserve, Fl. Sample Write for Prices Bally Wild Lemon, Floor Sample ..... Write for Prices Keeney Golden Nugget, Floor Sample ..... Write for Prices		

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

**LAKE CITY Specials**

<b>USED BELLS</b> \$1.00 Monte Carlo, \$1000 J.P., 3/5 ..... Write 25¢ Club Chief Deluxe, 3/5 ..... Write 50¢ Club Chief Deluxe, 3/5 ..... Write 50¢ Mills Club Royal, 3/5 ..... Write 25¢ Mills Club Royal, 3/5 ..... Write 5¢-10¢-25¢ Cherry Bells, 3/10 ..... \$ 65.00 5¢-10¢-25¢ Blue Front ..... 65.00 5¢-10¢-25¢ Jewel, 2/5 ..... 135.00 5¢-10¢-25¢ Black Cherry ..... 105.00 1 Keeney Super Bonus, 5/25 ..... 375.00 Mills 3 Bells, Postwar ..... 225.00	<b>USED FIVE BALLS</b> Crazyball .....\$ 79.50 Rainbow ..... 110.00 Bermuda ..... 59.50 Wisconsin ..... 59.50 Blue Sky ..... 99.50 Carnival, New ..... 175.00 Cinderella ..... 84.50 Contact ..... 69.50 Humpty Dumpty ..... 59.50 Mardi Gras ..... 79.50 Monterrey ..... 69.50 Paradise ..... 84.50 Ramona ..... 129.50 Sally ..... 82.50 Tennessee ..... 79.50 Thrill ..... 89.50 Trade Wind ..... 79.50 Triple Action ..... 89.50 Screw Ball ..... 110.10
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**WOODEN OR STEEL ROLL DOWN GAMES\*\*—MAKE OFFER**

1/3 Deposit, Balance C. O. D.  
We Will Meet or Beat All Advertised Prices in This Area

**LAKE CITY AMUSEMENT CO.**  
1648 ST. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

**CONVERSION FOR EXHIBIT DALE GUN**  
Simple To Install—Gives Gun New Life — Makes More Money ..... ONLY **\$8.75**  
Exhibit Metal Card Vendor ..... \$19.50  
Cards, Baseball, Movie Stars, Cowboys, Prize Fighters, etc., per M. .... \$3.85  
Assured Steady Income Everywhere  
MANY OTHER MACHINES TO INCREASE YOUR INCOME  
FREE: 1949 Catalogue, 10 Pages, 75 Illus.  
**MIKE MUNYER**  
575 11th Ave. at 43rd  
N. Y. 19, N. Y. (Bryant 9-6677)

**Will Sacrifice SIX PANORAMS**  
Make offer. Good working condition.  
**ROBERT HUROWITZ**  
860 E. Montana St. Philadelphia 19, Pa.  
Phone: Victor 8-0146

**IF YOU LIKE TO  
EAT REGULARLY  
JUST STEP INTO MY OFFICE**



**WE SHARE  
THE WEALTH!**

**Coca-Cola Made a Thousand Millionaires . . .  
We're Trying To Beat That Record!**



### WHOSE PRODUCTS DO YOU LIKE?

Name a leading line—name a nationally-known coin-operated machine or device. Then take a gander at the list of lines at the bottom of this ad for which we're exclusive distributors. Your choice is there, isn't it!



### WANT TO MAKE A FAST BUCK?

Looking for thoroughly reconditioned equipment at pennies on the dollar? We got it—we got it—and it's guaranteed reconditioned as represented—ready for location—ready for immediate delivery!



### HOW DO I DO IT?

Well, we've been in this business for eighteen years—and knocking ourselves out trying to make like Henry Ford . . . And we've learned that if we can help you make an extra buck, you'll cut us in!



### WHO'S ON MY PAY ROLL?

We've got an experienced organization of skilled, specialized enthusiastic men on the way up!



### I'M A MAN OF MANY PARTS!

Yes, we stock a complete line of parts, plastics, auxiliary equipment, etc., of practically every leading manufacturer in the business! You name it—we got it!



### WHAT'LL YOU HAVE?

Something new? Something reconditioned? Some part? Service? Speak up, man, what'll you have? We got it—we got it!

*We Ship Reconditioned Equipment All Over the United States*

**ALFRED SALES, INC.**  
DISTRIBUTOR OF COIN-OPERATED MACHINES AND DEVICES

**881 MAIN ST. LINCOLN 9106 BUFFALO 3, N. Y.**

**Exclusive Factory Distributors for . . .**

**WURLITZER . . .** Western New York and Northern Pennsylvania  
**BALLY . . .** Western New York and Northern Pennsylvania  
**WILLIAMS . . .** New York State (excluding Metropolitan New York City)  
**GOTTLIEB . . .** New York State (excluding Metropolitan New York City)  
**EXHIBIT, GENCO, CHICAGO COIN . . .** Direct Factory Distributors for all Leading Manufacturers.

*We Stock a Complete Line of Parts, Plastics, Auxiliary Equipment of All  
Leading Manufacturers*

**Member NATIONAL COIN MACHINES DISTRIBUTOR ASSN.**

## FOLK TALENT AND TUNES

(Continued from page 33)

street, clad in a barrel and red flannels. . . . Dave Miller, of WAAT, Newark, N. J., reports that Merv Shiner, recent Vocalion addition, has done so well on the 49-cent Decca subsidiary that he is being shifted to Decca. . . . Foreman Bill, of KYA, San Francisco, is promoting Jimmy Wakely on four dates in his vicinity. . . . Budd Hobbs, the MGM record cutter, is doing a d. j. shot over KCRA, Sacramento, in addition to his live shows. Bud is operating the new Helvetia Park, which he purchased July 24. . . . F. Bostwick Webster, of KSDO, San Diego, is promoting Western dates in that city, with the Maddox Brothers and Rose (4 Star) showing the greatest pulling power thus far.

Red Belcher, of WWVA, Wheeling, W. Va., has cut four releases for Page Records. Belcher's Kentucky Ridge Runners now include: The Lilly Brothers, Smilie Sutter, and Don Kidwell (Mercury). . . . Hawkshaw Hawkins (King) has a new name for his band, the West Virginia Nighthawks. Personnel includes Glen Ferguson, Buddy Nelson, and Red Watkins.

Tex Justus, WIKY, Evansville, Ind., has reorganized the Texas Cowboys for personals. Jimmy Payne has also been added to the station's live talent. . . . Johnny Chester, WHWL, Nanticoke, Pa., promoted a "battle of music," with Dick Thomas (Decca) competing against local pop and polka bands. . . . Johnny (Cousin Jack) Naylor, WPPA, Pottsville, Pa., says that Zipper Wilson, 14-year-old troubadour, is causing a local sensation with his shows over WPPA. . . . Ray Harris, leader of the Rainier Ramblers, has added a d. j. stanza to his duties at KPKW, Pasco, Wash. . . . Uncle Don Andrews reports that Martha White, newcomer at WSM, Nashville, is the former Mae Hawks of his station, WKNX, Saginaw, Mich. Little Jimmy Dickens came to WSM from the same station.

**Artists' Activities:** Lee Gillette, a. and r. chief of Capitol's h. b. sector, accompanied by Charlie Adams, of Vanguard Music, Hollywood, cut two sessions in Chicago September 10. Working at the studios of WJJD here, where Gillette got his start in rustic music, he cut sessions by Wesley and Marilyn Tuttle and Bob Flannery, new Capitol artist. Flannery, 21-year-old balladeer who worked in Southern Illinois and in Laredo, Tex., is the son of Billie Flannery, who once worked at WJJD and WLS here, as part of the team of Billie and Ollie Flannery. Both sessions were backed by the Frontiersmen, a part of Tuttle's band. Tuttle's band has been held over a third week at Mickey's, local Northwest Side bistro, which is using its first Western talent. Jean Aberbach, of Hill & Range; Jenny Lou (Jealous Heart) Carson and Randy Blake, d. j. at WJJD, visited Mickey's September 8 as a part of celebrity night.

Smiley Burnette (Capitol) drew 18,000 people as headliner at the California State Fair, Sacramento, September 4, leading to a deal whereby he'll work the Stockton (Calif.) Fair October 8-9. . . . Shorty Warren and His Western Rangers have formed their own diskery, Western Rangers' Records. They cut four sides, featuring Sonny Carroll. . . . Stu Davis (Victor), heard on CJCA, Edmonton, Alta., is visiting the U. S., and will work the "National Barn Dance," ABC seg, September 24. Davis has been working Canadian dates with Ameen Ganam, "Canada's king of Western swing." . . . Jimmie Dickens and George Morgan, Columbia artists, will work the Grand Theater, Evansville, Ind., October 9-14, marking the first h. b. talent to work the house since it reopened with weekly vaude. . . . Roy Acuff and His Smoky Mountain Boys will work the Regent Theater, Rochester, N. Y., October 2-5. . . . Hank Williams (MGM), Ernest Tubbs (Decca), and Minnie Pearl and Rod Brasfield will play Tri-State Fair, Amarillo, Tex., October 3-7. . . . Jimmie Osborne, of WLEX, Lexington, Ky., has a follow-up to his "Fiscus" ditty in the "Tears of St. Ann," a tune based on the recent New York State child, who reportedly possessed a miraculous statue. It's slated for an early King release.

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

## Supplies In Brief

(Continued from page 111)

U. S. Agriculture Department indicate plentiful supplies of most kinds next year. The peanut crop is now figure at 1,792,100,000 pounds, slightly below the average for the past decade. California almonds are estimated at 42,200 tons, an all-time record. Production of walnuts and filberts will also set records at 80,900 tons and 11,160 tons, respectively, the agency predicted.

### Conn. Cig Report

BRIDGEPORT, Conn., Sept. 17. — More cigarettes are being smoked in Connecticut and as a result the State treasury is getting fatter. The State tax department reports receipts from the cigarette tax, imposed at the rate of 3 cents a pack, totaled \$738,836 last month against \$674,291 in August of last year.

### Sugar Data

WASHINGTON, Sept. 17. — U. S. consumption of sugar for the first eight months of the year ran slightly below the same period of 1948, the Agriculture Department has reported. Distribution domestically totaled 5,-

## Playground Aid

GREENSBORO, N. C., Sept. 17.—Peanut vending machines will be placed about the city to raise funds for a South Greensboro playground planned by the Lions Club. Dr. James Caudle, who is in charge of the club project, said 27 machines will be set up. Half the proceeds will be given the Lions Club Blind Fund and the other half to the Jaycee group in charge of playground improvement.

### W. Va. Cig Tax Report

CHARLESTON, W. Va., Sept. 17. — Cigarette tax receipts for July totaled \$199,068.89, as compared with \$191,627 collected in August, 1948, according to State Tax Commissioner C. H. Koontz.

Koontz said the August, 1949, figure nearly doubled the \$103,262 collected in July. The small July receipts followed the final payments of manufacturers at the end of the 1948-'49 fiscal year on June 30, he explained.

238,481 tons, as compared with 5,073,644 tons for the first eight months of last year.



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- Shuffle Skill
- Camel Caravan
- Playtime
- Photo Finish
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**NEW CONSOLES**

- Arrow Bell (Twin Multiple) .....\$800.00
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- Evans Winter Book . 826.00
- Evans Casino Bell .. 637.50
- Evans Races ..... 931.00
- Evans Bang Tails ... 671.00
- Evans Black Diamond 731.00
- Bally Spot Bell .... Write
- Bally Triple Bell ... 895.00
- Jenn. Challenger ... 595.00

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- Guaranteed To Operate and Look Like New!*
- Seeburg 146.....\$350.00
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  - 5c Wireless, Postwar Wall-O-Matic (W1-L56).. 35.00
  - Mills Constellation... 345.00

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New Brass Slides for Model 500 A. B. T. Coin Chutes, 5c Play.....50c Each  
 Jockey Club, 1-Ball P. O., like new \$149.50

**MILLS SLOTS—100% PERFECT!**  
 Reconditioned and Refinished—All With Club Handles

- 5¢ Brown Fronts .....\$ 85.00
- 10¢ Brown Fronts ..... 90.00
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- 25¢ Black Cherry (Orig., Used 3 weeks) 125.00

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| Lady Robinhood ..... 44.50 | Nevada ..... 15.00       | Superliner ..... 12.00      |
| Sea Breeze ..... 13.00     | Kilroy ..... 12.00       | Major League Baseball 35.50 |
| Old King Cole ..... 60.00  | Hawaii ..... 14.00       | Suspense ..... 14.00        |
| Stormy ..... 60.00         | Tropicana ..... 27.50    | Ginger ..... 15.00          |
| Sweet Sue ..... 50.00      | Cross Fire ..... 12.00   | Merry Old King ..... 35.00  |
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- Special Entry .....\$ 49.50
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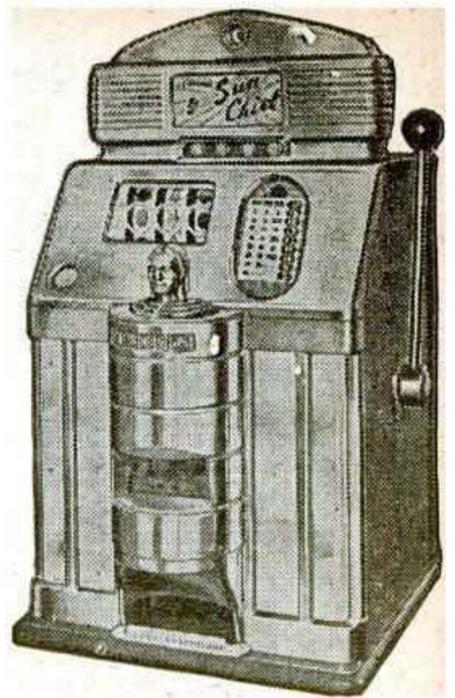
**SLOT SALE**

- |  |   |
|--|---|
| <b>MILLS</b>                                 | <b>JENNINGS</b>                         |
| Black Cherry, 10¢, 2/5 & 3/5.....\$ 92.50    | 10¢ Chief, 1 Cherry.....\$54.50         |
| Black Cherry, 25¢, 3/5..... 92.50            | 5¢ Chief, 2 Cherry..... 54.50           |
| Black Cherry, 50¢, 2/5..... 179.50           | 5¢ Victory Chief, 2 Ch..... 54.50       |
| Blue Front, 5¢ & 25¢, 3/5..... 64.50         | 5¢ Dixie Bell, 2 Ch..... 49.50          |
| Brown Front, 5¢, 10¢ & 25¢, 3/5..... 64.50   | <b>COLUMBIA</b>                         |
| Brown Diamond, 10¢, 3/5 & 2/5..... 64.50     | 5¢-10¢-25¢ Chrome, Twin JP.....\$ 64.50 |
| Chrome, 25¢, 3/5..... 64.50                  | 5¢-10¢-25¢ Twin Jackpot..... 54.50      |
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| Golden Falls, 10¢, 2/5 hand-load..... 109.50 | <b>WATLING</b>                          |
| Glitter Gold, 5¢, 3/5..... 64.50             | 25¢ Rolatop, 3/5 PO.....\$54.50         |
| Futurity, 5¢, 3/5..... 64.50                 | 5¢ Treasury, 3/5 PO..... 49.50          |
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| QT, 1948, 5¢ & 25¢..... 95.00                |   |
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 Ingenious! Unbelievable collections! Combines appeal of both Shuffleboard and Pin Game. Uses 1 puck fifteen times. Fast! Terrific!  
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 Perfect—Guaranteed

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 Draw Bell .....\$195  
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 Single Bonus Super Bell \$235  
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 Challenger, 5-5¢ .....\$225  
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 Now, for the first time, at a special low price. Greatest console of them all. The 5-coin multiple convertible Free Play and Payout—in 2-coin chutes of any combination. The favorite of all operators.  
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# NOTICE TO MUSIC OPERATORS IN INDIANA, KENTUCKY and OHIO...

- In June, we resigned as distributors for a music manufacturer and retired from the music business.
- We have decided to re-enter the music field.
- Southern Automatic Music Company wish to announce that they will be exclusive Distributors for A.M.I. in the territory covered by Southern's six offices, beginning September 12th in Indiana and Kentucky; September 26th in Ohio.
- We believe that you, the Operator, should know why. Following our announcement, we were contacted by several phonograph manufacturers who offered us their lines. As we no longer had any affiliations, they were able to reveal to us details of their

products, prices and policy. Among these was A.M.I., pioneers in the manufacture of coin-operated phonographs, just as we are pioneers at the distributing level.

We are sincerely conscious of the problems facing the Operator in these changing times: *High Equipment Costs, High Labor Costs, High Record Costs and rapid depreciation.* We discussed these problems with many Operators, and also the merits and features of A.M.I. Equipment with Operators having postwar A.M.I. Phonographs. As a result of these discussions, we concluded that the A.M.I. is most nearly tailored to the Operators' needs. It was then we decided to re-enter the music field as A.M.I. Distributors.

## AMI OFFERS THE FOLLOWING:

**LOW PRICE** *It has been years since we have been able to sell a new, high quality phonograph at so low a price.*

**SERVICE** *The phonograph is simple — it is, therefore, trouble free, yet its simplicity has been achieved without sacrifice of quality or player appeal. This means that service costs are lower because service calls are fewer, and highly trained technical men are not needed to keep the equipment in good working order. Thus, income potentiality is at the highest level because idle, unproductive hours, due to breakdowns, are reduced to a minimum. Moreover, service costs are further reduced because parts for the A.M.I. seldom have to be replaced—there are fewer moving parts in the A.M.I. than in other phonographs.*

**LOWER RECORD COSTS** *In the matter of records, the A.M.I. achieves the maximum variety without increasing the actual number of records on the phonograph—only 20 records, yet 40 selections!*

"The House that Confidence Built"

**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

ESTABLISHED 1923

**LESS DEPRECIATION** *To convince yourself that A.M.I. maintains its market value, you need only to check the various trade journals. For example, the 1946 A.M.I. Phonographs are bringing higher prices in the used market than any other make of 1946, and fewer are offered for sale. They are good productive phonographs and the Operator knows it.*

*These are the reasons we have decided to return to the music field. We are sold on A.M.I.'s product and policy. We believe it is the phonograph of the time, fitting the needs of the Operator today and for years to come.*

*Accordingly, we are proud to represent A.M.I. We pledge continued co-operation, good service and ethical business practices. These things, plus the excellence of A.M.I., which we now offer you, can only spell greater success for you in the future.*

*We are now ready to do business with this product and policy. We express gratitude to our many Operator friends for past and future co-operation.*

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TRIMOUNT HAS THE LARGEST  
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- 5 BALLS
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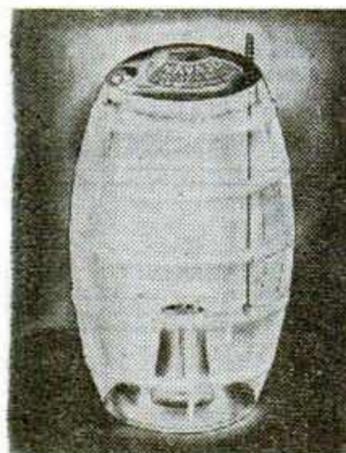
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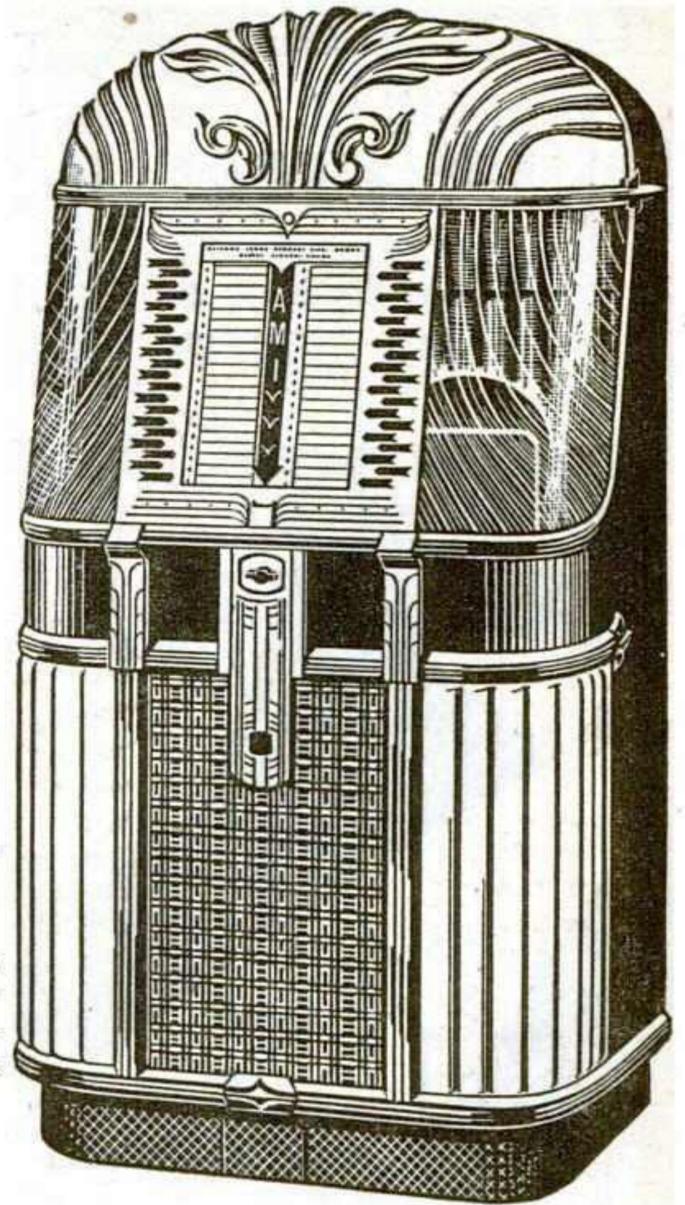
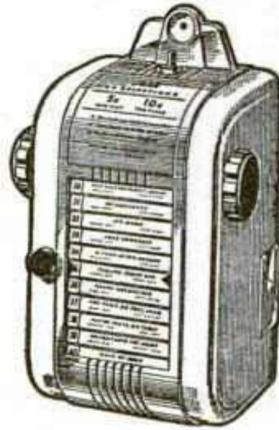
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Our Franchise at Dayton and Cincinnati does not start until Monday, September 26. On this date we will begin deliveries in these cities.



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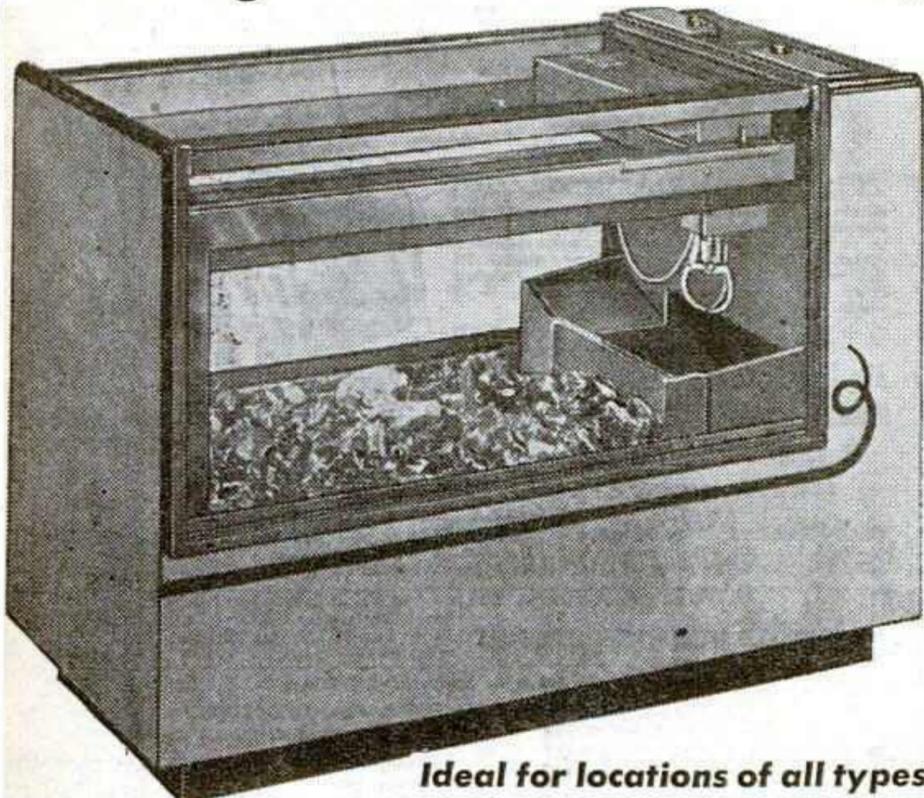
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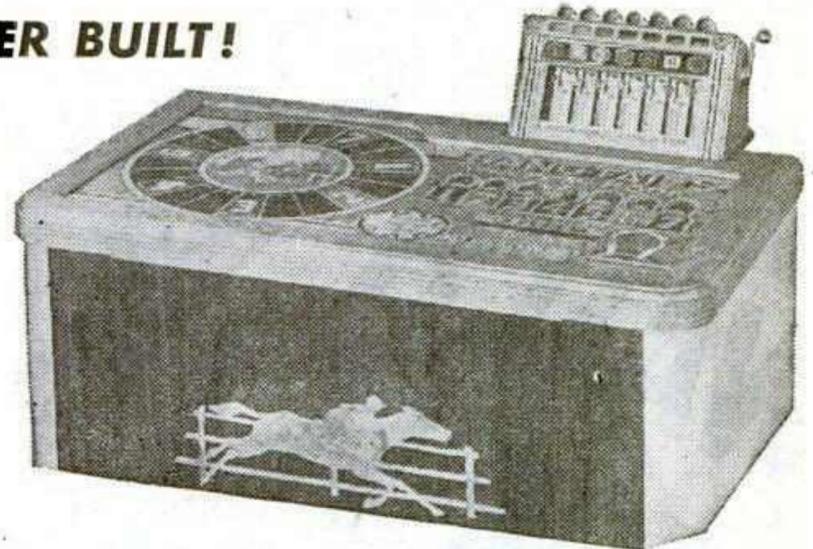
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SEE EVANS' CONSTELLATION AD ON PAGE 104

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*America's Bell Machine Center*

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products  
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**GUARANTEED FINEST! RECONDITIONED—REPAINTED SLOTS**

**AT NEW LOW BARGAIN PRICES!**

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Mills 5c, 10c or 25c Silver Chrome Bells, Ea. ....	89.50
Mills 5c, 10c or 25c 1947 Black Cherry, Ea. ....	119.50
Mills 5c, 10c or 25c 1947 Golden Falls, H.L. Ea. ....	119.50
Mills 5c, 10c or 25c 1948 Jewel Bell, Ea. ....	159.50
Mills 5c, 10c or 25c 1948 Melon Bells, Ea. ....	159.50
Mills 5c, 10c or 25c 1948 Black Gold, H.H. Ea. ....	164.50
Mills 50c 1948 Black Gold, H.L. ....	225.00
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Safe Stands for Slots ..... **\$65.00**  
Immediate Delivery

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**MILLS' NEW LATEST BELLS**  
**MILLS' NEW 1949 Q. T.**

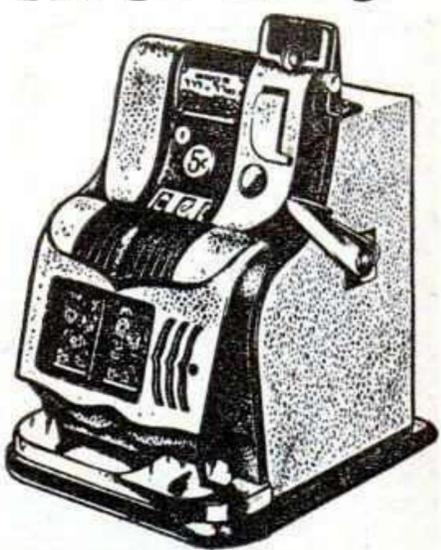
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**MILLS**

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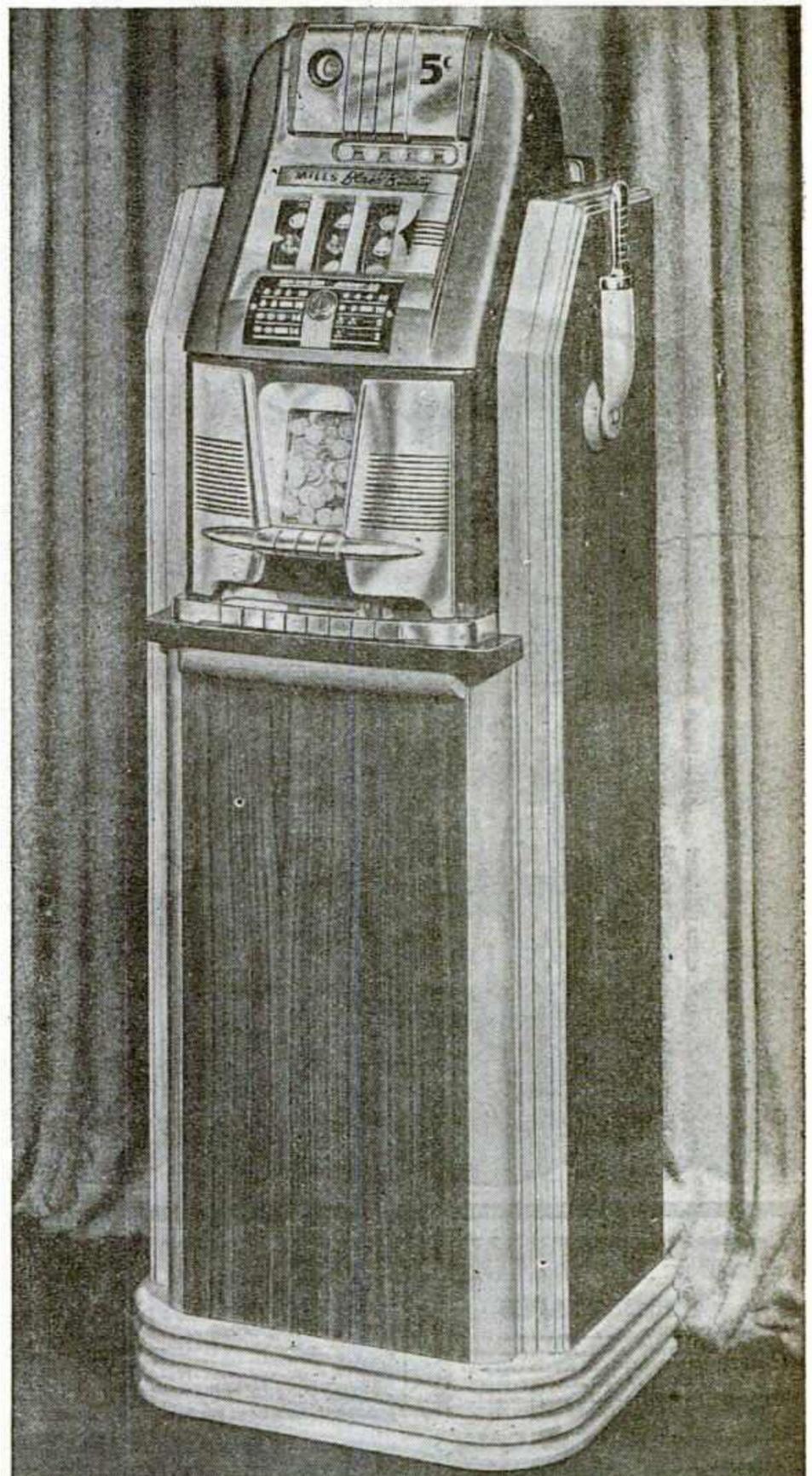
The Regal Cabinet Bell offers the purchaser his choice of any of the Bells in the famous money-making Mills Bell line. He simply states which model he desires and it is placed into this beautiful two-tone wooden cabinet as shown in photograph.

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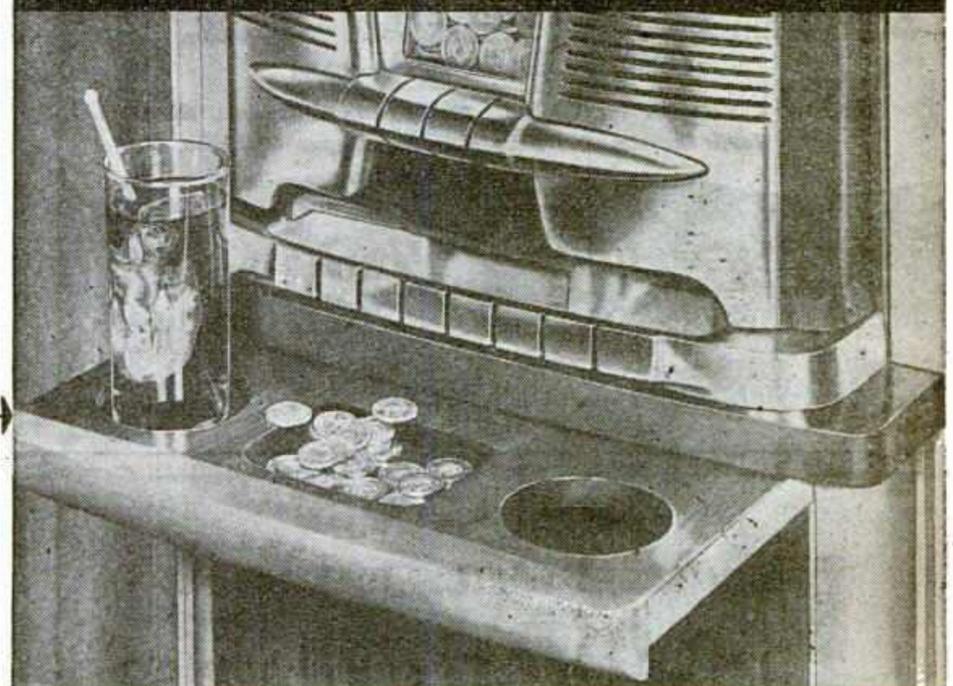
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A hidden slide drawer as shown in photograph may be pulled out and patron may place drinks, extra coins, gloves, etc., on this handy little service bar.

For your Better Spots!—Mills Regal Cabinet Bells!



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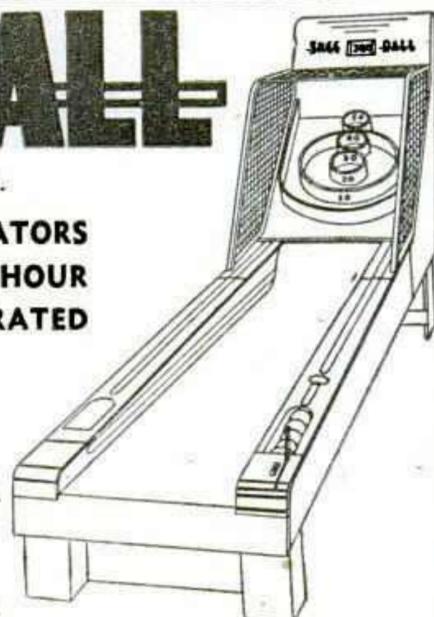
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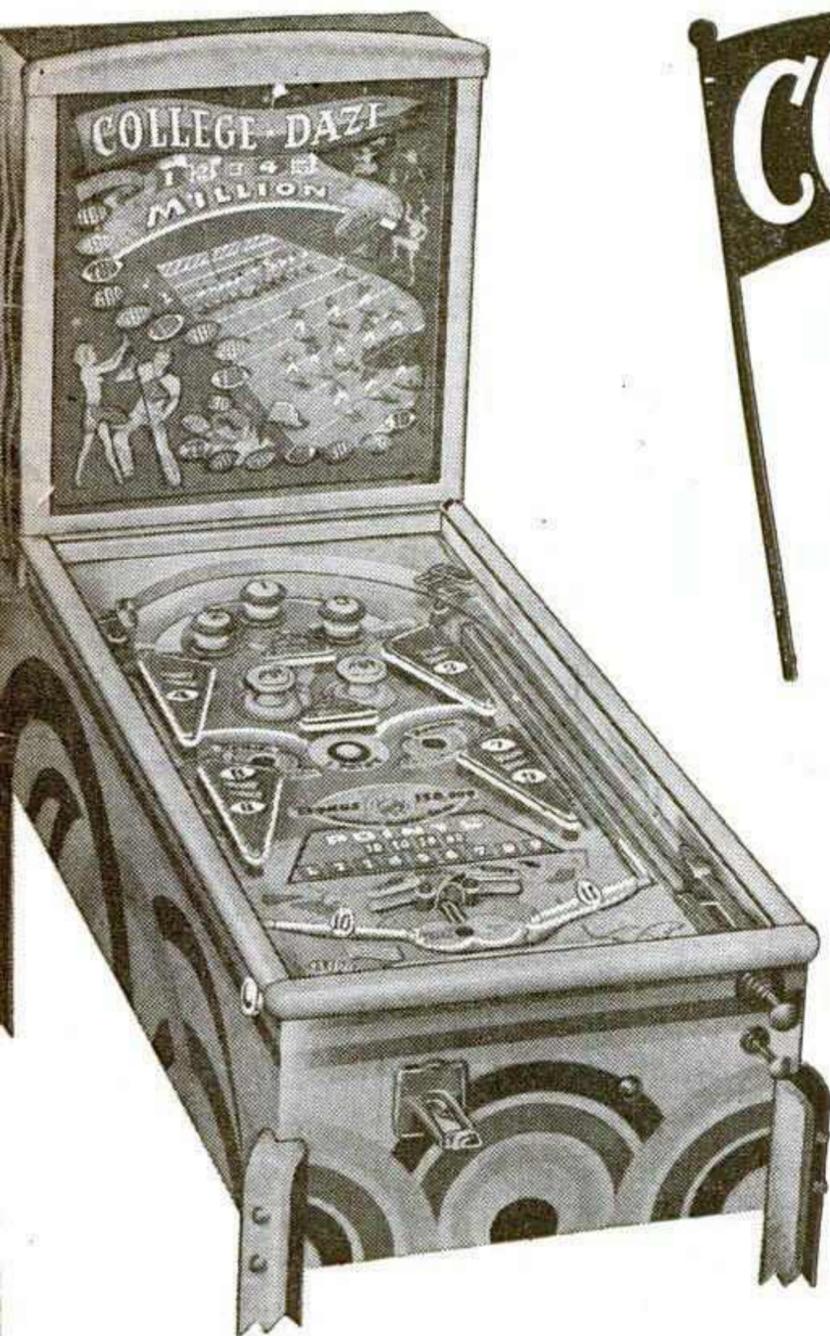
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FREE PLAY ONE-BALL

*Bally*  
**KENTUCKY**  
AUTOMATIC ONE-BALL

**TWO HORSE-SHOE BUTTONS**  
INSURE 25% TO 100% INCREASE  
IN COINS PLAYED PER GAME

**NEW DOUBLE-SCORE**  
320 REPLAY TOP SCORE

**NEW "WILD" SECTIONS**  
28 WINNING HOLES POSSIBLE

**FAMOUS "CITATION" ODDS**  
ALWAYS ADVANCE...  
NEVER DROP BACK

GET LUCKY WITH

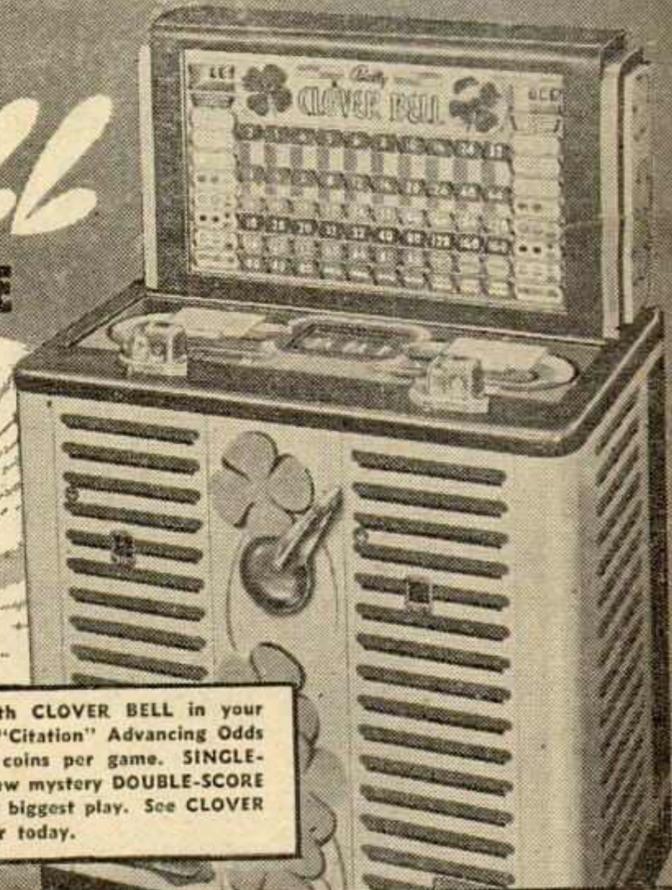
# Bally CLOVER-BELL

TWIN MULTIPLE-COIN BELL CONSOLE

**3 "SPOTTED" SYMBOLS**  
SINGLE CHERRY WINNERS  
SINGLE ORANGE WINNERS  
SINGLE PLUM WINNERS

**NEW MYSTERY DOUBLE AWARD**

**FAMOUS "CITATION" ADVANCING ODDS**



You'll be in clover with CLOVER BELL in your console spots. Famous "Citation" Advancing Odds insure plenty of extra coins per game. SINGLE-SYMBOL winners and new mystery DOUBLE-SCORE feature attract and hold biggest play. See CLOVER BELL at your distributor today.

*Bally* **MANUFACTURING COMPANY**  
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