

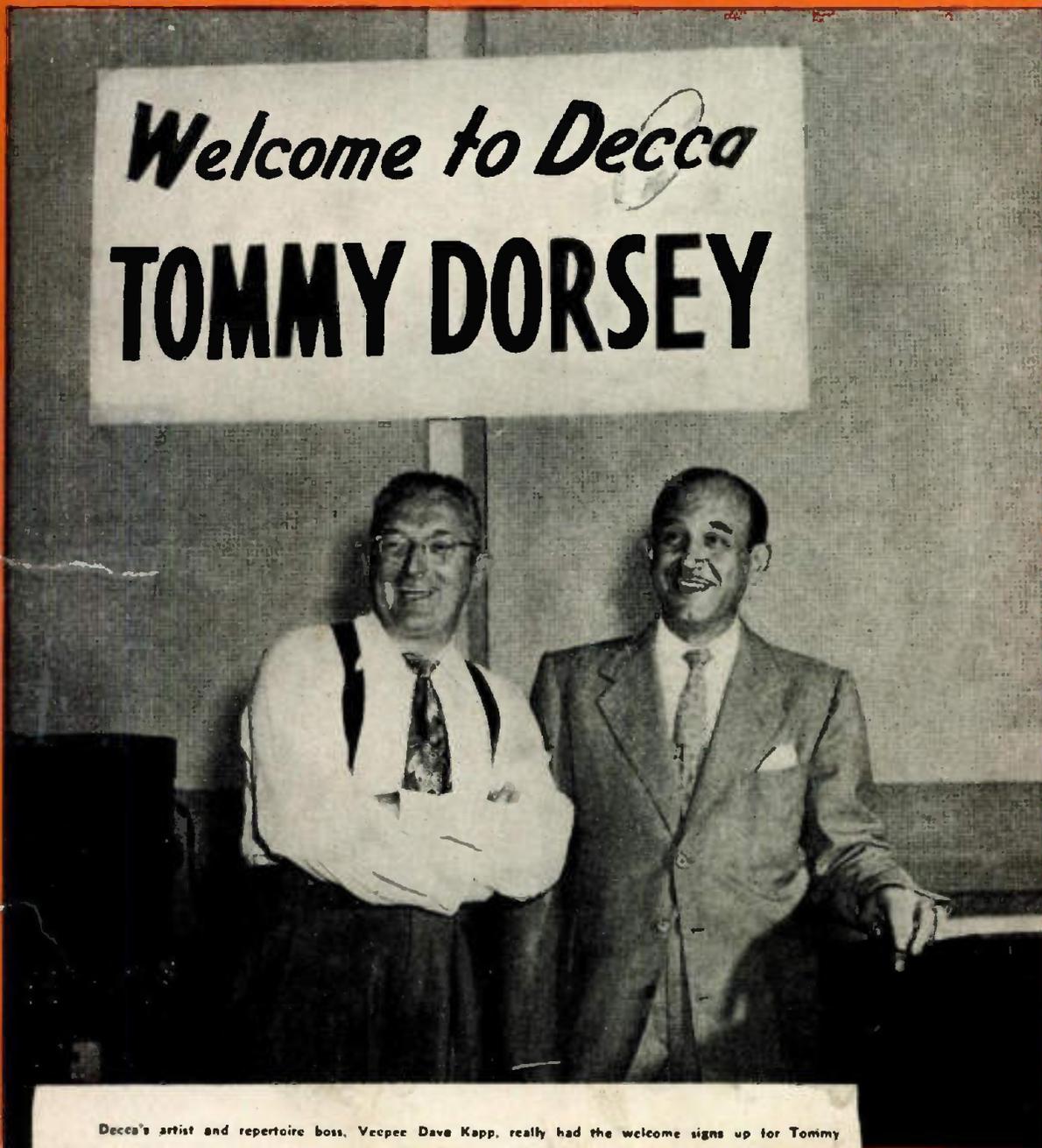
# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 16, 1950

## *Welcome to Decca* **TOMMY DORSEY**



Decca's artist and repertoire boss, Veepee Dave Kapp, really had the welcome signs up for Tommy Dorsey as the sentimental gentleman came into the studio for his first session for the company. Dorsey cut four sides on this date, "So Long, Sally," and "You're Not in My Arms Tonight" for one pairing, and "T.D.'s Boogie" and "Opus No. 1" for the second. Both platters are due for release this week.

# "ANDREWS SISTERS... GREATEST BUSINESS IN HISTORY OF THE FAIRMONT HOTEL...!"

**NEWSPAPER Raves!**

**SAN FRANCISCO EXAMINER**  
 "About the Andrews Sisters—brother, they're great!" —Herb Coen  
 "The girls put on a terrific show." —Ivan Paul

**SAN FRANCISCO NEWS**  
 "The Andrews Sisters' opening brought out the biggest crowd the Venetian Room has catered to. They're show stoppers." —Hy Porter  
 "Easy to see why they're tops in American popular music." —Jack Rosenbaum

**SAN FRANCISCO CHRONICLE**  
 "The Andrews Sisters are more popular than dollar bills." —Robert McCary

**RADIO Raves!**

**KCBS - "THIS IS SAN FRANCISCO"**  
 "A show the likes of which this village hasn't seen in years and years." —Pat McGuirk

**ABC - "THE ANN HOLDEN HOUR"**  
 "The act has a fresh, new, young impact bubbling with originality and spontaneity. They are not only the nation's top singing trio but tops as comedienne and all-around entertainers." —Ann Holden

**TRADE Raves!**

**WEEKLY VARIETY**  
 "Slick comedies... a solid hit!"

**BILLBOARD**  
 "Andrews Sisters crack \$ record in coast hotel supper club bow!"

**Fairmont Hotel**  
 San Francisco

August 15, 1950

Mr. Lou Levy  
 1537 No. Vine  
 Hollywood 28, California

Dear Lou:

Since you were good enough to favor the Fairmont with the supper club debut of the Andrews Sisters, it gives me pleasure to report that from the opening night they have done the greatest business of any attraction ever presented in the history of the Fairmont Hotel.

The impressiveness of this record is best indicated by the fact that we have made it a policy to present in the Venetian Room only the leading cafe attractions in the country, and the girls have packed the room for two shows a night even on what are ordinarily our weakest nights of the week. Their reception by the press and public of San Francisco should be a source of pride to them and gratification to you, as it is to the Fairmont management.

Congratulations on the presentation of this great trio in an engagement which proves beyond any doubt their appeal for sophisticated audiences as well as the theater, radio and record audiences with which they are continually establishing new levels of popularity.

With warmest regards to you, Maxene, Fatty, and LaVerne.

Sincerely,  
*Benj. H. Swig*  
 Benj. H. Swig  
 President

Back on the air! 4th consecutive year on Campbell Soup's "CLUB 15"

# AM HAS SADDEST SEPT. P. M.

## Color Dollar 75 - Mil Kill For CBS TV

### If FCC's Nod Stays

NEW YORK, Sept. 9.—If the final Federal Communications Commission (FCC) color television decision gives the nod to CBS, as it looks like it will at this moment, and as the network is confident it will, the Madison Avenue chain stands to earn between \$75,000,000 and \$150,000,000 in the next 10 years on royalties from patents on its field sequential system, which would have to be adopted by instrument manufacturers.

Figure is arrived at thus: If average retail price of a color TV receiver is about \$250, CBS would get \$1 per set sold. On that basis if 7,500,000 to 15,000,000 sets are sold each year for the next 10 years, you would get the jackpot outlined above.

While this is a healthy chunk of cabbage, it would by no means represent (Color May Net CBS \$75Mil, page 7)

## Atlantic-NBC Grid Pact Is Net Departure

NEW YORK, Sept. 9. — Atlantic Refining, in signing to sponsor nine football games on the NBC-TV network this fall, has set a precedent by assuming sponsorship of the first half of the games. It is believed to be the first time a TV network has agreed to such a deal, especially one involving only a limited network. Atlantic is not taking the full NBC web since its distribution is not that widespread.

NBC is notifying its stations that they can sell the second half of the game locally, which has the advantage (Atlantic-NBC Grid Pact on page 9)

## Como a Pubber With Xmas Tune

NEW YORK, Sept. 9. — Perry Como will go into his own music publishing venture sometime in the next two months. The singer, who previously has been affiliated in two separate publishing enterprises—first with the Oxford subsidiary of Santly-Joy pubbery, and later with the Laurel Music firm of Tommy Valando's publishing set-up—will wholly own this new venture.

The new Como enterprise came to light when the crooner sliced a new holiday song, *At Home for Christmas*, a couple of weeks ago, and it was registered as his copyright. Thus far, no details of the new pubbery have been undertaken, but Como's attorney representative, Jack Katz, currently is in the process of setting up the structure for the singer. Katz is scouting for a location and already has obtained an American Society of Composers, Authors and Publishers (ASCAP) charter for the new pubbery. Professional men for the new enterprise will not be selected for some weeks. Reports that the firm will operate thru a selling agency were denied.

## The Commies and You

On Page 4 of this issue is another round-up of show business action against Communism. Lead story details an immediate and positive response to the anti-Commie features published in the last several issues of *The Billboard* on the part of numerous and widely varied show business personalities. Also reported are aggressive anti-Communist moves by assorted entertainment industry unions and groups. We urge you to read these. We urge you to join the fight . . . in any way you can.

## Mightiest Medic Plays to 329,500 In First 18 Days

CHICAGO, Sept. 9.—The mightiest medicine show in history, the Hadaool All-Star Caravan, made up of top showbiz names, was a single day away from closing after having played to an incredible 329,500 patrons the first 18 days of its tour. Sen. Dudley J. Leblanc, proxy of the Leblanc Corporation, Lafayette, La., firm which makes the medical preparation, told *The Billboard* that the success of his first lavish showbiz venture will definitely prompt him to utilize live talent as a primary medium in telling his advertising story.

### Success Overwhelming

Senator Leblanc said that the success of the tour has "been so overwhelming that I'm not really prepared to talk about definite plans for the future." He said he wants to continue using a heavy budget for showbiz names and correlated attractions, such as fireworks, which was supplied by Thearle-Duffield, Chi firm, for that part of the junket which utilized outdoor sites.

Leblanc said that the cast, which includes names such as Mickey Rooney, Carmen Miranda, Chico Marx and Burns and Allen, on various dates in the junket, did its most (History's Mightiest Med on page 57)

## Mrs. FDR on LA TV To Plug for Jimmy

HOLLYWOOD, Sept. 9. — Mrs. Eleanor Roosevelt will mount the KTTV political stump on behalf of her son, gubernatorial candidate Jimmy Roosevelt, and Helen Gahagan Douglas's campaign for a seat in the U. S. Senate. This marks the first time the former first lady has taken to local TV for the sake of politics. It's understood time will be bought by the State Democratic Committee.

## Even Opera Can Make a Buck— It's Skill That Pays, Not Luck

By Bill Simon

NEW YORK, Sept. 9.—A survey of attendance figures of the New York City Opera Company for the past three years shows a marked increase in the public's demand for popular-priced opera. Along with the local increase at the box office, the company's talent list has grown considerably in quantity, quality and name value.

The traditionally opera companies lose money, this one now comes as close to the black as any. Deficits, however, are made up by the City Center of Music and Drama, Inc., a civic organization, with no connection

## Decca May Have Plum in 'Guys 'n' Dolls' Platter

NEW YORK, Sept. 9.—Reports this week indicated that Decca Records has landed the original cast album rights to Frank Loesser's forthcoming score for *Guys and Dolls*, a musical version of a Damon Runyon story. The show stars Vivian Blaine, Robert Alda and Sam Levene, a Hollywood trio.

There was heavy bidding for the recording rights to the Loesser show because of a highly favorable word-of-mouth campaign about the clefter's score, which has been tabbed in some quarters as potentially the most commercial since *South Pacific*. Along with Irving Berlin's *Call Me Madam*, *Guys and Dolls* is considered to be the musical legit recording plum of the early theatrical season.

Negotiations for the Loesser show were conducted by Decca's Dave Kapp, who at press time was on the West Coast, and the writer and producers of the show. Show is slated to go into rehearsal shortly, and will have its first out-of-town tryouts early in October, with a November 9 (See Looks Like Decca on page 18)

## Drys Ride High on Coattails of War

WASHINGTON, Sept. 9.—Spurred on as in the past by war, dry forces are again bombarding Congress with pleas for grain allocations, alcohol stock-piling and banning of liquor plugs in a renewed drive to curtail drinking.

The main line is being switched from the general evils of drinking to the theme that distillers use materials and labor needed to build up defense. Various congressional committees have received a heavy flood of (See Drys Ride High on page 57)

## Korean War, TV Growth Baffle Brass

### Sales Dropping Off

NEW YORK, Sept. 9.—Uncertainties stemming from the general world situation and the Korean crisis in particular combined with the growth of TV brought the network radio sales picture to what is virtually a grinding halt. Normally, September is one of the most active sales months, both insofar as time and program sales are concerned. So far this year, it's been aught from naught, and not much more on the immediate horizon.

Network execs attribute the situation to a number of pressing problems confronting advertisers and agencies. Probably foremost is the threat of shortages in raw materials, which could conceivably put many advertisers out of the consumer market—even the production stayed at a high level—and consequently would require major campaign revisions, (See Sept. Night Song Sad on page 5)

## WhopperCrop Of \$\$\$ Marks Major Fairs

### Some Takes at Record

CHICAGO, Sept. 9.—It's a whopper year for major fairs of the Midwest.

Minnesota State Fair, biggest in the Midwest, closed Labor Day (4) with an all-time record attendance of 805,000, up 3,000 from lush 1947, previous peak year, and more than 75,000 higher than last year. Not only was the gate up but also receipts in virtually all departments. Grandstand receipts hit an all-time high. On the midway rides and shows of the Royal American Shows piled up \$233,161.07 after taxes, up \$43,000 from 1949; down 50G from the amazing 288G registered in free-spending 1947.

### Nebraska Sets Record

Nebraska State Fair, Lincoln, closed its six-day run Friday night (8) with a new record attendance estimated at 275,000, up 50,000 from the banner 1947 run; 75,000 from last year.

Weather was the only thing that See Major Fairs Socko on page 96)

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# SHOWBIZ MOVES VS. COMMIES

## Anti-Red Ideas Pop All Over

### Deejays to Assemblymen

NEW YORK, Sept. 9.—Strong and favorable reactions to *The Billboard's* recent coverage and editorials on the Communist situation (see issues September 2 and 9) continued to pour in last week and indicated that all phases of the industry are becoming alert to the Red menace.

Typical were the following: *The Fort Wayne News-Sentinel*, in its issue of September 1, picked up *The Billboard's* "Rose Colored Glasses" September 2 editorial, and did one of its own, headed "Is Show Business Waking Up?" Said the piece, in part: "Not only to show (See Showbiz Moves on page 11)

## Truman Stance May Kill Tough Anti-Red Bill

WASHINGTON, Sept. 9.—Chances are dimming for enactment this session of stiff Communist-control legislation in view of the flat statement by President Truman this week that he will refuse to sign the McCarran Bill, which the Senate debated most of the week without final action.

Supporters of a substitute, eliminating registration of Reds and providing only for internment of card-carrying Communies and saboteurs during declared wars, hoped the President's (See TRUMAN STANCE on page 54)

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr., William D. Littleford

E. W. Evans, Pres. & Treas. Lawrence W. Catto, Secy.

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### Editorial

## Get in the Fight

It was only two weeks ago that *The Billboard* published its *Background on the Red Drive*, a list of subversive organizations and an editorial intended to help arouse show business to the Communist menace. Last week, a second anti-Commie editorial and grouping of news features followed. As the streamer story on this page indicates, show business was not slow to respond. From key centers like New York, from small towns like Grand Island, Neb.; from radio men, music publishers, disk jockeys—yes, even from a member of a State Legislature who is no doubt a showbiz fan, came suggestions and action.

Other disk jockeys could do well to, and we are sure will, follow spinner Martin's example (and read anti-Commie material on the air to their listeners). We're sure, too, they'll get at least as good a reception as Martin got.

The Santly idea for a poster of the anti-Commie program is a good one and will get some action. The Paul Martin idea of broadcasting the Josh White statement on how the Communies "played him for a sucker" is an excellent one, and is not yet dead.

This early action is proof conclusive that show business wants to get into the fight against the Reds. To every performer in show business, to every business man in the industry, we say again: "Get with it." There are a thousand and one ways, no matter how small and insignificant they may seem, in which we can all contribute to blocking and beating the Communists. It was complete, all-out, aggressive effort on the part of practically every American, in show business and out, which stopped the Fascist threat at world domination. That same effort will stop the Communies.

## "South Pacific's" McCormick Slams Out at "Red Channels"

NEW YORK, Sept. 9.—First actor listed in *Red Channels* (the anti-Red book whence stemmed the protests which resulted in Jean Muir's dismissal for the air) to hit back is Myron McCormick, currently appearing in *South Pacific* and well known to both radio-TV and legit audiences. McCormick, who recently emceed *The Billboard's* Donaldson Awards broadcast via the American Broadcasting Company, issued the following statement exclusively to *The Billboard* this week:

"Less than 200 years ago, this country fought for freedom, liberty and against persecution. My great-great-grandfathers fought in that war, and I was brought up to believe that those freedoms they won were man's birthright, and that the fight to maintain them must be continuous.

"This country has received the persecuted and lovers of liberty from other lands ever since, who also are steadfast in their readiness to fight to keep our freedoms. Today, the demagogue exclusively to *The Billboard* (See *South Pacific's McCormick*, page 52)

## AFRA To Ask Nets, 15%-ers And Sponsors To Join In "Keep Out Reds" Movement

### Will Also Try To Protect the Innocent

NEW YORK, Sept. 9.—The first concrete move by any theatrical union to prevent future incidents of the Jean Muir-General Foods nature was made by the board of the New York local of the American Federation of Radio Actors Thursday (6). The New York local passed a resolution urging the union's national board, which will meet Tuesday (12), to invite the networks, advertisers and advertising agencies to a joint meeting aimed at setting up a specific group or procedure to avert what one AFRA official characterized as "incidents in which a performer is deprived of a livelihood and subjected to character assassination without any means of vindicating himself." Such a procedure, it is believed, would also function to keep Reds out of radio.

Authoritative sources say that AFRA has been subjected to considerable pressure to find ways and means of coping with the problems. Some of this pressure has come from AFRA members themselves, with actors representing all shades of political thinking urging some course of action. Perhaps more important,

however, has been pressure said to have emanated from top advertising agencies who feel that AFRA, out of self-interest to protect its mem- (See *AFRA Invites All* on page 11)

## News 'Communists'

ST. PAUL, Sept. 9.—The "scream" of the fair didn't even happen on the Minnesota State Fairgrounds this year. It came over the air waves of a St. Paul-Minneapolis radio station.

The station carried a blurb for one of the *Twin Cities'* newspapers which had bought the time to advertise that several of its feature column writers would be at the sheet's fair headquarters on a certain day.

Blurb after blurb for several days was read by the radio gabber thusly:

"Don't forget to visit the booth at the State fair and meet their four Communists."

## Chesterfield Plugs 'Red We Want' Tune

### Weekly Web Show Spot

NEW YORK, Sept. 9.—One of the first national advertisers to sell anti-Communism on the air seems to be Chesterfield Cigarettes. On its Wednesday night half hour via CBS, featuring Robert Q. Lewis, the Ralph Flanagan orchestra and guest disk jockeys, the Flanagan orchestra has played *The Only Red We Want Is the Red We've Got* (in the *Old Red, White and Blue*), anti-Commie tune, three weeks in a row—and Flanagan's management has said they have sponsor clearance to play the tune every week from now on.

Advertisers with musical shows generally frown on repeats of numbers, even the top current pops of the day. Flanagan also has an RCA Victor platter of *Red*, which is nearing the 200,000 mark.

## JCAC Group Reaffirms Its Position

### Plans Radio-TV Awards

NEW YORK, Sept. 9.—The Joint Committee Against Communism this week reiterated its intentions of spotlighting subversive affiliations following a meeting here Thursday (7). The committee also pledged continued effort in investigating complaints by performers and technicians who allege they have been or are being denied employment because of anti-Communist activities and beliefs.

Stephen C. Chess, chairman of the radio subcommittee, noted that the "increased awareness of subversive influences is indeed gratifying." Chess also noted that the broadcasting industry now could be expected to re-examine the extent of such influences and take appropriate action.

The committee also declared it is planning to give adequate public recognition for "outstanding radio and television accomplishments in the present national emergency."

## Air Crusade Beats 'Free Europe' Drum

### To Pierce Iron Curtain

NEW YORK, Sept. 9.—The radio-TV campaign of the crusade for freedom moved into high gear this week with the entire *We, the People* show yesterday (8) being devoted to the crusade campaign to raise funds for "radio-free Europe." In addition, the radio-TV committee, headed by Roger Brown, has set documentary shows to be aired by ABC and CBS, and an (See *Air Crusade Beats* on page 8)

# SEPT. NIGHT SONG SAD ON AM

## AFRA Natl. Board To Meet On an Amendment Barring Known Commies From Union

Believe Action Will Be Passed

NEW YORK, Sept. 9.—The National board of the American Federation of Radio Artists (AFRA) will meet next Tuesday (12) to draw up an amendment to the union's constitution under which known Communists will not be allowed to remain AFRA members. The board is acting under the terms of a resolution passed at AFRA's 11th convention, held in Chicago last month. The amendment, after being drawn up by the AFRA board, will be submitted to a national referendum. AFRA execs believe it will be overwhelmingly passed.

The convention resolution, after condemning Communism, proposed "that no person shall be permitted to remain a member of AFRA who is identified as a Communist by an authoritative government agency such as the FBI, or any other agency

which may be similarly constituted in the future, or who is identified by such agencies as maintaining affiliation with the Communist party, or any other party, group or front, which advocates or encourages the overthrow of the United States and of its government by force, fraud or any other illegal or unconstitutional means or methods."

The resolution also warned AFRA members against lending their names "and their popularities" to Communist-front organizations identified by government agencies as subversive.

It is believed that the AFRA board will reject any proposal to provide for a non-Communist affidavit amendment but will, instead, propose a procedure whereby a member accused of subversive affiliation would be given a hearing by the national board. Under this procedure, it is felt, AFRA members would be protected from smear campaigns and character assassination.

It is also believed by some AFRA execs that actors would also be protected by such a "hearing" policy, of unwarranted loss of jobs as exemplified in the recent Jean Muir case.

## Webs, TVA Set Negotiations

NEW YORK, Sept. 9.—Negotiations between the television networks and the Television Authority (TVA), video actors' union, will start here next Thursday (14). TVA is seeking to establish wages and working conditions for performers in live video and kinescopes.

Negotiations were to have begun about a month ago, but were delayed until the networks got a go-ahead from the Screen Actors' Guild (SAG). SAG is contesting TVA's jurisdiction insofar as films used in tele are concerned, and the networks were concerned that were they to go ahead with TVA, they might be charged by SAG with an unfair labor practice. The film actors, in reply to the webs' inquiry, have assured them no such protest will be made.

## Red's Hot

NEW YORK, Sept. 9.—Red Benson, who emcees *What's Offered?* on WOR-TV, New York, is rapidly becoming TV's first traveling salesman.

Last month he teed off a second version of his video show up in Boston, and, beginning next Sunday (24), he's scheduled to preem a third version in Philadelphia, with still a fourth coming up in Washington next month.

The strictly local format of *What's Offered?*, which is sponsored by TV Premium Stores, precludes a network presentation, so Benson has to plane between the three cities every week—New York, Wednesday; Boston, Thursday; Philadelphia, Sunday, and Tuesday penciled in for Washington.

## KECA-TV Observes First Anniversary

HOLLYWOOD, Sept. 9.—To celebrate KECA-TV's first anniversary, ABC will take its first ride on the Los Angeles-San Francisco phone company link with a full-hour show, to be produced here and boosted to its Bay City outlet, KGO-TV. Event will be staged Sunday (17), and net will throw its complete Television Center facilities and talent into the show.

Art Baker will emcee, with show's participants to include all of KECA-TV's talent. Coincident to marking KECA-TV's anniversary and making its first use of the Frisco link, show will also salute KGO-TV's hop to a seven-day operation, and will serve as a means to announce stations' fall program line-up to their viewers.

Bob Finke will direct, with Dick Woolen writing and producing.

## Korea Ends Cannon Plans To Back TV Theater Guild

NEW YORK, Sept. 9.—Cannon Mills, which was all but signed to sponsor *Theater Guild* on television this fall, has decided to throw in the towel on TV, due to textile shortages brought about by the Korean war. The Cannon outfit has reportedly received so many orders since June it will take at least six months to fill them. Because of these back orders, plus hoarding, plus the anticipating

## Toupee or Not

NEW YORK, Sept. 9.—Ira Herbert, sales veepee at WNEW, New York, reports that a disk jockey he knows who's bald, recently switched his program from pop stuff to longhair. Asks Herbert, "Know anybody who wants to buy a crew-cut toupee?"

## Pabst - Louis Deal Cues New Sports Splurge

NEW YORK, Sept. 9.—Pabst Blue Ribbon Beer this week signed to sponsor the forthcoming Joe Louis-Ezzard Charles heavyweight title fight on both CBS-AM and CBS-TV, thereby marking the brewery's tee-off in an all-out sportscasting campaign. Pabst's step is said to have been cued by the terrific sales increases reported thru sports sponsorship by a major beer competitor, Ballantine's.

Pabst is said to be shelling out \$125,000 for both the AM and TV rights for the September 27 title bout, with 31 interconnected TV stations carrying the match in addition to kine stations. Meanwhile, the firm has also signed to sponsor boxing on CBS-TV from four other cities. These include the St. Nicholas Arena fights from New York, 10 matches from the Chicago Stadium, 10 from the Olympia Stadium in Detroit, and four from the St. Louis Arena.

Pabst's agency is Warwick & Legler. Combined AM-TV time bill figures to run to \$50,000.

## First Benny Video Due on CBS Oct. 29

HOLLYWOOD, Sept. 9.—Jack Benny will do TV shows for American Tobacco Company this season but wants to take it slow and easy. Comic will make only four video appearances, but will space the one-hour shows eight weeks apart. First seg is skedded for October 29. He will devote a full week's rehearsal to the telesg, which will be beamed live from New York. Benny will commute eastward, taping four of his Hollywood originations in advance. To date, no final decision has been reached on the tele format. Understood comic will alternate between Dennis Day, Phil Harris and Rochester as his video guests.

## Sales Grind In Reverse; War Blamed

Video No Help Either

(Continued from page 3)

changing from selling to institutional. Coupled with this is the virtual certainty President Truman will be granted rationing and allocation powers.

Threatened tax revisions are another problem. If history repeats, then many more advertising dollars will become available, under a war or near-war economy. That would benefit all media, radio especially. On the other hand, there have been persistent reports that Congress may favor a tax structure which would prohibit advertisers from siphoning off "tax dollars" into buying space and time. That would hit hard at all media.

Another factor is a hesitancy of some advertisers to go into nighttime radio in the light of the continuing emphasis on video, which this season enters its biggest star-studded session. That they may not be able to get into daytime radio, since most of the webs have little daytime slots available, doesn't faze these advertisers, who prefer to sit and wait until the entire situation shakes down.

It is also declared that the abortive effort of the Association of National Advertisers (ANA) to cut radio rates may have had a deterrent effect on radio time sales, even though ANA has been completely unsuccessful and AM rates will remain where they are for a long time.

Nevertheless, there is considerable reason, it is declared, for an optimistic viewpoint toward radio. One reason is that newsprint could get tight again, as it did last time out. A second reason is that video is near a p.m. s.r.o., and that advertisers requiring national circulation can't get it from TV. And a final reason is that with virtually all radio packages having effected terrific cuts in price, their value as advertising buys, coupled with radio's unparalleled cost-per-impact figures, can't be beat.

## Ben Grier To Join Wm. Morris TV Staff

NEW YORK, Sept. 11.—Ben Grier, for 20 years associated with the Adams and Paramount theaters in Newark, most recently as managing director of both houses, today joins the William Morris Agency's television department as agent and production advisor. Grier is the second veteran vaude man to have been hired for the Morris office's TV set-up, with the New York Strand's Leo Morgan, who has been with the agency for a number of months, preceding him.

Meanwhile, the agency last week officially tagged Harry Kalcheim as co-ordinator of the office's television department. Kalcheim has unofficially been acting in this capacity for some time.

It's **TUB**

... and it will get around

**FASTER**

beginning NOVEMBER 4

# Video's Best Spot Times

## Where, When Answered for Twelve Cities

### "Spot Ratings" to Fore

NEW YORK, Sept. 9.—Questions of major importance to television advertisers are answered in a study prepared this week for *The Billboard* by Videodex, Chicago TV research firm. The questions are: What are the best times on the air in the evening for spot announcements—or which station-break periods have the largest audiences, actual and potential? The chart, published in conjunction with this story, lists those top times in 12 TV cities opening with more than one station.

Videodex, by virtue of its diary procedure, is believed to be the only research organization able to adduce these data. The Videodex panels in the various cities report precisely the times they turn on their sets, change stations and turn off the sets. Accordingly, for purposes of this exclusive *Billboard* feature, Videodex compiled a new "Spot Rating" (SR), computed by counting the number of people that remained on the same channel for two consecutive programs. To this was added half the homes that viewed the program following the spot, since previous research indicated that this number of viewers join a program within time permitting exposure to spots.

#### Much Hunting

Altho ratings of two adjacent programs may frequently show little variance, this does not necessarily mean that the intervening spot has the same rating. The reason is that Videodex diaries show that there is considerable dial twisting during station breaks. The important factor, actually, is the combination of audience remaining on the same channel between shows, combined with the flow of audience from other stations or "off" receivers during the air-time of the spot itself.

The chart, it should be noted, shows the top five spot times. But this does not, of course, mean that those periods are available, since most are sold. The period covered in this study is August 1 to 7, 1950.

## Airline Likes TV Air, Seeks More

NEW YORK, Sept. 9.—Following its initial fling into TV in Chicago this summer, United Airlines has commissioned the N. W. Ayer Agency, New York, to set up similar video program following football games this fall in Los Angeles, Seattle, Washington and the Windy City.

The 15-minute Chicago spot on WGN-TV, which followed the White Sox games, featured a national scoreboard report, interviews with players, fans and United employees, along with plugs for viewers to "fly United" to attend the next game.

The fall schedule will include events played by the Rams in Los Angeles, the University of Washington in Chicago, and CBS's Army-Navy program, via WTOP, Washington. United's TV plans supposedly marks the first time an airline has ventured into TV on a full-time sponsorship basis.

## Top Five Spot Positions

City & Station	Time & Day	Spot Rating Pct.	Preceding Program	Following Program
<b>Baltimore</b>				
1 WMAR	8:00 Sun.	35.2	By Popular Demand (18.8)	Toast of Town (44.2)
2 WAMM	8:00 Thur.	30.0	Lone Ranger (30.0)	Stop the Music (36.3)
3 WBAL	9:30 Fri.	26.3	Life Begins at 40 (18.4)	Big Story (23.7)
4 WYCR	9:30 Tues.	22.8	Wentley Taker All (25.4)	The Web (27.4)
5 WBAL	10:00 Wed.	22.5	Kraft TV (24.0)	Break the Bank (28.3)
<b>Boston</b>				
1 WNAC	8:00 Sun.	30.4	By Popular Demand (21.0)	Toast of Town (41.4)
2 WNAC	7:00 Sat.	29.7	By Popular Demand (21.0)	Cavalcade of Stars (34.4)
3 WBZ	8:30 Tues.	24.7	Lone Ranger (31.8)	Baseball (29.0)
4 WNAC	10:30 Sun.	24.6	Hands of Destiny (23.2)	Television Theatre (23.6)
5 WBZ	9:00 Fri.	23.4	Life Begins at 40 (26.1)	Big Story (23.8)
<b>Chicago</b>				
1 WNBB	9:00 Tues.	23.4	Circle Theater (21.4)	Orig. Amateur Hour (29.2)
2 WNBB	8:30 Fri.	19.4	Life Begins at 40 (16.0)	Big Story (28.7)
3 WGN	7:30 Sun.	18.2	Wentley Film (13.2)	Community Theatre (30.2)
4 WNBB	7:00 Wed.	18.0	Kraft TV (29.4)	Break the Bank (25.5)
5 WSKB	7:30 Fri.	15.7	Mama (17.7)	Detective's Wife (20.9)
<b>Cincinnati</b>				
1 WCPO	8:00 Sat.	23.3	TV Teen Time (31.7)	Cavalcade of Stars (33.4)
2 WLW	9:00 Wed.	21.2	Kraft TV (23.3)	Break the Bank (26.1)
3 WCPO	9:30 Sun.	20.5	The Ruggles (18.4)	Plainclothesman (25.4)
4 WKRC	9:30 Mon.	20.3	Life Begins at 40 (26.1)	Home Theatre (26.3)
5 WCPO	8:00 Tues.	19.0	Lone Ranger (30.0)	Cavalcade of Bands (24.7)
<b>Cleveland</b>				
1 WEWS	8:00 Sun.	25.7	By Popular Demand (14.4)	Toast of Town (35.9)
2 WEWS	10:00 Sun.	25.6	Kraft TV (27.1)	Cavalcade of Stars (28.3)
3 WXEL	7:00 Sat.	23.8	TV Teen Time (15.4)	Cavalcade of Stars (33.2)
4 WEWS	9:30 Mon.	20.8	Candid Camera (13.7)	Film (32.6)
5 WEWS	9:00 Sun.	19.1	Toast of Town (26.9)	Mystery of Chinatown (22.4)
<b>Columbus</b>				
1 WBNS	7:00 Sun.	22.2	By Popular Demand (15.1)	Toast of Town (32.4)
2 WLW	10:00 Tues.	21.0	Orig. Amateur Hour (24.8)	Broadway Open House (29.3)
3 WTVN	7:00 Sat.	21.4	Lone Ranger (18.8)	Stop the Music (31.9)
4 WTVN	8:00 Mon.	19.7	Al. Morgan (21.4)	Wrestling (25.9)
5 WLW	9:00 Wed.	19.3	Kraft TV (23.8)	Break the Bank (23.4)
<b>Dayton, O.</b>				
1 WHIO	9:00 Sat.	27.4	Cavalcade of Stars (32.5)	Roller Derby (31.9)
2 WHIO	7:00 Sun.	25.4	By Popular Demand (17.9)	Toast of Town (35.8)
3 WHIO	7:00 Thurs.	25.5	Lone Ranger (28.1)	Stop the Music (37.8)
4 WLW-D	10:00 Tues.	21.6	Orig. Amateur Hour (32.2)	Broadway Open House (25.4)
5 WLW-D	9:00 Wed.	21.9	Kraft TV (26.9)	Break the Bank (15.9)
<b>Detroit</b>				
1 WXYZ	9:30 Fri.	26.2	Lone Ranger (27.3)	Theatre Hour (35.8)
2 WXYZ	9:30 Wed.	23.3	Break the Bank (31.0)	Toast of Town (38.0)
3 WJLB	7:00 Sun.	23.2	Tiger Wives (14.3)	Toast of Town (33.4)
4 WJW	9:00 Tues.	23.0	Circle Theater (18.1)	Orig. Amateur Hour (30.4)
5 WXYZ	8:00 Sat.	21.3	TV Teen Time (17.8)	Lone Ranger (29.8)
<b>Los Angeles</b>				
1 KTLA	6:30 Sun.	31.9	Sand Strand (31.4)	Hopalong Cassidy (44.4)
2 KTLA	8:00 Sun.	31.4	Hopalong Cassidy (47.7)	Movies (48.7)
3 KTLA	6:30 Sun.	29.3	Tom Mix (20.8)	Space Control (15.3)
4 KECA	7:30 Fri.	22.8	The Ruggles (16.5)	Lone Ranger (33.8)
5 KECA	7:00 Mon.	19.1	Space Control (15.3)	Triple Theatre (28.3)
<b>New York</b>				
1 WCBS	8:00 Sun.	21.7	By Popular Demand (13.7)	Toast of Town (28.4)
2 WCBS	9:00 Wed.	18.0	Garry Moore (27.2)	What's My Line (20.0)
3 WNBC	9:00 Mon.	17.2	Voice of Firestone (14.7)	Mill Parade (25.7)
4 WCBS	9:30 Mon.	16.9	Candid Camera (18.8)	File Theatre (24.4)
5 WCBS	9:00 Sat.	16.9	Beat the Clock (18.4)	Premiere Playhouse (23.0)
<b>Philadelphia</b>				
1 WPTZ	8:00 Tues.	24.9	Carnal News (17.9)	Hopalong Cassidy (29.1)
2 WPTZ	8:00 Sat.	23.3	By Popular Demand (13.9)	Toast of Town (38.0)
3 WFIL	9:00 Sat.	23.1	TV Teen Time (17.3)	Cavalcade of Bands (32.5)
4 WPTZ	9:30 Fri.	22.2	Life Begins at 40 (17.4)	Big Story (29.4)
5 WCAU	8:00 Wed.	19.3	Stork Club (9.9)	Baseball (32.1)
<b>Washington</b>				
1 WTOP	8:00 Sun.	29.8	By Popular Demand (20.2)	Toast of Town (44.9)
2 WNAAL	8:30 Tues.	20.6	Crusade in Europe (12.4)	Movies (29.3)
3 WNAAL	8:00 Thurs.	19.9	Lone Ranger (18.1)	Stop the Music (29.3)
4 WNSW	9:00 Mon.	17.7	Voice of Firestone (9.1)	Mill Parade (19.3)
5 WNAAL	10:00 Mon.	17.5	Wrestling (13.4)	Adventure Playhouse (24.7)

## Top TV Shows

NEW YORK, Sept. 9.—Top TV network shows, according to the August, 1950, report of Videodex, are as follows:

Program	Rating	No. TV Homes Reached (000's)
Toast of the Town (CBS)	37.7	1,512.2
Garry Moore Show (CBS)	27.1	1,017.5
Kraft TV Theater (NBC)	26.7	1,207.8
Stop the Music (ABC)	26.4	1,238.8
Ford Star Revue (NBC)	24.9	1,233.2
The Big Story (NBC)	24.7	1,078.5
Break the Bank (NBC)	23.9	1,117.2
Your Hit Parade (NBC)	22.7	705.1
Cavalcade of Stars (DuM.)	22.1	1,041.8
Lone Ranger (ABC)	21.7	1,012.2
Mama (CBS)	21.7	925.4
Wrestling (Mon.-DuM.)	21.7	466.1

## "Do or Die," Says NBC on New Sun. Show

HOLLYWOOD, Sept. 9.—NBC's Sunday night "dream show" must prove the soundness of talent-laden radio programming and succeed—or else. That's the tone of the web's Program Veepee Bud Barry's thinking in piecing together the forthcoming super colossal 90-minute show. Barry, here to button up loose ends on the show, told a press conference that he believes he can recapture radio audiences by offering well-conceived and well-executed top talent shows. The dream layout, tentatively set to start October 15 in the 8:30 to 8:00 p.m. slot, will feature all of the web's contracted comics and outside stars on a rotating basis.

First show will include following powerhouse: Fred Allen, Jimmy Durante, Danny Thomas, Tony Martin, Mindy Carson, Jose Iturbi, Kay Thompson, a vignette from the Broadway play *Call Me Madam*, and a capsule dramatization from a current Hollywood film. Tallulah Bankhead will run the works as mistress of ceremonies. Second week's layout will feature Bob Hope, Ed Wynn, Phil Foster and others.

Biggest headache, still unsettled, is fate of the Phil Harris-Alice Faye layout. Show is contractually bound to 7:30 p.m. Sunday slot, and Harris has so far refused to move. Web is trying to shift Harris-Faye to Friday night in order to build a comedy powerhouse for that evening. If Harris agrees to move, his stablemates will be *Duffy's Tavern*, *Life of Riley* and two shows still to be set.

Talent for the Sunday night super show will be booked by the William Morris office, which will handle the job on a retaining fee basis. Commercial price tag, for 30 weeks firm, is \$600,000 per half-hour segment for time and talent.

With NBC prepared to spend as much dough as needed (roughly between \$20,000 and \$30,000 weekly for talent) to build the show, and with the net sales and promotion force concentrating its big guns on it, Barry believes this type of layout is the answer to NBC's Sunday program prayer and the shot in the arm radio has long needed.

## Shh—Don't Look, It's a Sneak TV

NEW YORK, Sept. 9.—Television, always coming up with something new, really hit the jackpot this week. The "new" gimmick is a sneak preview—only a sneak preview that's being announced well in advance.

Program involved is Procter & Gamble's *Fireside Theater*, which the Compton Agency is previewing at the 52d Street Trans Lux Theater in New York Wednesday (20). Episode being screened is a half-hour version of Bret Harte's *Miggles*. It will be telecast on NBC-TV in December.

## DuMont, Unhappy Over Coax Issue, Asks FCC To Look In

NEW YORK, Sept. 9.—The DuMont Television Network, in what is tantamount to a protest over proposed networking allocations worked out by the American Telephone & Telegraph Company (AT&T), has asked the Federal Communications Commission (FCC) for an "informal hearing" on the entire question. DuMont's request for a hearing, in which all the networks and the phone company would participate, is based on a desire to get FCC assistance in determining the method by which future cable allocations are to be made.

DuMont and the other networks

## AFL To Air Vote Registration Plugs

NEW YORK, Sept. 9.—The American Federation of Labor (AFL), via its Mutual news series featuring Frank Edwards, is devoting most of its commercial time in September to urging listeners to register for the November elections.

The AFL pitches will be made by a flock of top showbiz names. Those who already have agreed to make the announcements include Edward Arnold, Ber Grauer, Fannie Hurst, Eddie Cantor, Dinah Shore, Bill Holden and Humphrey Bogart. Others who may join the list include Frank Sinatra, Mary Martin, Helen Hayes, Bob Hope, George Murphy, Henry Fonda and Tallulah Bankhead.

recently concluded a series of allocations meetings which wound up in a stalemate, with the result that the telephone company itself took over the task of assigning facilities. Its proposed schedule was given to the networks just a few days ago, and it is understood that both DuMont and ABC are rejecting the AT&T schedule.

It is authoritatively reported that the AT&T allocations, which would provide both for existing networking links and additional legs to become available within the next month or two, were made on the basis of giving most time to those networks with the most commercial programming. Thus, NBC-TV and CBS-TV would, under this arrangement, get more facilities than either DuMont or ABC.

DuMont's attitude is that AT&T is a common carrier and has no concern, under FCC regulations, with either commercial television or TV programming, and that since there are four networks seeking to divide limited facilities, those facilities should be dealt out on a share-and-share-alike basis. DuMont sees the problem "as an arithmetical one" only. Chris Witting, the network's general manager, declared this week.

NBC and CBS, on the other hand, argue that, since there aren't enough links and stations to go around, the most important programs should have precedence, to give advertisers maximum circulation and thus build up TV economically and circulation-wise.

**Sport Short**

NEW YORK, Sept. 9.—ABC-TV is putting itself in the position of a sports expert. The web is trying to put together a before and after the World Series show on which the stars would be Jackie Robinson, of the Dodgers, and Ted Williams, of the Boston Red Sox. Concensus is they may be able to get Jackie but then Red Sox ain't out yet by a long shot, are they—Yankee fans?

Rounding out the show would be Joe Hasel and Bill Corum. Who'd they ever pitch for?

**NAB, TOA Meet Theater - Video Posers Amicably**

WASHINGTON, Sept. 9.—Theater operators and telecasters will try to settle amicably any problems arising out of competition of theater-TV with regular video, the National Association of Broadcasters' (NAB) television committee and representatives of Theater Owners of America (TOA) decided last week after a joint meeting.

Members said after the session that the chief fear of each faction was alleviated after several hours of cross-faction discussion. TOA-ers told the TV committee that they had no intention of trying to hog either channels or programs, while NAB-ers assured the theater men that they would make no campaign to persuade the public to watch TV instead of going to the movies.

The meeting was unusual in that it was hastily set up after theater-TV was announced as part of the agenda of the two-day meet of NAB's TV committee. The both NAB and TOA disclaimed the responsibility of asking for a confab, both sides expressed satisfaction with the general air-clearing.

**Reps on Hand**

Representing the theater-TV interests were Nate Halpern, TOA; Bob O'Brien, United Paramount Theaters, and Marcus Cohn, TOA counsel. NAB-ers present were headed by Robert Sweczy, chairman of the TV committee, and Charles Batson, NAB's television department director.

The NAB's TV committee session here resulted in the formation of a subcommittee headed by Ted Cott, WNBT, to continue consultation with theater ops on development of theater-TV. Also the committee voted a resolution suggesting that NAB's management start a campaign to bring producers of TV film into the NAB as associate members. The meeting also resulted in a recommendation that the NAB retain a TV adviser in the field of sports, and that the adviser should be "someone prominent in sports activity."

**CBC Weighs Action On Vancouver TV**

WASHINGTON, Sept. 9. — The Canadian Broadcasting Corporation (CBC) is holding up action on formal TV bids from two Vancouver radio stations in the hope of getting an application for a joint bid from Vancouver commercial interests who would share costs. Commerce Department said this week. CBS would offer financial aid to a group operation, Commerce added.

Applications have been received for Vancouver independent TV outlets from CKWX and CKNW, while Famous Players (Paramount) is mulling a similar bid. Commerce said Vancouver stations would probably afford Seattle with good TV coverage, since Seattle telecasts are received regularly in the Canadian city.

**Color May Net CBS \$75,000,000**

**Top Pubservers On NBC, CBS in Sun. Aft. Shifts**

NEW YORK, Sept. 9.—Moves were made this week by both NBC and CBS to open up some of their valuable late Sunday afternoon time for commercial sale. Both webs hitherto have had valuable time periods occupied by shows of a non-commercial nature, *The Philharmonic Symphony* in the case of CBS, and *The Catholic Hour* at NBC.

For several years an occupant of the excellent 6 p.m. time slot. *The Catholic Hour* will move to 2 p.m., starting October 1. This move is the culmination of a long-standing campaign by the network to convince the show's producer, the National Council of Catholic Men, that the program could achieve better results by being bracketed with other non-commercial or pubserv airers. This argument met strong resistance up until now, the Council preferring to be placed ahead of the NBC commercial line-up. The web would not make an issue of the move, but apparently succeeded in finally gaining its point.

The CBS move takes the *Philharmonic* out of the 3 to 4:30 p.m. period by transcribing the concert and airing it a week later, beginning at 1 p.m. when the new season opens in October. The concerts originate at Carnegie Hall here.

**Friday Night Shuffle Set for CBS's Radio**

NEW YORK, Sept. 9.—CBS-AM, which has no commercials after 7:45 p.m. Friday nights, has revamped its program schedule this fall for that night. *Songs for Sale*, the Jan Murray starrer, is being moved back an hour from 9 p.m. to 8 p.m. The show runs an hour. It will be followed by *Parole, Broadway Is My Beat*, and *We Take Your Word*. The video-

**Spring's Green Changes WPIX's Red to Black?**

NEW YORK, Sept. 9. — WPIX Prexy Ben Larsen and trade reports were at variance this week as to when *The New York Daily News's* video outlet will go into the black. In spite of WPIX's new 25 per cent rate hike, Larsen says he doesn't expect the station to leave the red until next spring. On the other hand, reliable sources indicate that orders are rolling into WPIX so fast that the station's books will be wearing black by late October.

In line with this new rush of business from substantial advertisers, it's noted that WPIX is getting ready to ditch its mail-order sponsors. The latter probably turned the sales tide for the station, but sales department execs have long been of the opinion that the pitch business scares away big-time advertisers.

WPIX will continue to stress sports, film and Ted Steele on its fall program schedule, with a weekly time allotment of 19 hours for athletics; 33 hours and 15 minutes for movies and Steele's regular regime of 18 hours. This across-the-board pattern is in line with Larsen's policy of horizontal programing, with formats flexible enough to accommodate participation spots. Commenting on the network's forthcoming daytime operations this fall, Larsen expressed the belief that competition will be a blessing, since the additional programing and promotion "will broaden interest in daytime TV in general and increase listenership."

cast of *Songs* is shifting to Saturday nights, from 11 to midnight.

Word is being aired on a split Eastern network only, with Phillips Petroleum bankrolling Rex Allen on the other CBS stations.

**Sweetness and Light Loom In RWG Eastern Region After New York Meeting**

NEW YORK, Sept. 9.—Amity appeared to have been achieved once again in the ranks of the Eastern region of the Radio Writers Guild (RWG) following a meeting in New York Wednesday (6) at which the membership:

Voted to ask the parent body, the Authors League of America (ALA), to take steps to organize a separate group to parallel the functions of the Writers War Board (WWB), active during World War II, at the same time endorsing the RWG council's action in supporting the U. S. and the United Nations in the Korean crisis.

Tabled a vote of censure against Welbourne Kelley, whose resignation from the council following that group's tabling of Kelly's pro-U.S.U.N. resolution and urging creation of the WWB counterpart, and whose letter criticizing the council started the recent RWG rhubarb.

By an almost unanimous tally, turned in a vote of confidence both in the council and the RWG strategy committee. The latter group is now formulating demands for staff writers at the networks, the contract covering these members coming up for renegotiation in about a month.

Wednesday's meeting was said to be a stormy session, reaching a peak when, according to report, Max Wylie,

of the William Esty Agency radio-TV department, admitted that he had given material to the press in connection with the internal fight in RWG. The Guild has been given a lacing by some sections of the press because of the Kelley-council episode. Wylie is also reported to have referred to Kelley as "the ablest writer" in the room.

The vote of confidence in the council and the tabling of the resolution to censure Kelly are said to have equal significance, since it is a foregone conclusion that the criticism of Kelley will not be brought before the membership again. Actually, it is understood that there is a strong movement in RWG to renominate Kelley as a council member in the forthcoming November elections. Such a vote might be indicative of Guild inclinations.

Smoking of the peace pipe in RWG ranks is also important at the present time because, in addition to the pending staff writer negotiations, the Guild is about to go into a consent election in an effort to be certified as the bargaining agent for writers employed by advertising agencies and independent packagers. A Guild victory is a certainty, with the next step to be negotiations for a minimum basic agreement (MBA) covering agency and indie scripters.

**Profit Seen If Web Gets Commish Nod**

**Gain Would Take 10 Years**

(Continued from page 3)

sent pure profit, for if industrial history means anything, there will no doubt be some patent suits in which CBS would have to be prepared to defend itself at some cost. Also, it will be necessary for CBS to maintain its laboratories on a reasonably high level to protect its patents.

SAN FRANCISCO, Sept. 9. — Color Television, Inc. (CTI), is "not throwing in the towel" in the three-way race for approval of a color system by the Federal Communications Commission (FCC). Arthur S. Matthews, CTI president, declared here this week (Tuesday). Matthews had just returned from Washington, where the Commission Friday (1), tentatively approved the methods of CBS. Third applicant is the Radio Corporation of America. The FCC's nod to CBS was not a final decision, he said.

The head of the San Francisco firm said CTI will proceed with development of its "uniplex" system, devised by Norman Helkas and Robert Stahl, CTI engineers. Sufficient financial backing is assured to bring the system to the apparatus and demonstration stage by December 5, the Commission's deadline, Matthews stated.

**Ct. Upholds Appeal Of 5 Pa. TV Stations**

PHILADELPHIA, Sept. 9.—The five television stations in Pennsylvania fighting censorship of movies transmitted over their facilities in the State were upheld in the U. S. Court of Appeals for the third circuit Tuesday (5). In affirming a decree by the U. S. District Court denying the State Board of Censors the right to censor television films, an opinion written by Chief Judge John Biggs Jr., termed the censorship methods of this State as being "antique."

The opinion, concurred in by Judges Albert B. Maris and Henry B. Goodrich, stated that Congress was vitally concerned with the nature of television broadcasts as affects the public good.

**Truman Asks Senate OK Voice Expansion**

WASHINGTON, Sept. 9.—President Truman this week urged the Senate to vote the full \$89,000,000 he wants for expanding the Voice of America. The House-approved figure of \$68,000,000 "is far less than the amount needed," Truman wrote as the Senate Appropriations Committee neared completion of hearings on the funds.

The President said that the radio broadcasts have "produced concrete results in giving the facts about the United States to people all over the world." Truman's statement was enlarged by Voice chief Edward Barrett, who said in a speech that letters coming to the State Department from abroad now average 30,000 monthly as compared with only 10,000 a year ago. He added that interrogations of iron curtain refugees have shown that 80 per cent of them listened regularly to the overseas broadcasts before fleeing to Western Europe.

# Staff Spielers Seek Hikes In New AFRA Talks in N.Y.

NEW YORK, Sept. 9.—Demands for a wage increase, elimination of exclusivity provisions, and revisions in working conditions were presented to the New York stations of the four major networks yesterday by the American Federation of Radio Artists (AFRA) in behalf of the stations' staff announcers. The present contracts covering both the staffers and AFRA members on network shows expire October 31.

This is the first year in which staff contract negotiations have been opened before the network contract deals, the change having been voted to protect the staffers from being bound by the network contract and thus unable to strike if agreement was not reached. AFRA locals in Chicago and on the Coast are to present their demands within the next fortnight. New York stations involved are WNBC, WJZ, WCBS and WOR.

Base pay being sought in New York is \$135, with commercial fees to be additional, as now. The announcers also want the privilege of working outside jobs provided they do not conflict with staff hours; 50 per cent over regular fees for commercial newscasters, and a pooling operation on commercial fees, to be paid at a \$7.50 minimum per spot rate. The pool would then be split among all staffers.

The New York AFRA local is also asking for specific changes at each of the stations. These include elimination of the "junior" spieler classification at WNBC, with equal announcer status for all staffers; rating tie-up programs between ABC and magazines, etc., as commercial

shows with payment accordingly; payment to announcers doubling as producers and directors of additional fees in accordance with the Radio and Television Directors' Guild (RTDG) contract at WOR.

# Air Crusade Beats 'Free Europe' Drum

### To Pierce Iron Curtain

(Continued from page 4)

entire upcoming *Life With Luigi* broadcast to the campaign.

Every AM, FM and TV station has been circularized with a signed letter from Gen. Lucius D. Clay, chairman of the crusade and a fact leaflet about the campaign. Follow-up material being sent to stations includes general releases, spot announcements, program ideas and photos for TV stations. Film spots of 20 and 60 seconds are also being prepared for distribution.

Altho the original mailing to stations did not ask for a reply, 257 stations wrote to the radio-TV committee pledging support to the campaign. A large number of stations also are using all material being sent, and arranging special crusade programs.

Tied to U. N.

The crusade campaign to raise funds for "radio-free Europe" was kicked off Labor Day with the arrival of a 20-ton "Freedom Bell," cast in England and skedded to be installed and dedicated in Berlin October 24, United Nations Day. Gen. Dwight D. Eisenhower officially opened the campaign on a network speech Labor Day.

Basic purpose of the crusade is to supplement the State Department's Voice of America broadcast with people-to-people programs beamed to Iron Curtain countries. Radio-free Europe, located in Western Germany, is now airing Czech, Rumanian, Polish, Hungarian and Bulgarian-language programs into these countries. The station is on the air six hours a day across the board.

Top national names are on the council of the crusade, including such show business people as Barney Balaban, William Benton, Douglas Fairbanks, Samuel Goldwyn, Drew Pearson, Ronald Reagan, Billy Rose, David Sarnoff, Spyros P. Skouras, Walter Wanger and Darryl Zanuck.

# Snader Names Bloom Talent Buyer; Firm Making Tele Shorts

HOLLYWOOD, Sept. 9.—Agent Phil Bloom has been named talent buyer for Snader Telescription, video film firm headed by Louis Snader. Bloom will co-ordinate all talent buys both here and in the East. Artists are being linked to standard royalty pacts by Snader, and featured in three-minute tele flicks. Snader was the first indie pic maker to sign the 5 per cent royalty deal with the American Federation of Musicians (AFM).

Firm has completed 50 flicks to date, averaging 10 a week. Snader is currently negotiating with music pubbers for TV film rights, and has already signed such a deal with Mills Music. Other pubbers are said to be coming into the Snader set-up on a flat guarantee basis depending on tunes and catalogs. Tele pic maker leaves for New York this week to screen pilot reels for agency and station reps.

# BRIEF AND IMPORTANT

## ATS Lines Up Next Meeting

Main question on the agenda for the next meeting of the American Television Society (ATS) this month (26) will be "Is Film the Answer to Network TV?" Don McClure, ATS chairman of nighttime forums, has lined up representatives of the four TV networks, George Schubert, of Paramount, and Bob Lawrence, of Jerry Fairbanks TV productions, as speakers. Sample TV films will be screened, including examples of regular kinescopes, Fairbanks's multicam system and Larry Gordon's videomac process. The meeting will be held at 8 p.m. at the New York Ad Club.

## Guy Lebow Gets Bankroller

James Kiamie Corporation, New York, has signed to bankroll sportscaster Guy Lebow on WPLX, beginning September 11. The 10-minute video ailer, tagged "Sports Page," will be heard three times a week at 11:30 p.m.

## Jimmy Blair Named to New Post

Jimmy Blair has been appointed program director of the television department at Lamb & Keen, Inc., Philadelphia. Blair was formerly senior producer-director with WOIC, Washington.

## Dave Partridge Gets Crosley TV Post

David E. Partridge has been appointed sales manager of television activities for Crosley Broadcasting Corporation, effective October 1. Edward G. Feinthal has been named to succeed Partridge as director of sales promotion for the Crosley firm.

## Stovall New WKRC Sales Mgr.; Latham G. M. TV Adjunct

Joel W. Stovall, former sales promotion manager of Radio Cincinnati, Inc., has been appointed sales manager of the organization's AM station, WKRC. Lila R. Lambert, assistant to Stovall in sales promotion, becomes manager of the department. She has been with Radio Cincinnati since 1947. Stovall, before joining WKRC in 1944 as program director, was with KMOX, St. Louis. U. A. (Jake) Latham, general sales manager of WKRC-TV, has been appointed general manager of the station by Hulbert Taft Jr., executive vice-president of Radio Cincinnati, Inc. Latham will be responsible for sales, programming and all operations of the station.

## Camels Sponsor Before and Aft Shows on Mutual Ballcast

Beginning next Saturday (23), Camel Cigarettes will sponsor two 5-minute spots on Mutual's football "Game of the Week" line-up—a round-up report immediately preceding the game and a summary following the event. Mutual sportscaster Al Halfer will handle both ailers. Camels is currently sponsoring a 5-minute summary of major league baseball games following Mutual's present "Game of the Day" schedule. William Esty is the agency.

## WPIX Advertising on Rise

WPIX, New York, chalked up 96 advertising contracts last month, as compared to 93 for July. The August sales figures include seven full program sponsorships.

## Elwood To Retire From NBC

John W. Elwood, general manager of KNBC, San Francisco, will retire October 1 after 25 years of NBC service. His successor has not been named. The network will retain Elwood as general business consultant, and he will establish an independent office for this and other work.

## CBS-TV To Audition New Kid Serial

CBS-TV will audition its new five-times-a-week kid serial, "Johnny Champion," Thursday (14), with Johnny Sauter, the moppet who clicked in the Broadway legit, "The Happy Time," in the lead. Because of the work load involved in doing the half-hour show daily, CBS has assigned two directors to the program, Leila Swift and Fred Rickey, with Larry Menkin and Charlie Speer doing the scripts. Fred Sanford will be producer. The show, slated for the 5:30 p.m. slot, is said to embody a number of new techniques in writing and production.

## KVSM To Be San Fran Area's "Progressive" Outlet

Larry Finley, president of Progressive Broadcasting System, national net now being formed, has announced the affiliation of KVSM, San Mateo, Calif., as the key outlet for the web in this area. According to Charles E. Morin, KVSM general manager, the station is expected to join the net by November 15.

## WQQW Has \$ Troubles, Seeks Reorganization

As a result of finding little money in broadcasting longhair music, WQQW, Washington, is heading for a District Court reorganization hearing October 5. The station told the court last week, in requesting a hearing, that it owes \$111,000 and has assets—mostly frozen—of \$138,000. Blame for the situation was placed by WQQW on slow-pay advertisers and a slack summer season.

## Sterling To Give Inside Stuff on FCC Color Decision

Inside story of the Federal Communications Commission (FCC) color decision will be revealed by Commissioner George Sterling when he addresses the 10th anniversary meeting of the Coast-based Society of Television Engineers. Commissioner accepted the invite and agreed to delve into the hitherto unpublicized details of FCC's color thinking upon the org's promise that the assembly would be closed to all except its 35 members. Meeting is skedded for September 12 at the Hollywood Roosevelt Hotel.

# Pontiac Steers Against Berle

NEW YORK, Sept. 9. — Milton Berle got his second slice of commercial opposition this week when Pontiac signed to bankroll a half-hour show on ABC-TV starting October 3. Berle, who airs on NBC-TV, has been too potent to warrant sponsors signing to go against him, but just a few weeks ago Prudential signed to back an hour-long dramatic show against Berle on CBS-TV. Pontiac agency, MacManus, Adams & Johns, Detroit, is currently looking for a show.

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**BRIEF AND IMPORTANT****TV Webs, USAU Hold First Contract Talks**

Video networks and reps of United Scenic Artists Union have held their first meeting in negotiations over a new contract. Scene men are asking a pay hike and parity in fees paid to outside shops. The union went on a brief strike last year, with settlement coming shortly after.

**Carnation Renews Jo Stafford**

Jo Stafford has been renewed for an indefinite period on Carnation's CBS ailer, and Tony Martin is scheduled to replace Dick Haymes on the same show next month (8). The thrush will continue to appear on "Club 15" every Tuesday and Thursday, in addition to her twice-weekly "Time for a Song" stint for Radio Luxembourg.

**Carl George Promoted at WGAR as Patt Steps Up**

Carl George last week was named general manager of WGAR, Cleveland, to succeed John G. Patt. Patt was named president of the three G. A. Richards stations—WGAR; WJR, Detroit, and KMPC, Hollywood. George, with WGAR 17 years, started in the program department and, prior to his promotion, had been assistant g. m.

**Omaha Bakery Signs for Cisco Kid**

Schultz Baking Company, Omaha subsidiary of the Interstate Baking Company, has signed to sponsor both the AM and TV versions of "The Cisco Kid" on WOW and WOW-TV, Omaha. Under the new set-up, which was set thru R. J. Potts-Calkins & Holden, Kansas City, Mo., the AM "Cisco" series will be moved from KOIL, Omaha, and KMA, Shenandoah, Ia., over to WOW in mid-December. The "Cisco" sale totals around \$45,000, according to WOW execs.

**Arthur Murray Steps Out in Hourly WABD Seg**

Beginning Sunday, October 15, Arthur Murray Dance Studios will sponsor a weekly hour show, "Party Time at Arthur Murray," over WABD, DuMont's New York outlet. The program, which will air from 9 to 10 p. m., will be emceed by Mrs. Arthur Murray. The video-minded terp outfit has two other "Party Time" shows on the air, one on WCBSTV on Monday nights and another over WJZ-TV on Thursdays.

**Up She Goes on WJZ-TV**

WJZ-TV has raised its rates, as of September 15, from \$2,000 to \$2,200 per hour, with 10 per cent hikes in other time periods.

**NBC Signs Willson for Sunday AM Show**

NBC last week signed Meredith Willson to arrange and conduct its king-sized Sunday night AM show, to air from 6:30 to 8 p. m. against the CBS comedy powerhouse. At the same time, the network appeared on the verge of trying to sell the show on straight half-hour segments, rather than as part of its "tandem" pitch. The reason is that the "tandem" sales approach has not as yet evoked any signed contract.

**Cowan Speidell Sale Third Of Week; "Fosdick" in Color**

NEW YORK, Sept. 9.—Sale of the Paul Winchell-Jerry Mahoney show to Speidell Jewelry yesterday (Friday) chalked up the third sale of the week for the Louis G. Cowan package office. Previously, Cowan had signed with General Foods for the Bert Parks three-time-a-week daytime television show, and had set another TV show, as a sustainer, with NBC. The NBC show is Fearless Fosdick, a marionette show to be based on Al Capp's cartoon character.

Fearless will be done in film and in color, to air as a once-a-week, half-hour program. The Cowan office figures that in view of the FCC's "first report" on color video handed out last week, it should protect itself should the CBS-TV color standards be adopted permanently within the near future.

The Speidell show, a \$15,000 weekly package, will star Winchell as ventriloquist, with the program to be a revue and quiz embodying features based on the Ed Byron-Joe Cross radio quiz, What's My Name? It starts Monday (18) on NBC-TV at 8 p. m. Sherman Marks will probably direct,

with Cowan producing in association with Byron and Cross. Latter will script.

The Bert Parks show will air three times a week, with both NBC and CBS pitching for the time: NBC is said to be slightly favored. It is tentatively slated to start in October, but may be set back until November 1.

Speidell agency is Sullivan, Stauffer, Colwell & Baylis; General Foods' is Young & Rubicam.

**KNX To Shuffle Sked As A.M. Ratings Aid**

HOLLYWOOD, Sept. 9. — KNX (CBS) morning sked will undergo a major shake-up in an effort to boost pre-noon ratings. Program Director George W. Allen named Columbia Pacific network producer Bob Hafler to the newly created post of KNX morning program supervisor.

Outlet is replacing its Sunrise Salute (Housewives Protective League Series) with Ralph Host's record show. Salute is being moved to p. m. hours where it has proven of greater rating value in the East.

**Atlantic-NBC Grid Pact Sets Bankroll Precedent**

(Continued from page 3)  
tage, insofar as the affiliates are concerned, of bringing them a larger percentage of card rate than the 33 1/3 per cent they get from NBC. Atlantic is buying 19 markets, but in those areas where it does not have dealers, the local stations are being enabled to sell the complete game. Atlantic

controls the rights to all of the games to be aired, one of which is to be the Harvard-Princeton classic.

While NBC naturally would have preferred full sponsorship, it was partly over a barrel, at least, by virtue of Atlantic's direct acquisition of the rights. Gas firm's agency is N. W. Ayer.

# rudy vallee

**HE COMES BACK WITH A BANG—ON WOR**

says **HARRIET VAN HORNE**,  
famed radio columnist for New York's  
"World Telegram":

"He is head and shoulders above most disc  
jockeys . . . and he expresses himself in decent  
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"For many a radio listener, it  
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old times."

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of listeners.

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# WOR

—that power-full station

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# Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

## Chance of a Lifetime

Reviewed Wednesday (6), 7:30-8 p.m. EDT. Sponsored by Bendix thru Tatham Laird Agency, via ABC-TV. Format: Audience participation. Producer, Robert G. Jennings; director, Charles Harrell; sets, James McNaughton; emcee, John Reed King. Cast: Dick Collier, Russell Arms, Liza Palmer.

The TV version of *Chance of a Lifetime* has more visual gimmicks than you can shake a quizmaster at. The show has been running as a radio feature for some time now, but it was originally devised with television in mind, and the busy format dovetails nicely with the demands of video.

The quiz routine is built around a group of giant-sized letters of the alphabet. Contestants select three "lucky letters" and press a series of buttons, corresponding to letters chosen. The letter's reaction (bell or buzzer) determines the type of question and prize offered. This operation is paired with a phone stunt, which employs an elaborate electric map of the U. S. and affords listeners a similar chance at the alphabet board. All of this sounded hopelessly complicated on the radio, but TV clarifies it, and husky emcee John Reed King does his part to keep the show rolling along at a relatively swift pace.

In addition to the mechanical gimmicks on the program, King receives a visual assist on the participation stunts from comedian Dick Collier and a telegenic song and dance team, Russell Arms and Liza Palmer. The latter two go thru a coy jingle routine for every contestant. "Ohhh Mrs. McGillis! This is your chance of a lifetime on the *Chance of a Lifetime* show!" Last Wednesday's show also featured a pair of wrestlers and baby-to-man photos of Tyrone Power. Bendix's commercials were rather over-powering, when combined with umpteen slides depicting the jackpot prizes. An animated brunet in a bathing suit livened up the plugs considerably tho, by cavorting around the Bendix appliances skipping rope.

June Bundy.

## Trapped

Reviewed Friday (8), 8:30-9 p.m. EDT. Sustaining via WOR-TV, New York. Producer-director, Harvey Marlowe; writer, Frank Wayne. Cast: Betty Buehler, Vin Kehoe, Joe Graham, Norman Ettlinger, Arthur Bell, Will Sandy, Wendell Phillips, Terry Crager, Robby Campbell.

WOR's new adventure series, *Trapped*, shapes up as a neatly scripted video package, which creates considerable dramatic illusion on an inexpensive budget.

The preem play, *The Bamboo Bride*, which pictured the plight of an American school teacher in the Belgian Congo, presented many technical problems, and it's a tribute to the director's ingenious production gimmicks that the telecast built smoothly, albeit rather slowly, to the climax. The scripting was definitely superior to the ancient plot, about voo-doo natives out to pacify an evil god by snagging a white bride—a dead one. Utilizing one set, a small cast and a drum, the airer achieved quite a credible jungle atmosphere via sound effects, off-camera dialog and an adaptable set.

As the "bride," pretty Betty Buehler was a likable heroine, tho inclined to be a bit coy. Wendell Phillips scored highest in the thesping department with a convincing portrait of a drunken beachcomber. Second honors went to witch doctor, Arthur Bell, who played a one-man Congo tribe. The rest of the natives were heard but not seen. *June Bundy.*

## Boomer Jones

Reviewed Sunday (3), 10:30 to 11 p.m. EDT. Presented over MBS by the International Association of Machinists. Director, Mel Ferrer; writer, Morton Wishengrad; narrator, Brian Donlevy. Cast: William Holden, Marie MacDonald, James Bell, Harold Vermylear, Barney Phillips, Jeff Corey, Earl Ross, Michael Ross, Tom Powers, Herb Veigner. Announcer, Hi Averbach.

As a Labor Day feature, the International Association of Machinists, one of the nation's most important labor unions, presented this drama over MBS. In tracing the career of Eddie (Boomer) Jones, a union organizer, from 1904 on, the script simultaneously showed the growth of the union itself. Morton Wishengrad's script was indecisively done.

At the turn of the century, it was brought out, an apprentice machinist was indentured for a four-year period, the first three months of which were worked without pay. Thereafter the apprentice received 5 cents per hour for a 10-hour day and six-day week. Eddie Jones, when he graduated into the journey-men's ranks, earned 20 cents an hour, but upon learning that union machinists elsewhere were getting 40 cents, joined the union.

Then followed a series of heart-breaking experiences, including the blacklist which, complete with his picture, was filed with all shops.

When Jones left town, he maintained his "machinist's stubbornness," and continued his union efforts. Thus the nickname "Boomer," derived from the itinerant union men

# Back on the Air

## Truth or Consequences

The radio version of *Truth or Consequences* (CBS, Tuesday, 9:30-10 p.m., EDT), is back for the fall with its practical joker type format intact. Emcee Ralph Edwards ran a group of willing contestants—stooges thru the usual preliminary paces—seltzer water bouts between married couples and a fem's giggling encounter with movie star Robert Ryan. Then he sprang the deluxe consequence, which involved the presentation of merchandise gifts to a crippled newsboy at the corner of Sunset and Fairfax. A mike was concealed in a police box and the newswise was supposedly unaware of the scheme. It's quite possible he was legitimately in the dark, because when the jolly caravan finally rolled past his stand, the object of their commercial affections was reticent to the point of being sullen. All of which served Mr. Edwards right, since the whole thing was carried off in the worst possible taste, with much ado about the vender's physical handicap and personal poverty. If Philip Morris wants to go around playing Santa Claus, fine and good, but not on a coast-to-coast hook-up with umpteen plugs included in the copy. In line with the latter factor, it's difficult to understand why the cig outfit bothers to insert regular commercials. Edwards's every other word concerns the product. "Philip Morris make"—etc.

who travelled around, booming membership in the organization.

## The Organization

The show's conclusion had Jones point out that when pay envelopes are opened today, various amounts to be found therein were earned by these organizers thru the strikes, beatings, firings, devotions and long hours put in, in what often seemed a losing cause. Dignity of the individual, it was pointed out, was as often an issue as wages and hours.

William Holden did a strong and competent job as Jones. Marie MacDonald was comparatively weak as his wife, Maggie. Most of the remainder of the cast was of excellent quality. Mel Ferrer's direction was sturdy and brisk. Music helped considerably. President of the union wound up proceedings with a few well chosen words. *Sam Chase.*

## John Daly News Show

Reviewed Sunday (3), 10-10:15 p.m. Sponsored by B. F. Goodrich over CBS-TV. Producer-director, Ted Marvel. Commentator, John Daly. Guest, this show, Rear Admiral Ellis Zacharias, USN (Ret.).

This 15-minute news commentary is subbing for Goodrich's *Celebrity Time*, show over CBS-TV until October 1. John Daly, using half the time of *Celebrity Time*, holds down the franchise with a weekly news round-up and comment show. Visually, the stanza depends mainly on film clips, both new and old, to point up the meaning of the news.

Thus, on show caught, films dealt with the Chinese Communist army, Congress in action, draftees and personalities involved in the current anti-Communist drive here, including Lee Pressman, Jean Muir and Josh White. In discussing late war news from Korea, Daly had the use of an excellent brace of maps, including an excellent relief map showing relation of mountains and rivers to the fighting. Guest interviewed by Daly this show was Rear Admiral Ellis Zacharias, with the talk necessarily hinging on Korea, and on the prospects of China intervening. Zacharias indicated that this was not too likely, and that the Chinese Communists are quite independent of the Russians and would do nothing not in their own interests. *Sam Chase.*

## Mr. I Magination

This series has picked up a full head of steam since its inception, and now ranks up at the head of the list among video shows aimed principally at the younger trade. Opener for the fall (CBS-TV, Sundays, 6:30 p.m.) did *Huckleberry Finn*. One of the major assets of this show is its ability to have the kid viewers project themselves right into the action via use of a youngster who changes from his ordinary self into the character of the week. Production, acting, settings all are of prime grade. This, plus the intelligent approach, makes the series a sure-fire winner. Currently sustaining, with Nestle's picking up the tab starting September 24.

## This Is Show Business

Messrs. Clifton Fadiman, Abe Burrows and George S. Kaufman are back with the resumption of *This Is Show Business*, the video show with the phoniest excuse for existence, but one which manages to be entertaining anyway (CBS-TV, Sundays, 7:30 p.m.). The business of having the guests present the panelists with their "problems" certainly is a transparent crock of flit, but the guests usually are talented showfolk who make their appearances count. Opener had film star Jane Wyatt filling out the panel, with guests including ballerina Kathryn Lee, Herb Shriner and Pearl Bailey, all of whom did fine jobs. The new American Tobacco commercial, involving virtually a production number built around the slogan "be happy, go lucky," is a million per cent improvement over previous plugs on behalf of this sponsor.

## S. S. Holiday

This DuMont participant (Sundays, 7 p.m.) is virtually the same show which previously had aired in a 60-minute format under other titles. It's been trimmed down, not only in terms of time, but drastically in terms of cast. Bulwarks of the show are Phil Hanna and Holly Harris, with Reggie Beane's pianistics offering a big assist. New format has a sea-going flavor, setting being aboard a yacht with cast dressed accordingly. The watered-down show, however, lacks the strength which came from the hefty talent parade featured on earlier editions, and best that can be said is that it offers a suitable frame for participating commercials.

## Sure as Fate

After a couple of sample stanzas a few weeks ago, this show has commenced a regular run (CBS-TV, Tuesday, 8-9 p.m.), opposite Milton Berle. It may develop to a point where it could cut into Uncle Miltie's audience, for production and acting on the first of the new series were exceedingly effective. There may be more viewers than imagined who might prefer a strong mystery-dramatic show to Berle's familiar comedies. Major complaint about the edition caught, an adaptation of a novel titled *Nightfall*, was that it adhered too closely to reality in its depiction of gang violence. Watching a guy get his brains splattered about is hardly healthy home entertainment, even if it does make for suspense and excitement. In effect, it is an admission of weakness, production-wise to be forced to rely on such goings on, and this show need make no such admission. Nor need it carry on the tradition of other media of battering the public until nothing can be considered shocking. John McQuade did a forceful job in the lead role, and Yul Brynner's direction made things move quickly.

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Write for FREE sample & list 88  
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## Showbiz Moves Vs. Commies; Anti-Red Ideas Pop All Over

(Continued from page 4)

people but to all Americans it's good advice to be alert to every kind of 'pitch.' The Commies can throw curves of various sorts. It must be so, else scores of presumably patriotic citizens—some of them pegged pretty high in the ladders of government and culture—wouldn't have fallen for the Communist fronts disguised by innocent and high-sounding names. . . . It is not surprising that the Commies have tried, often successfully, to disseminate their ideology via the stage, screen, air waves or TV. These are favorite media of propaganda. It is therefore heartening that the show business's leading voice is awake to the danger."

Paul Martin, program director of WKBW, Buffalo, affiliate of the American Broadcasting Company, called *The Billboard*, said he was tremendously impressed with Josh White's statement before House Un-American Activities Committee (*The Billboard*, September 9), and asked whether *The Billboard* could prevail upon White to record the statement. Martin would then broadcast the recording in "A" time, he said. *The Billboard* contacted White, who expressed great eagerness to record the statement, but ABC said it did not feel it wanted to make its recording facilities available for the purpose, because it felt the White statement was a "spot news" item and wouldn't bear repeating so long after it had originally been made. The Martin request, however, was typical of a substantial amount of radio reactions to White's statement.

### Sandy Impressed

Music publisher Lester Santly, of Santly-Joy, wrote *The Billboard* on still another of the anti-Commie features. Said Santly:

"We were very much impressed with the proposed starting points of suggestions for a program for people in show business and allied arts to combat Communism (*The Billboard*, September 9). These seven points are so important that we suggest that you blow this up so it can be hung in every office that operates in show business, radio, television, publishing, motion pictures, etc.

"We would be very willing to pay for one of these blow-ups. I don't know of anything that *The Billboard* could do that would be more constructive than to send these around, so that they may be put in frames and hung up in offices. I hope you will act on this suggestion."

From Grand Island, Neb., Station KMMJ's disk jockey Joe Martin, wrote:

"Many thanks for the list of subversive organizations published in your September 2 issue. I have not only studied it thoroughly myself, but have read it to my listeners, and it was received with fine response. These organizations should be known, not only to government officials but to every American. You should be commended for your stand in publishing the list. It shows that *The Billboard*, as always, leads in all that is good and informative for the trade."

And from the Wisconsin Legislature in Madison, Assemblyman Roy H. Sengstock sent this letter:

"May I congratulate you on the fine editorial, 'The Rose Colored Glasses Kick,' and say thanks for publishing the list of subversive organizations. Rarely does an editor publish such vital information that it warrants being carried in more than one issue, but this time you certainly have

sounded a clarion call to all loyal Americans, warning them that it is 'later than we think.'

"I would like to suggest that you include both the editorial and the list in some future issue. Congratulations on having gotten into the fight against Communism by publishing the 'Background on the Red Drive!'"

Numerous other indications of the interest and action show business personalities and organizations are adopting in the anti-Commie battle are detailed in other stories in this issue.

## AFRA Invites All To Join "Keep Out Reds" Movement

(Continued from page 4)

bers, has the key responsibility for squaring up to the issue.

The agencies are also said to feel that neither they nor their clients should be put on a spot whereby they are faced with the responsibility of sitting in judgment on a performer in any capacity whatsoever, other than his suitability as a performer for a specific show.

### Lay Board Idea

It is also reported that AFRA favors creation of some sort of board of prominent Americans, of

the caliber of Gen. Dwight D. Eisenhower, who might even be asked to assume the job of actually hearing both sides should a future dispute arise. This would be in addition to the pending amendment to the AFRA constitution whereby the union is to set up a hearing process of its own in cases involving charges of subversion against members (see separate story in this issue).

Consensus is that the New York AFRA's resolution will meet with a favorable reception from the nation. (See *AFRA Fights Reds* on page 54)

## A RICH RURAL MARKET

... dominated by  
**WLW**



Today, farmers and farm families have more spendable dollars than any other group in the U. S.

There are many ways of covering this rich, ready-to-buy market. But any way you try in WLW-land will cost you more than WLW. It's as simple as this—

WLW reaches a greater rural audience in WLW-land—at less cost—than any single medium or any combination of media.

### Here's why —

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station,\* with 216 stations competing

WLW reaches 81.7% of all rural radio homes in four weeks, 66.5% in an average week. And the average rural home reached LISTENS TO WLW EIGHT HOURS AND SIXTEEN MINUTES PER WEEK.\*\*

For further information, contact any of the WLW Sales Offices in

CINCINNATI NEW YORK  
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CROSLY BROADCASTING CORPORATION

\* People's Advisory Council Survey  
\*\* Nielsen Radio Index, Feb.-March, 1950

This One



WNG3-XHZ-F9K7

proteito da copyright

NEW YORK, Sept. 9. — Liquor, beer, deodorant and patent medicine makers are barred from sponsorship under the terms of a deal set by the University of Pennsylvania and ABC-TV this week. ABC got the rights to seven home games, but the school insisted in banning any advertisers in the classifications listed.

The \$64 Question is:

# WHO HAS THE HOTTEST DEAL OF THE DECADE?

## NOW RCA VICTOR

### THIS TO SELL

THE BONUS DEAL gives your customers top value for their money—gives you extra opportunities to sell records and instruments. Bonus Book given with each 45J brings customer back to your store every month for five months to select his bonus "45" record for that month. It gives you five extra chances to sell the same customer.

BOTH FOR \$12<sup>95</sup>



"HIS MASTER'S VOICE"

*And the Answer is:*

# YOU HAVE!

## GIVES YOU...

**PLUS THIS  
TO SELL IT!**



**Beginning September 10th,  
America's best-loved Quiz  
Show goes to bat for YOU  
and RCA Victor Products!**

Now RCA Victor adds to its line-up of top advertising power the extra smash of the radio show that's become part of America's language—the famous, the one-and-only “\$64 Question” (Take It Or Leave It). A top deal and a top show—equal top profits for YOU!

**GET IN ON  
THE BONANZA!**

Ask NOW for Special Tie-In  
Merchandising Material to Link  
Your Store With the Power of  
“The \$64 Question”!

**AND—ON TV—“Kukla, Fran & Ollie” Mon. and Fri., NBC-TV Stations  
Plus special LIFE Magazine campaign and local newspaper support**

# SPA LAUNCHES PACT BATTLE

## Mails Forms Of Contracts Before Talks

### Renewal Clauses Stiffer

By Jerry Wexler

NEW YORK, Sept. 9.—The Songwriters' Protective Association (SPA) new contract form for renewal pacts covering the second 28-year period of copyright will be mailed out to SPA members and pubbers next week—and the form's highlights, as indicated in an exclusive *Billboard* story (*The Billboard*, July 8) two months ago are:

- (1) Mandatory sliding scale for piano copy royalties, with a minimum of 4 cents per copy.
- (2) A minimum advance of \$150.
- (3) A minimum bonus payment of \$100.

New form is to apply to tunes copyrighted before 1932.

Use of the contract is optional in renewal agreements between pubbers and writers; unlike the 1947 contract covering the first 28-year copyright period, no basic agreement has been negotiated between SPA and pubbers requiring the use of the form. The reason the form is being offered prior to negotiation, according to John Schulman, SPA counsel, is that many members of the association have renewals coming up, and have requested a form setting minimum standards for renewal pacts. The negotiation for the 1947 contract took 18 months; SPA apparently wants to make the renewal form available now and to argue later. Reaction of the pubbers to the tenets of the new form figure to be heard very quickly; the form should be in their hands as this issue of *The Billboard* hits the stands.

#### Tough on Renewals

The renewal form follows the basic provisions of the 1947 contract verbatim except in those areas which pertain peculiarly to the renewal aspects—the fact that a tune ready for and worthy of renewal is a proved product and rates fancier terms, the fact that the protection of the tune (See *SPA Launches Pact* on page 20)

## Waxing Talent Set for "Baby"

HOLLYWOOD, Sept. 9.—Jonie Taps goes on a four-year production sked of low-budget musicals for Columbia Pictures, and will fire the starting gun on his next feature December 1. Tentatively tagged *Everybody Loves My Baby*, initial disk talent to be signed includes Billy Daniels, June Hutton and Frankie Laine. This marks the third Taps production to include Laine. Others were *Make Believe Ballroom*, filmed and released last year, and *When You're Smiling*, now in release.

As in the former flicks, Taps will lean solely on disk talent, contending that artists' platters have created a ready-made audience for the pic. On the same basis, Taps will use a hefty load of oldies rather than buy new tune fare. Furthermore, he prefers to have artists film the tunes with which they have become identified on wax. Taps hops to Gotham this week-end to lend a guiding hand to the deejay promotion for the *Smiling* pic's opening.

## Convention Program of the National Ballroom Operators' Association (La Salle Hotel, Chicago, September 26-28)

Tuesday, September 26

- 10:30 a.m.—Registration.  
 1:30 p.m.—Call to order by President WID Wittig, Pla-Mor, Kansas City (Chicago Rooms, mezzanine floor).  
 1:50 p.m.—"Value of State Ballroom Associations," by Mill Magel, Castle Farms, Cincinnati, proxy of the Ohio Ballroom Operators' Association.  
 1:55 p.m.—"Value of NBOA," by Larry Geer, Laramar Ballroom, Fort Dodge, Ia., NBOA board chairman.  
 2:00 p.m.—Report on Social Security tax by Tom Roberts, legal counsel.  
 2:45 p.m.—One-nighter rating charts to be explained by a representative of The Billboard.  
 3:00 p.m.—Panel session on territory and name band problems. R. E. (Doc) Chinn, Crystal Ballroom, Fargo, N. D., moderator; panel members: Alice McMahon, Indiana Roof, Indianapolis; Vic Sloan, Pla-Mor, Lincoln, Neb.; Ken Moore, Prom, Inc., Chicago; Jerry Jones, Rainbow Randevu, Salt Lake City; Tom Archer, ballroom chain op., Des Moines; Kirk Hayes, Ala Baha, Oakland, Calif.; Bob Soderholm, Grande Ballroom, Detroit; Larry Geer, Laramar, Fort Dodge, Ia.  
 Subjects to be discussed:  
 Giving percentages to old-time bands.  
 Are bands playing the correct dance tempo?  
 Advance deposits on bands.  
 Bands showing up without the leader.  
 Guarantees and percentages on name bands.  
 Band contracts.  
 Attitude of band leaders.  
 Playing time and intermissions.  
 8:00 p.m.—Get together for everyone (wives, bookers, band leaders and invited guests). Lincoln Room and press gallery, 18th floor.)

Wednesday September 27

- 10:00 a.m.—Registration (mezzanine floor).  
 12:00 noon—Luncheon (Chicago Room, mezzanine floor).  
 1:30 p.m.—Call to order by President WID Wittig.  
 Announcements  
 1:35 p.m.—Report by Tom Archer chairman of music licensing committee.  
 2:30 p.m.—Report on cabinet tax by Tom Roberts, legal counsel.  
 4:00 p.m.—Discussion of general ballroom problems.  
 4:30 p.m.—Election of officers. Other business.  
 7:00 p.m.—Banquet and floor show. (Illinois Room) Reception (Chicago Room).

Thursday, September 28

- 9:30 a.m.—Call to order. (Chicago Room, mezzanine floor).  
 9:35 a.m.—Ballroom promotions—Jim Alexander, Prom Ballroom, St. Paul; Eddie Schima, Archer chain manager, Des Moines; Darrows Olson, Ridgott Ballroom, Mavlock, Ia.  
 10:15 p.m.—"Television—Can It Aid the Ballrooms?" by Kirk Hayes, Oakland, Calif.  
 10:30 a.m.—"Ballroom Patronage Standards," by Ken Moore, Chicago.  
 11:00 a.m.—Discussion of ballroom problems. Question-and-answer session.  
 11:30 a.m.—Resolutions. Adjournment.

## Marshall Air

NEW YORK, Sept. 9.—After the United States Marshall served pubber Howie Richmond this week with the papers in the Mills Music suit against him over *Tzena, Tzena* (*The Billboard*, Sept. 2), he hesitated a moment, then said: "Say, you're a music publisher, aren't you, Mr. Richmond?"

Richmond admitted it. "Well, it so happens I got a tune I wrote." Uncle Sam's sturdy minion vouchsafed.

Richmond said, "Oh."  
 "And it so happens I'm on my way to this Ben Edwards publisher with papers, but I'd just as soon give you first crack at it," said the marshall.

"Make a deal with you," Richmond answered. "I'll take the song—you take the summons."

## Decca in Chips; 12½% Dividend

NEW YORK, Sept. 9.—On the heels of Prexy Milton Rackmil's statement that August of this year was one of Decca Records' best postwar months, and that the firm had enjoyed its first black July in a couple of years, the waxery's board of directors this week declared a regular quarterly dividend of 12½ cents per share on the firm's outstanding capital stock.

Diskery's hot streak has been founded on the strength of a singularly outstanding pair of waxings: Gordon Jenkins' coupling of *Good-night, Irene* and *Tzena, Tzena, Tzena*, which is flirting with the million mark, and Bing and Gary Crosby's coupling of *Sam's Song* and *Simple Melody*.

## Tele, Pix Snare Burton Interest

HOLLYWOOD, Sept. 9.—Billy Burton is quitting the personal management biz to go into TV and pic packaging and, as a move in that direction, parted ways with songstress Margaret Whiting. Burton had been in the p.m. field since 1938, when he piloted the Jimmy Dorsey band. Exit of Miss Whiting from his p.m. stable marks the second top-flight talent property to depart in recent years. Dick Haymes moved from the Burton roster a year ago.

Burton guided Miss Whiting's career for more than five years and is credited in helping her climb to her present stature as one of the top fem vocalists on disks and on radio Club 15, Oxydol shows, etc., Miss Whiting will be handled by Music Corporation of America (MCA), agency that inked her last Febuary. Burton said he will gradually release his other p.m. talent properties, which include Art Lund, Mary Kaye Trio, Doris Drew, Helen Forrest and the Merry Macs.

## Wright Record Corp. Moves to New Jersey

NEW YORK, Sept. 9.—Eli Oberstein this week moved his Wright Record Corporation warehouse and sales offices to neighboring Union City, N. J.

Oberstein explained that his new location lets him have both offices and warehouse under the same roof, thus enabling him to conduct the Eastern distribution of his low-priced Varsity and Royale product with greater expediency and efficiency. Oberstein says he will open a main office in New York before the end of the month.

## Oberstein Files Counterclaim Against Col'bia

NEW YORK, Sept. 9.—A hitherto unrevealed counterclaim action by Eli Oberstein's Wright Record Company against Columbia Records, claiming breach of contract in the ill-fated Harmony Records' deal between the involved parties and asking for \$75,000 damages, came to light this week.

Counter-action was filed in Bridgeport, Conn., where Columbia originally filed its \$60,000 claim against Oberstein some months ago. Columbia's suit simply claimed that Oberstein had failed to pay for recordings delivered to him under terms of the Harmony disk agreement. Neither case has to date been placed on a court calendar for hearing.

Oberstein claims that Columbia breached its pact with him in the Harmony deal when CRI allegedly switched Pearl Bailey from the Harmony to the Columbia label after the thrush had been assigned and had recorded for the low-price diskery. Oberstein also claimed that Columbia had failed to meet delivery dates and delivery quotas and, consequently, had damaged his efforts to complete previously arranged sales of the recordings. A spokesman for Columbia simply confirmed that Oberstein had filed a counterclaim and passed it off as routine. He did not comment on the allegations.

## Traveling Orks' Air Scale Upped

NEW YORK, Sept. 9.—The American Federation of Musicians (AFM) has standardized scales for traveling bands playing commercial network programs. The rate is pegged at \$33 per man for a half-hour broadcast plus two hours of rehearsal, \$53 per man for a one-hour broadcast and four hours of rehearsal, and overtime of \$3.75 for each half hour. Leaders or contractors get 50 per cent additional. The rate corresponds to the Local 802 scale here.

Until the AFM action, traveling bandsmen were often at the mercy of puny local scales in making commercial broadcasts while on the road. For example, in Charlotte, N. C., the commercial rate is \$5 per half hour plus 90 minutes of rehearsal.

AFM has also upped ballet ork scales 10 per cent, and has effected a small increase for Class C vaude tootlers.

## Don Cherry Inks Joe Glaser Pact

NEW YORK, Sept. 9.—Warbler Don Cherry signed this week with Joe Glaser's Associated Booking Corporation for theaters, night clubs and movies. Lester Lewis handles him for radio and TV.

Cherry begins on Betty Furness's ABC TV show Friday (15), and continues on his twice-weekly NBC radio sustainer. He has four waxing sessions at Decca coming up, in which he will wax for his own billing as well as with Decca recording orks. Cherry is managed by Howie Richmond.

## Even Opera Can Make a Buck— It's Skill That Pays, Not Luck

(Continued from page '3)

season, surrounding the regular winter season of the Metropolitan Opera Company. On September 21, when the third fall season opens, the company, with a greatly enlarged pay roll, expects to beat the 122,092 attendance of fall, 1949. In fall, 1948, attendance was 105,395.

The shorter spring season has also shown steady increases. Starting in 1948 with 81,613, the company drew 84,647 in 1949, and 98,480 in 1950. The talent roster, which included 15 singers in 1948, this season carries 54 principals, 54 in the chorus, 14 dancers, plus the regular 60-man orchestra. Prices run from \$1.50 to \$3 top.

Although the company, under the artistic direction of Laszlo Halasz, originally eschewed names in favor of the over-all production, some of the company's early stars, such as Dorothy Kirsten and Eugene Conley, eventually graduated to the Met. Now that the Met has altered its repertoire and released a number of name artists, among them Rose Bampton, some have caught on with the young company, which on occasion has proved itself the best local showcase for their talents. Halasz has also combed Europe for new talent, coming up with several "finds"

## TV, Radio Pact Inked by Pichon

CHICAGO, Sept. 9.—Fats Pichon, legendary singing pianist who spent eight years at the famed Absinthe House, New Orleans, has a five-year TV and one-year radio pact with American Broadcasting Company's local outlet, which is starting a concerted drive to make him web fare. In a deal between Phil Patton, ABC TV music pundit, and Freddie Williamson, Associated Booking Corporation rep, who handles the 88-er, Pichon will start a five-time-per week local TV seg (11:30-11:45 p.m., CST) September 25. The ABC pact has an option for video web work and includes AM radio rights to Pichon for a one-year period. Pichon has worked the Bourbon Street bistro for the past eight years, except for a seven-month stay early this year at the Victorian Club, St. Louis.

The Pichon deal is the longest inked locally for a musician or musical act on TV. The show's format will be all Pichon, with the chubby Steinwayite handling the entire period, sans even a small rhythm section. In addition to working on his radio and TV build-up, Patton said that ABC intends to approach recording firm execs about a waxing pact to correlate with his TV and radio sked.

## AFM Orders Ramos To Pay Agent \$595

NEW YORK Sept. 9.—The due process of American Federation of Musicians (AFM) law caught up with orkster Bobby Ramos this week. Ramos was forced to pay off \$595 in commissions for dates which he obtained while being booked by the now defunct Mills Artists Inc., agency in 1943.

Ramos allegedly failed to pay his commissions in 1943 and Mills filed a claim with the AFM then. The union just got around to making a ruling on the Ramos matter this week and the orkster delivered a check to Sidney Mills, then with the agency and now professional manager of the Mills Music firm.

each season. Some of the new names, such as Rafael Arie, have already created a following here thru recordings.

In past years, the company has been unable to formulate definite tours, altho it has played on occasion in Chicago, St. Louis, Milwaukee, and Montreal. In Chicago, its appearances have been part of a plan to build a regular Chicago opera. This year, at least at present writing, it's doubtful that there will be a Chicago season, due to inability to meet terms of the local musicians' union (The Billboard, September 9). However, negotiations may be reopened. If costs can be met, the company may take advantage of offers to appear in Milwaukee, Detroit, Philadelphia, East Lansing, Mich., and Boston.

## Jo Snags Early Exit From Cap

HOLLYWOOD, Sept. 9.—In the interest of happy artist relations, Capitol has released Jo Stafford from her contract as of November 1, permitting the songbird to fly to Columbia, her new wax home. Actually, Miss Stafford was contractually bound to Capitol until December 17, expiration date of the six-month free period following Paul Weston's exit. Under terms of her Cap pact, she was free to leave the diskery within six months after her arranger-conductor departed.

Jim Conkling, Cap's artist-repertoire veepee, decided not to hold Miss Stafford to the letter of her contract, and grant her freedom six weeks prior to pact's expiration. Conkling said he believes in letting artists go where they are the happiest and, inasmuch as Miss Stafford has already been inked by Columbia, decided to waive contract terms. Miss Stafford was the label's third major wax attraction to ankle its roster in its eight-year history (others were Pled Pipers and Weston), and each time the diskery did not attempt to hold them to contractual bonds.

Since inking her Columbia pact, Miss Stafford had waxed a couple of sides for Cap, in one case to round out a duo album with Gordon MacRae, but Conkling has been shifting fem vocalist emphasis to the label's other chirps. By allowing Miss Stafford an early departure, Conkling will have more tune material and time to devote to his remaining prize fem sellers, Margaret Whiting and Kay Starr.

## Jordan Mulling '51 Retirement

HOLLYWOOD, Sept. 9. — Louis Jordan is expected to retire from the music biz early next year. Jordan, who a decade ago started the upward climb with his Tympany Five, has been one of the top money-making combo attractions in the biz. However, in recent years, he has favored taking prolonged lay-offs and has turned down tempting foreign dates.

Wearied by his road work, Jordan's most recent vacation lasted five months. In quitting the music biz, Jordan is expected to retire to his Phoenix, Ariz., home where he will invest in non-showbiz enterprises. Jordan's final booking is at New York's Apollo Theater week of January 9. Jordan is in the General Artists Corporation (GAC) fold, and was managed until recently by Berle Adams, when latter took an exec post with Music Corporation of America (MCA).

## Victor Sets Biggest Fall Disk Promotion Campaign

NEW YORK, Sept. 9.—Details of RCA Victor's biggest fall record promotion to date—scheduled to get under way next week on the dealer-consumer level—encompass an extensive disk jockey plug campaign, radio and TV programs, introduction of two streamlined record catalogs, special categorized Red Seal merchandising and unprecedented newspaper-magazine advertising. The over-all campaign is a seven-point program in which Red Seal, popular and children's records are to be pushed. The record department's promotion, unofficially estimated to cost the diskery close to \$4,000,000, includes the department's share in the company's over-all push on the 45 r.p.m. system—a major part of which will be assumed by the home instruments division.

## 4 N. Y. Diskers Form Chicago Distrib Pool

NEW YORK, Sept. 9.—Four independent diskeries here have joined in setting up what amounts to a co-operative distributery venture in Chicago, headed by Monroe Passis, currently operating the Chord distributery there. The participants—Atlantic, Jubilee, National and Regal—have put up \$9,000 in merchandise and \$1,000 in cash. Passis has chipped in with an unspecified amount of cash.

Stock is being held in escrow by the waxeries. Passis has the opportunity to buy it back out of profits. The new firm, incorporated as Record Distributors, Inc., at 1424 East 55th Street, Chicago, is bound by pact to handle only the lines of the four participating waxeries and any subsidiary labels they own. New lines may be added only with the approval of the four diskeries.

In addition to the cash and merchandise put up by the four participants, Passis is getting "easy" terms—90 days to pay.

Idea is simply that the four indies have decided to make common cause to overcome the two big distributor-caused headaches of the indies: Failure to pay bills and failure to exploit and merchandise the disk lines. Chicago was selected as the locale for the experiment—a spokesman for the combine said the set-up is going to get a 120-day try, make or break—because it has been an especially sore spot for indies. If the idea succeeds, it will be tried in other areas.

## Walter Rivers Tours for Cap

NEW YORK, Sept. 9. — Walter Rivers, Capitol Records' artists and repertoire boss for the diskery's Eastern division, will turn salesman next week when he embarks for a one-week tour of key retailers in the Eastern area. Rivers will take the trip to personally promote a forthcoming album by Peruvian coloratura Yma Sumac, thrush who was uncovered by Rivers here over a year ago. She has been held under wraps until recently when she made her debut at a Hollywood Bowl concert a couple of weeks ago and won widespread acclaim on the West Coast. Package is titled *Songs of Xtabay* and consists primarily of South American and Latin-American folk songs.

## Chappell Pubbery Yields to Johnstone

NEW YORK, Sept. 9.—Chappell pubbery this week yielded to Jack Johnstone's claim of prior contract on the tune *Better Dead Than Wed*, and tore up its own contract on the ditty. Settlement gives tune to the Johnstone-Montel pubbery, with Chappell getting foreign rights. Hassle blossomed when Johnstone's office thru oversight returned the contract for the tune unsigned to clefter Dunny Paul, who then took the song to Chappell (The Billboard, September 2).

The diskery's entire program has been outlined in a lavish spiral promotion book, which is being shipped to all Victor dealers. It includes copies of the ads, along with dates and publications in which they'll be run. In addition, there's a full display of material available to dealers for co-op ads.

Point by point, this is the line-up. In September, October and November, there will be a drive to sell Red Seal disks thru concentrating advertising and sales effort on a "profit leader" in one dominant category of classical music. For example, in September it will be ballet; in October, symphony, and in November, opera. December will feature a selection of leaders from all categories and most of the items will be available on all three speeds. The first ad will break in newspapers September 17, hitting a readership of 10,405,595. The symphony will be subject of a similar spread October 15, and opera will be featured November 12. The latter push will feature the new waxing of the complete *Rigoletto*, with Peerce, Warren, Berger, etc. The Christmas special will run December 10, with major attention given the Eleanor Roosevelt. (See *Victor Sets Biggest Fall*, page 47)

## Day Inks MCA Blanket Pact

HOLLYWOOD, Sept. 9.—Dennis Day, timid tenor of the Jack Benny show and RCA Victor warbler, was inked to a Music Corporation of America (MCA) contract covering all showbiz fields.

Heretofore, Day had not been covered by such an agency pact. His most recent office was the Ken Dolan Agency, which served solely as his radio reps. Understood TV plans are in the hopper.

## Coral Renews Connie Haines

NEW YORK, Sept. 9.—Coral Records, Decca's subsidiary label, this week inked thrush Connie Haines to a two-year renewal paper and also signed Denny Vaughn, a singer-conductor-arranger-pianist who won fame in England in the postwar period.

Miss Haines has been with Coral for the past year. She was one of the first major artists to record for the Decca independently distributed operation and came to the label following a successful career with the Signature diskery.

Label's artist and repertoire topper, Jimmy Hilliard, who completed the new Haines deal, also rounded out the deal with the versatile Vaughn, who, tho he is Canadian-born, built a reputation in England in recent years primarily for his singing talents. He also arranges, plays piano and conducts.

## N. Y. Disk Pressers United To Battle "Phony Indie Ops"

NEW YORK, Sept. 9.—An organization of record pressing plants, so far described as "informal," is shaping up in the metropolitan area. Prime purpose of the combine at present is to avoid clippings at the hands of unreliable indie label operators. Eight plants are in so far, ranging from three-press to 12-press operations, and representing an average production of 200,000 disks each per annum. The organization plans to take out a charter in the very near future and anticipates a local membership of about 20 plants. According to one of the organizers, it also plans to go national.

At present, the participants are limiting their co-operative activity to exchange of credit and materials information. There has been no effort to instigate price control.

Frankly describing the organization as a move for "self-preservation" in uncertain times, one founder pointed out that 16 plants in this area have folded within the past two years, due partially to defaulted payment by fast-fading indie diskeries. Association members alone have reported losses in the region of \$85,000 in the last four or five years. Plants, in slow seasons, get too anxious for business, and occasionally take on an

account without sufficient credit information. While the new association does not intend to police the industry, it will endeavor to serve as a guide. Some printers and platers serving the disk industry also have agreed to co-operate, and may eventually be invited into the organization.

Biggest problem has been the account who travels from plant to plant, working one presser for maximum credit, then shifting his business to another and repeating the process. In some instances plants have allowed the diskery to get in for amounts exceeding \$10,000. Recently a certain band leader launched his own diskery here, did a fast fold, and left two plants and a printer holding the bag.

Today, members also expect the organization to serve a clearing house for information about the availability and cost of materials, such as vinyl and paper, which have been fluctuating considerably since the Korean war started. No snags are anticipated in the mutual operation, admittedly because there is no intention to fix and police pressing prices.

## French Cleffer Inks Leeds Pact

NEW YORK, Sept. 9.—Noted French longhair composer, Jacques Ibert, has signed a pact with Leeds Music to write a suite based on the incidental movie music he turned out for an ill-fated flicker version of *Macbeth*. The movie, made for Republic Pictures under the production supervision of Orson Wells, was shown to a poor initial reception and has never had a full national distribution.

Ibert originally was commissioned by Welles to write the background music for this flicker and came to this country for his first visit to fulfill this chore. He since has scored a couple of other Hollywood flicker backgrounds. Ibert, one of the leading French contemporaries, is best noted for his suite, *Escapes*.

## L. A. Case Test For AFM, AGVA

HOLLYWOOD, Sept. 9.—Bonds of brotherhood between American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA), frayed in the past, may get their test of strength here. AGVA has notified Angelino's, L.A. bistro, that it will picket the spot unless its ops sign a contract. Guild accused spot of hiring non-AGVA vocalists at \$30 per week instead of (See L. A. CASE TEST on page 48)

## Lorry Raine Signs 1 Yr. London Pact

NEW YORK, Sept. 9.—Thrus Lorry Raine was signed to a one-year deal, with an option for another year, by London Records' Tutti Camaratta this week. Actually L. Raine's last two releases had been put out under the London label, tho they were cut by Universal Records' Bill Putnam. Putnam and London have a deal, whereby London agrees to buy the masters of a specific number of Universal etchings per year. Clincher on the Raine-London deal was the success of Miss Raine's current cutting of *Strangers*, which is the Ted Lewis diskery's No. 1 seller.

## Dutch Combine Gets Gabor Biz

MONTREAL, Sept. 9.—Phillips Industries, Ltd., has taken over exclusive distribution of Donald Gabor's Continental and Remington disk lines for Canada. Records will be manufactured in Gabor's Empire Record plant in Montreal, and will be distributed thru Phillips' offices in that city, Toronto, Windsor and Winnipeg.

Phillips of Canada is a branch of the huge Holland-based electrical-radio combine which has recently launched a series of moves into the record business in Europe. Its offices also distribute various disk lines in South America and the Far East. Several weeks ago the Canadian wing acquired distribution of Decca's Coral line.

Remington's European representative, Marcel Prawy, returned to Vienna Tuesday (5) after a two-week stay here. He came here to plot the diskery's new recording schedule, to be cut under his direction in Vienna and Paris.

## Non-Staffers Play Blues To 802 Over 1-Shot Sitch

NEW YORK, Sept. 9.—Local 802, American Federation of Musicians (AFM), is the target of mounting beefs from "outside" radio musicians, i.e., non-staff men who depend on single air engagements. They are protesting the mounting curtailment of single-shot employment in favor of staff work here in New York.

A deputation of some 25 "outside" men reportedly stormed the radio department of the local this week demanding action on the issue. Grapevine has it that the local is not unsympathetic with their beef, and would like to see a limitation of some kind placed on staff work in radio. The ideal limitation would be the kind in effect in Hollywood's Local 47, where staffers are permitted to work on sustainers only; outside men do all the commercial work.

Local 802 feels that the networks would find it no more expensive to use "outside" men on commercials, and employment would be spread among more toolsters.

Current contracts expire next January 31, and negotiations will get

## Copyrights

NEW YORK, Sept. 9.—In last week's story of singer Josh White's statement to the House Un-American Activities Committee, *The Billboard*, in the press of deadline time, inadvertently neglected to credit the copyright owners of two songs, *The House I Live In* and *Strange Fruit*. White read the lyrics of these tunes to the committee. Chappell & Co., Inc., holds the copyright on *House I Live In*, and E. B. Marks owns *Strange Fruit*.

## NAMM Prepares Promotion Kit

NEW YORK, Sept. 9.—National Association of Music Merchants (NAMM) has prepared a music promotion newspaper kit for the fall back-to-school season. Sent to dealer-members of the NAMM, the kit contains six publicity stories which local dailies might use. Kit discusses the possibilities of newspapers running a special one-page section of editorial and advertising material, and advises dealers on methods of planting the stories and giving the stories a local twist.

Stories point out: (1) That 2,000,000 children who return to public school this fall constitute 10 per cent of the nation's children who will receive music instruction as part of their school experience; (2) detail the beneficial effect of music in the development of the personality and the mind; (3) show music as America's favorite hobby, loved by people in all walks of life; (4) quote Louis G. LaMair, president of American Music Conference, urging the Music Educators' National Conference to take steps to provide for music as part of the curriculum in all schools; (5) show music as a necessity in proper character development of the child, and (6) a rebuttal of the "myth" that a child needs talent to play music.

## Ann Richardson Back in Biz

NEW YORK, Sept. 9.—Ann Richardson, with Charlie Green at Consolidated Radio Artists in the early 1940's and later with General Amusement Corporation, is back in show business. La Richardson is with the Frank Foster Agency in Hollywood.

## Snader Defends Pact Signing With Federat'n

NEW YORK, Sept. 9.—Snader Telescriptions Corporation, producer of TV films, the past week issued a statement backing up its action in signing a pact with the American Federation of Musicians (AFM) providing for a payment of 5 per cent gross revenue to the music performance trust fund.

Snader statement comes somewhat late, inasmuch as it is an answer to a previous statement made by the American Association of Advertising Agencies (Four A's) June 14. Latter statement said that individual firms who concluded pacts with AFM providing for royalty payments were setting a dangerous precedent, in the opinion of the networks. This statement, of course, represents the published views of the industry-wide committee, which has taken a dim view of individual deals with the AFM, and which has endeavored to wrap up a blanket deal for the entire industry. The industry committee has not taken kindly to the AFM royalty philosophy, and the AFM has not taken kindly to the propositions of the industry committee. Over-all situation has therefore resulted in an impasse.

The Snader statement takes the stand that all who participate creatively in the production of the Snader films are entitled to a fair regard. "Accordingly, we have signed a contract with the Music Performance Trust Fund No. 2 calling for payment to the trust fund of 5 per cent of our gross revenue from the end sale of the films to the user. . . . We believe our contract to be eminently fair and in effect similar to the trust funds created by major industrial corporations for the benefit of faithful employees. . . . If our position can be construed as one of willingness to grant property rights where none exist, we wish to point out that the grant, if such it be, is of our own property and that it acts to the advantage of all. . . ."

The Four A's statement had advised agencies that in the view of the industry committee, the royalty principle is unsound because it implies the granting of property rights where none are believed to exist.

James C. Petrillo, AFM chief, is expected back from Puerto Rico momentarily, where he has been attempting to organize musicians for affiliation with the AFM (*The Billboard*, September 9). Petrillo, when queried by *The Billboard* several weeks ago, scored the TV film committee's views and offers as "ridiculous," but indicated that he would be willing to sit down with the committee and consider any reasonable offer.

## ILGWU Records 13 Song Series

NEW YORK, Sept. 9.—International Ladies Garment Workers' Union (ILGWU) this week tape-recorded a series of 13 songs pertaining to the activities of the union. Talent included a 40-voice mixed choir and tenor soloist Joey Nash. Mike Johnson, of the ILGWU, wrote the words and music and directed the choir.

ILGWU will use the recordings for conventions, organization drives, etc., and is dallying with the idea of possible commercial sale.

Union, of course, has had previous ventures into fields of show business. It financed the film, *With These Hands*, featuring Sam Levene. Prior to World War II ILGWU scored very successfully on the Broadway stage with its legit musical, *Pins and Needles*.

# BREAKING FOR A HIT!

**DECCA**  
RECORDS



**THE RAY-O-VACS**  
"BÉSAME MUCHO"  
(Kiss Me Much)  
COUPLED WITH  
"YOU GOTTA LOVE ME  
BABY TOO"  
Decca 48162

## NEW RELEASES

De Camptown Races Oh Susannah	AL JOLSON Decca 27181 *9-27181
He Can Come Back Anytime He Wants To Lucky, Lucky, Lucky Me	EVELYN KNIGHT Decca 27182 *9-27182
The Tubby the Tuba Song Monkey on a String	ETHEL SMITH Decca 27183 *9-27183
A Star for Everyone in Love I'm Afraid to Love You (Fraid I Might Like It)	MILLS BROTHERS Decca 27184 *9-27184
I Can't Give You Anything But Love, Baby Organ Grinder's Swing	SY OLIVER & Orch. Decca 27185 *9-27185
The Bells of St. Patrick's Cathedral Mother in Ireland	EDDIE MARTIN Decca 12285
Zegnal Irene (Goodnight Irene) The Polka Wedding	TED MAKSYMOWICZ and His Polka Orchestra Decca 45113 *9-45113
Someday You'll Be Sorry— Two Parts	CECIL GANT Decca 48171 *9-48171
In the Hour of Trial Does Jesus Care	HAMILTON QUARTET with George Broadbent at the Organ Decca 14529 *9-14529
The Church in the Wildwood Peace in the Valley	JORDANAIRE Decca 14530 *9-14530

## SPECIALS

Can Anyone Explain (No. No. No!)	ELLA FITZGERALD-LOUIS ARMSTRONG with Sy Oliver Orchestra Decca 27209 *9-27209
Dream a Little Dream of Me	

\*Indicates 45 RPM Version

## NEW CHILDREN'S SETS IN 45 AND 78 RPM

**MAX MAINSPRING** The Mechanical Man  
**RAY BOLGER**  
Story with Song, Sound Effects and Orchestra  
Directed by Jimmy Carroll  
CHILDREN'S SET 1-123  
One 45 RPM Unbreakable Record • Price \$0.95  
K-16 • 10-inch 78 RPM Decalite® Record • \$1.00

**LITTLE ORLEY**—His Adventures with the  
Parade and **LITTLE ORLEY**—His Adventures  
with the Cloud  
Uncle Lumpy with Fred Waring  
and His Pennsylvanians  
Story with Orchestra and Sound Effects  
CHILDREN'S SET 1-124  
One 45 RPM Unbreakable Record • Price \$0.95  
K-17 • 10-inch 78 RPM Decalite® Record • \$1.00

(A VISIT FROM ST. NICHOLAS)  
**TWAS THE NIGHT BEFORE CHRISTMAS**  
**FRANK LUTHER**  
Recitation with Organ, Chimes & Sound Effects  
CHILDREN'S SET 1-125  
One 45 RPM Unbreakable Record • Price \$0.95  
K-18 • 10-inch 78 RPM Decalite® Record • Price \$1.00

**THE BIRTHDAY PARTY RECORD**  
**FRANK LUTHER**  
Vocal with Orchestra Directed by Jimmy Carroll  
—in Two Parts  
CHILDREN'S SET 1-126  
One 45 RPM Unbreakable Record • Price \$0.95  
K-19 • 10-inch 78 RPM Decalite® Record • Price \$1.00

**LITTLE ORLEY**—HIS ADVENTURES  
AS A WORM  
Story with Orchestra and Sound Effects  
Uncle Lumpy with Fred Waring  
and His Pennsylvanians  
CHILDREN'S SET 1-127  
One 45 RPM Unbreakable Record • Price \$0.95  
K-19 • 10-inch 78 RPM Decalite® Record • \$1.00

**GENIE THE MAGIC RECORD**  
Genie's Wild West Show—Genie's Magic  
Trick—**PETER LIND HAYES**  
Story with Songs, Sound Effects and Orchestra  
Directed by Jimmy Carroll  
CHILDREN'S SET K-18  
10-in. 78 RPM Decalite® Record • Price \$1.00

**HOLIDAYS FOR U. S.**  
**FRANK LUTHER**  
Story in Song with Orchestra Directed by  
Alvy West  
CHILDREN'S SET 2-111  
Two 45 RPM Unbreakable Records • Price \$1.90  
CUS-26 • Two 10-in. 78 RPM Decalite® Records • \$2.25  
\*Unbreakable under normal use

45 rpm and 78 rpm prices do not  
include Federal, State and Local  
taxes. Long Play prices include Fed-  
eral tax, but not State or Local  
taxes.

## WATCH THESE!!!

You Dreamer You Beloved, Be Faithful	RUSS MORGAN Decca 27006 *9-27006
Our Very Own Mad About You	DON CHERRY Decca 27067 *9-27067
Let's Have a Party I Told Them All About You	CARMEN CAVALLARO Decca 27079 *9-27079
Mambo Jambo What, Where and When	SONNY BURKE Decca 24993
Cincinnati Dancing Pig Somebody's Cryin'	RED FOLEY Decca 46261 *9-46261
Cincinnati Dancing Pig St. Louis Blues	LENNY DEE and His D-Men Decca 46263 *9-46263
Trouble Then Satisfaction Blue Light Boogie	LES "CARROT-TOP" ANDERSON Decca 46259 *9-46259
Yesterday We're Gonna Rock	GUNTER LEE CARR Decca 48170 *9-48170

— AMERICA'S  
— FASTEST SELLING  
— RECORDS!

**DECCA**  
RECORDS

\*Indicates 45 RPM Version



# Looks Like Decca Has Plum In "Guys - Dolls" Originals

(Continued from page 3)

opening date skedded for Broadway.

With Decca reported set for the *Guys and Dolls* original cast recording, at least two other major diskeries who were interested in obtaining the waxing rights are considering the preparation of albums of songs from the show, done with top-name recording artists, which would be released for release and distribution to coincide with the out-of-town work-outs of the show. This idea is a throw-back to Eli Oberstein's memorable venture of some years ago, when he engineered a pre-Broadway

release of an album of songs from Finian's Rainbow while he was at Victor. This package was on the shelves almost two months before Columbia was able to record and package its original cast recording of *Rainbow*, and the Victor package piled up a heavy sale with its jump.

## Merman Stays Put

On the show album front, indications still are that Decca will not release Ethel Merman from her exclusive wax pact with that diskery to do the original cast recording of the Irving Berlin *Call Me Madam* show for Victor. Latter obtained the rights some time ago on an unusual deal, whereby the National Broadcasting Company put up \$200,000 of angel money in exchange for TV, radio and recording rights to the show.

It also is generally believed that Betty Hutton will be used to do the Merman songs in the Victor recording, should Merman remain unavailable. There has been talk that Decca will make its own album of *Madam* songs, and this would feature la Merman.

The Berlin show was skedded to open its out-of-town tour in New Haven, Conn., Monday (11), and will open in New York early in October following a Boston run. Advance sale for the Broadway run of the show already has gone past \$500,000.

# SESAC-NAB Tiff Not Too Stiff; Answer Is Mild

WASHINGTON, Sept. 9.—The rate schedule of SESAC, Inc., does not have the express endorsement of the National Association of Broadcasters (NAB), nor has NAB asked its members to sign contracts with SESAC, Justin Miller, NAB president, emphasized in a letter this week to Kurt Jadassohn, SESAC general manager.

Miller said that one or more SESAC representatives have been going "a little out of bounds" in sales talks to individual stations claiming NAB approval of rate structures. Miller added that, so far as NAB is concerned, SESAC and the broadcasters "are operating as business men do, upon an arm's length basis, each one working out the best contract he can."

## SESAC's Answer

NEW YORK, Sept. 9.—SESAC, Inc., in a letter to NAB chief Justin Miller, yesterday gave a carefully detailed analysis of events leading up to the NAB statement, and stated that SESAC's negotiations with broadcaster Clair McCollough relative to a renewal of the SESAC license for six stations controlled by McCollough, "should not be construed as an indication of SESAC's sincerity in endeavoring to adhere to a rate structure which was published by the NAB."

SESAC letter, signed by W. F. Myers and Ralph M. Baruch, SESAC station relations execs, told Miller that McCollough had been informed that his SESAC license would expire December 31, 1950, and that the time was opportune to discuss a renewal in accordance with SESAC's rate schedule. McCollough, according to SESAC, replied that he would not consider an adjustment of his SESAC fees—pointing out the NAB was still interested in having a general show-down with SESAC on the matter of its rate structure.

The rate structure, SESAC pointed out, had been published in the NAB bulletin and had resulted from long discussions between SESAC execs and Judge Miller. Such publication, said McCollough, did not necessarily mean NAB endorsement. The SESAC execs agreed, "since it is understood that the NAB is not in a position to endorse or recommend one product over another." McCollough then, the letter states, asked that SESAC submit the entire proposal to him for consideration.

SESAC closes its letter to Miller with the statement that all field reps have been instructed to keep strictly within the bounds set forth in the SESAC statement in the NAB bulletin; that the explanation of the interchange between McCollough and Myers and Baruch will enable Miller to reconsider his conclusion that some SESAC men have been going a little out of bounds.

# Como To Wax With B. Hutton

NEW YORK, Sept. 9.—Perry Como, who never before in his recording history as a single artist has done a duet slicing, will break the ice when he does a pair of sides with Betty Hutton for the Victor diskery early next week. Miss Hutton, who only recently inked with the waxery, is flying here especially for the date.

The Como-Hutton duo will cut a pair of the ditties from the forthcoming *Guys and Dolls* score of Frank Loesser, including the first skedded plug tune from the show, *Bushel and a Peck*.

# Howard Disking as Warbler, Band Kept For Dance Dates

NEW YORK, Sept. 9.—Eddy Howard, veteran top-flight Midwestern orkster, is giving up his crew for recording purposes only. Mercury Records, in a move to hypo Howard's disk output, which only a couple of years ago was sufficiently strong to make him one of the standout commercial entities over the disk counter, this week recorded Howard as a star vocalist with a large studio ork and chorus with arrangements clefted by Marty Manning. To help hypo Howard, the diskery will ship free samples of the initial diskings of these studio ork products to juke box operators as well as giving the jockey field full coverage.

Meanwhile Howard still is working the Midwestern belt with his 12-piece dance crew and still is a leading box office draw in the territory. Reports that if the Howard recording project works out successfully he will give up his band have been denied.

Howard's first coupling as a recording single pairs *The Red We Want Is the Red We've Got in the Old Red, White and Blue* with *I'm Forever Blowing Bubbles*.

# Heavenly Daze

NEW YORK, Sept. 9.—Columbia Records, in order to plug its recordings of tunes in the 20th Century-Fox technicolor musical, *My Blue Heaven*, is sending out an unusual mailing piece. The promotion gimmick attempts to make actors out of the jocks. Included is a script from the film, and a letter suggesting that the jock act out the scene, which is played by Betty Grable and Dan Dailey in the film. Letter also asks the jocks to play Dinah Shore's disking of *Don't Rock the Boat*, *Dear*, and Frank Sinatra's version of the film's title tune.

Pic opens September 22 at the Roxy.

# Sheet Groups Meet Again To Hypo Sales

NEW YORK, Sept. 9.—After a delay of some weeks occasioned by summer vacations, industry committees concerned with hypoing the sale of sheet music became active again. On Wednesday, committee to increase sheet music sales and the committee on industry-wide public relations each had a meeting. Latter committee discussed plans to enlist aid of radio and TV talent to help the sheet music drive. The committee is in receipt of letters from Rudy Vallee, now doing a syndicated transcribed deejay show, and Dave Miller, jock on WPAT, Paterson, N. J., indicating they would help if possible.

Miller, for instance, is already plugging sheet music to his listeners. Another air show which may be tied in with the drive is *Songwriters on Parade*, TV airer originating in Chicago. Arnold Shaw, Duchess Music topper, meets with Vallee soon to set that end of the proposition. In several weeks other aspects of the air drive are expected to be crystallized. On the committee, in addition to Shaw, are Walter Douglas, Music Publishers' Protective Association (MPPA) topper; Charles Tobias, clefter and vice-president of Songwriters Protective Association; Abel Green, Variety; and Joe Csida, *The Billboard*.

Pubbers' committee to increase sheet music sales met the same day and discussed dealer letters re the problem of sheet music. Dealers had two specific complaints. Firstly—the rack was in competition with dealer outlets, and secondly, the price differential on show tunes for sale on the rack in stores. With regard to the first, it was pointed out that in Portland, Ore., for instance, some 200 racks were competing with five retail outlets. On the second squawk, it was pointed out that a show tune sells for 35 cents on the rack and for 50 cents in stores.

Nothing definite was decided. Committee will hold further meetings.

# Johnny Meyers On AFM Default List

NEW YORK, Sept. 9.—Johnny Meyers, local promoter, has been placed on the defaulter's list of the American Federation of Musicians (AFM) for failure to pay off a claim of \$1,500 made by the Taps Agency on behalf of Sister Rosetta Tharpe and Marie Knight. Taps' claim was allowed by the International Executive board. Local 802, AFM, was notified of the Federation ruling.

Action started when Taps reported to AFM that Meyers failed to pay off a \$1,500 guarantee for a Sunday afternoon concert featuring Sister Tharpe and Miss Knight at Golden Gate Ballroom here in 1948.

# Chi Deal Brews For Bankrolled Orks on TV Net

CHICAGO, Sept. 9.—Pattern was shaping up here this week for a plan whereby name bands and top-salaried smaller musical units might be able to nab video sponsors on protracted web shows more easily. Worked out by Freddie Williamson, chief of Associated Booking Corporation here, plan would utilize Louis Armstrong's All Stars as lure in a deal which could be worked out for other musical aggregations.

Williamson got an okay this week from Frank Holtzfiend, op of the Blue Note, downtown jazz bistro which utilizes name jazz attractions, whereby Holtzfiend would utilize the Armstrong group for a 13-week period, starting sometime around January 1. Inking of Armstrong for a 13-week period would be a break in policy for the spot, which has had nothing longer than a four-week stay for its attractions. Armstrong is considered a perennial here, having just completed his fifth month-long stay here in 30 months, with biz the best of any stay thus far.

Holtzfiend agreed to the deal, only if he can get Armstrong at a better price than he normally pays Satchmo and his group, which includes such jazz greats as Earl Hines, piano; Jack Teagarden, trombone; Barney Bigard, clarinet, and Armstrong's trumpet.

In order to make up the difference in price, Williamson has already approached several agency reps here regarding a web video set-up for the jazz immortal group. Sponsor for such a show would get a special break in price, because Armstrong would not have to halt his personals to do the one-night TV shots.

Holtzfiend also has worked up a plan whereby he will get a network band remote wire into the Blue Note, starting with Armstrong's tentative January stay. In addition, Armstrong, who was featured a whole week recently on the government-bankrolled *Voice of America* propaganda airings to fete his birthday, would probably make a link with this federal airing. Armstrong also will be offered to the Armed Forces Radio Network, for which he did much e. t. work during World War II.

Holtzfiend has signified that he would be agreeable to another such proposition to follow Armstrong's 13-weeker or, perhaps, continue Armstrong for an indefinite period, if the TV seg can be continued on a web basis. He feels that his spot will get considerable national promotion, which would help it as a tourist mecca.

First definite gimmick for the contemplated Armstrong telecast would be Armstrong's interviewing a well-known music critic on the subject of what Satchmo platter he considers best and what the critic thinks of jazz in general.

# 'Irene' Gets Ready For Didoes on Stem

NEW YORK, Sept. 9.—"Irene" is set for some shenanigans on Broadway within a few days. Dewey Bergman, RCA Victor artist and repertoire exec, recently recorded Ziggy Talent doing *Say Good Night to the Guy, Irene*.

Tune, a comedy number, is of course a take-off on the best-seller, *Goodnight, Irene*. Latter is currently being piped onto the street from a number of Stem record shops. Victor has arranged for all-day plugging of its Ziggy Talent disk in stores immediately opposite those playing *Goodnight, Irene*. Victor disk goes on sale Friday (15).

# Tommy Dorsey

and His Orchestra



*NOW ON...*



**FIRST RELEASES**

**"SO LONG SALLY"**

*coupled with*

**"YOU'RE NOT IN MY  
ARMS TONIGHT"**

DECCA 27210 and DECCA \*9-27210

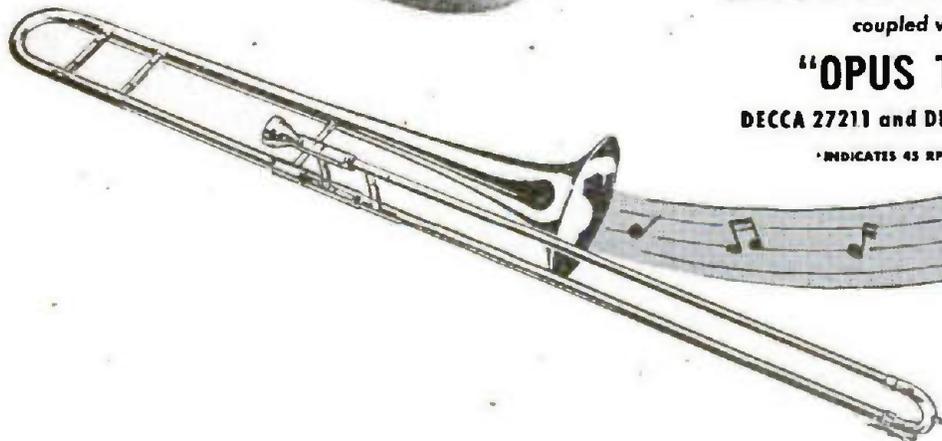
**"T.D.'s BOOGIE WOOGIE"**

*coupled with*

**"OPUS TWO"**

DECCA 27211 and DECCA \*9-27211

\*INDICATES 45 RPM VERSION



**AMERICA'S FASTEST SELLING RECORDS**

# SPA Launches Pact Battle; Renewal Clauses Sifted

(Continued from page 14)  
extends for only one more 28-year period. Of the 51 clauses in the 1947 contract, 43 are duplicated in the renewal form.

Piano-copy royalties are pegged in percentages on a sliding scale—a provision which is optional in the 1947 contract but mandatory in the renewal form. Percentages are considerably higher in the renewal form, as follows:

For the first 100,000 copies, writer gets 18 per cent of the wholesale selling price, with a minimum guarantee of 4 cents per copy; between 100,000 and 200,000 copies, 23 per cent and a minimum of 5 cents; between 200,000 and 300,000, 28 per cent and a 6-cent minimum; in excess of 300,000, 29 per cent and a 7-cent minimum.

Rates for a new tune as provided for in the 1947 form compare as follows:

First 100,000, 11½ per cent, 2½-cent minimum; 100,000-200,000, 16 per cent, 3-cent minimum; 200,000-300,000, 16 per cent, 3½-cent minimum; 300,000-400,000, 18 per cent, 4-cent minimum; 400,000-500,000,

20½ per cent, 4½-cent minimum; over 500,000, 23 per cent, 5-cent minimum.

Probable purpose of the mandatory sliding scale is to afford writers the benefits of augmented income from standards, which are frequently priced higher than pop tunes.

## Bonus Hypes Sales

As to the \$100 bonus and \$150 advance, these are probably included to motivate the publisher to exploit the tune. Usual practice with renewals is for publisher to keep them high and dry; the good old songs mean a lucrative catalog and strong availability ratings in the American Society of Composers, Authors and Publishers (ASCAP)—coupons to be clipped rather than live properties to be merchandised and plugged.

A special clause headed "exploitation" requires the publisher to maintain at all times a stock of regular piano copies of the tune, include the title in the firm's catalog, and "use every reasonable effort and means to exploit and promote the sale of the various uses of the composition." Clause replaces the "publication" clause in the 1947 form setting forth minimum publication requirements. Penalties for failure to exploit are laid out (maximum penalty being return of the copyright to the writer); these parallel the "failure to publish" clause in the 1947 form.

New contract provides for return of foreign rights to the writer on the expiration of the contract term unless foreign rights were granted to a foreign publisher prior to January 1, 1947. Another clause gives the publisher power of attorney to confirm renewal rights.

Provisions duplicate the 1947 contract on all other major points: Split on folios, orchs, band arrangements, mechanicals, syncs; clauses on block licensing, examination of books, accounting periods, etc., remain intact.

## Protected Since 1932

Reason the new form has been designed to cover pre-1932 tunes is that the first SPA contract went into effect in that year, and the clef's rights to renewal in tunes penned subsequently are protected in all SPA contracts. Many publishers are claiming title to renewal rights by virtue of assignments in pre-1932 contracts. The legality of these assignments is debatable in many cases, and will probably have to be solved in a court test (*The Billboard*, April 1).

Forms are being forwarded to writer members and publishers with covering letters under the signature of SPA Prexy Sigmund Romberg. The letter to writers points out that while publishers are not obligated to use the forms, clef's are urged to ask for them. Further, countersignature by SPA is not required as in the case of 1947-form contracts, but writers are asked to file copies with the association nevertheless. The letter to publishers also recommends they adopt the form for renewals, and states SPA will be glad to consider any publisher suggestions concerning its provisions—the latter phraseology suggesting SPA anticipates publishers may have a demurrer or two to the renewal stipulations.

## Fain, Harburg Form New Team

NEW YORK, Sept. 9.—Sammy Fain and Yip Harburg have been teamed and are currently working on a Broadway show as well as several non-show tunes.

New combo was put together by attorneys Lee Eastman and Herman Melcher. Eastman, incidentally, left for another combination business-pleasure junket to Europe last week.

## Philly Cop Goes Behop To Snare Tootler Addicts

PHILADELPHIA, Sept. 9.—A Philadelphia detective posed for more than a month as a drug addicted jazz musician here and in New York to get evidence that thus far has resulted in the arrest of eight persons on narcotic charges. The detective, Thomas Regler, proved such a good drummer that after sitting in with a band in New York's Greenwich Village, he was offered a job in the joint.

In order to break the drug racket that had been growing here among musicians, Regler, who has had considerable musical training, started out by brushing up on the latest musical slang and learning the names of the top musicians of the day—particularly those in bebop circles. Then he worked himself into the confidence of a group of jazzmen who frequented all-night restaurants. Gradually he became accepted and passed himself off as an unemployed drummer and a long-time addict to heroin. He listened to numerous jam sessions and many times took over the drums himself.

Regler's masquerade resulted in the arrest of a trumpeter, among others, credited with providing the musical set with drugs. Found on him were 100 heroin capsules and several marijuana cigarettes.

## Sigmund Gale Dies in N. York

NEW YORK, Sept. 9.—Sigmund Gale, 71, who along with his son, Agent-Manager Moe Gale, founded the Savoy Ballroom of Harlem here in 1926, died Thursday (7) in his office at the ballroom. Funeral services were held Sunday (10) at the Riverside Chapel here.

Gale and his son were preparing plans for the celebration of the silver anniversary of the Savoy Ballroom, skedded for the spring of 1951. Shortly after the opening of the terp palace, it became noted across the country as a mecca of hot jazz and out of it was born a parade of the leading Negro musicians and bands of the past couple of decades. Cab Calloway, the late Chick Webb and Count Basie, among many, were among those who used the ballroom as a springboard to fame.

The Savoy's popularity was put down for posterity in a noted hit song of the late '30s, *Stompin' at the Savoy*. Among many other things, the ballroom is accredited for having bred the *Lindy Hop*, which was the national craze of the dancing public in the mid-'30s. Oddly enough, tho the ballroom is best known for a steady diet of the best in jazz and hot music, the terper's house attendance record is held by Guy Lombardo. Such top name crews as those of Benny Goodman, the late Glenn Miller, Artie Shaw, the Dorsey Brothers, Harry James and Paul Whiteman have played the spot. The terper attracted top musicians from all over the country and its after-hours jam sessions attained fame in tootler circles across the nation.

The ballroom operation led Gale's son, Moe, to open his own booking agency, the Gale Agency, in 1940, in conjunction with his younger brother, Tim. The Gale Agency developed into one of the leading show business offices for Negro talent.

He also leaves another son, Dr. Conrad Gale, and his wife, Annie.

## Josh White Heads for TV London Dates

NEW YORK, Sept. 9.—Josh White, who last week appeared before the House Un-American Activities Committee to tell how he was duped by the Communists, left for London Saturday (9) to do two 45-minute telecasts over the British Broadcasting Corporation.

First one, skedded for September 14, will have White doing virtually his entire repertoire in a one-man concert, and the second, for which the date has not yet been set, will be the story of White's life. It is being produced by Joe O'Brien, of the Paris office of the ECA.

## Mercury, N. Granz File 3d Party Suit Against Neal Hefti

NEW YORK, Sept. 9.—Mercury Records and Norman Granz, bossman of the Jazz at the Philharmonic project, this week filed a third party action against composer-arranger Neal Hefti. The diskery and Granz filed the suit as a counter action to a suit filed by Castle Music, pubbery claiming infringement of a pair of Hefti tunes, *Repetition* and *Rhumbacito*.

Mercury and Granz claim that Hefti was commissioned and paid to compose a pair of original works for a Granz project, the *Jazz Scene* album, which was a de luxe deal peddled at \$25 per package. The diskery and JAPT boss claim that Hefti assigned the rights to them and made no mention of assigning prior pubbing rights to Castle or any other pubbery.

Listen for . . .

**"CHRISTMAS SYMPHONY"**

**"BONAPARTE'S RETREAT"**  
by  
**KAY STARR**  
Capitol 1-936

**MUSIC BOURNE TO LIVE**  
JUST SAY I LOVE HER  
VIC DAMONE  
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**STEPPING OUT PUNKY PUNKIN**  
Recorded by  
Fran ALLISON . . . . .Victor  
Ray CHARLES . . . . .MGM  
Rosemary CLOONEY . . . . .Columbia  
Teresa BREWER . . . . .London  
Roberta QUINLAN . . . . .Mercury  
and more to follow . . . . .fast!  
PAXTON MUSIC

For Christmas  
**C-H-R-I-S-T-M-A-S**  
and  
**THE MERRY CHRISTMAS POLKA**  
For the Winter Season  
**FROSTY THE SNOWMAN**  
MILL & RANGE Songs, Inc., N. Y.

**"DREAM A LITTLE DREAM-OF ME"**  
RECORDED BY  
CATHY MASTICE . . . . .Admiral  
DINAH SHORE . . . . .Columbia  
G. GIBBS-B. CROSBY . . . . .Coral  
JACK OWENS . . . . .Decca  
FRANKIE LAINE . . . . .Mercury  
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LATEST BALLAD  
**"YOUR NOT IN MY ARMS TONIGHT"**  
SANTLY-JOY, INC.  
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WITH THAT GREAT NEW CHRISTMAS MONEY MAKER

## RUDOLPH the RED-NOSED REINDEER

and

## "If it doesn't SNOW on Christmas"



Available on Columbia Record 38610  
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# COLUMBIA RECORDS

# Hit the HOLIDAY JACK POT with



"FROSTY the SNOW MAN"  
and

"WHEN SANTA CLAUS  
GETS  
YOUR  
LETTER"



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STOCK UP NOW ON THIS HAPPY

# COLUMBIA

FIRST, FINEST, FOREMOST IN RECORDED MUSIC

# These GREAT NEW AUTRY HITS!

## "LITTLE JOHNNY PILGRIM"

and

## "GUFFY the GOOFY GOBBLER"



BETTER CASH IN  
ON THESE GREAT  
AUTRY HITS!

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38985 Children's Set MJV-83  
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HOLIDAY FEAST OF HITS

# RECORDS

ORIGINATOR OF 33 1/3 LP RECORDS



# MUSIC—AS WRITTEN

## TD's Band on Two-Week Notice

Tommy Dorsey has his band on a two-week notice. The orkster has no bookings after he finishes at the Syracuse Hotel Sunday (17). Reportedly, the lay-off is temporary to give the overworked batoneer a chance for a few weeks' rest.

## London Palladium Woos Stafford for '51 Dates

Jo Stafford is being wooed by the London Palladium for an across-the-pond debut next summer. London agent Lou Grade has asked for Miss Stafford to concertize thru England and the Continent next summer. If tour goes thru, songstress will also play U. S. army bases in Europe.

## TV Gives Starr's "Cannonball" New Life

Video is a potent force in promoting disk sales, Capitol brass have concluded. Kay Starr's wax wares have always enjoyed a stronger following in the West because the songstress has played more p. a's there than in the East. Under pressure from Cap, the thrush hopped to New York in an effort to hypo disk sales there. Guesting on the Ed Sullivan show, she sang "Wabash Cannonball." Result? Disk Cap had thought was spun dry a couple of months ago, is flourishing anew with orders for that selection coming in so fast the diskery has resumed pressing it.

## Gallico Sets Flock of Disks for "Snowy Snow"

Pubber Al Gallico has set a flock of disks on "Snowy White Snow and Jingle Bells," for release late this month or early October. The tune, clefted by Billy Reid, who wrote "Tree in the Meadow," was a top seller in England last year. Disks already set by Gallico include Vaughn Monroe on Victor, Dick Jurgens on Columbia. Tom Harper on Columbia, Primo Scala on London and Tommy Tucker on MGM. The Andrews Sisters are scheduled to cut it for Decca next week on the Coast.

## Leo Disten Pro Manager for Harms

Leo Disten was appointed professional manager of the T. B. Harms pubbery, Chappell subsidiary, last week. Disten replaces Stan Stanley, who was upped to general manager of Chappell when Larry Spier exited the firm. Gus Gabriel and Fred Bienstock continue on the Harms professional staff.

## Morris Diamond To Blow Horn for "Tuba"

Paul Kapp, head of General Music, has hired contact man Morris Diamond, formerly with Dreyer Music, to work on "Tubby the Tuba," pop version of the sock kiddie item. Tune has been etched as a pop tune by Ethel Smith, Denny Kaye, Arthur Godfrey, Two-Ton Baker and others.

## New York:

Sammy Kaye will take his band and "So-You-Want-To-Lead-a-Band" gimmick out on the road for an extended one-nighter tour in October and November. Kaye figures to play some 50 dates in this period, thus marking his first lengthy promotion trip in some months. . . . Buddy Rich signed a management paper with the Shaw Artists Corporation for a five-year period. Rich will be sold as the leader of a sextet. The drummer-singer-dancer-maestro formerly had been with Cress Courtney. . . . The Avon Music pubbery, which holds the copyright on "Cincinnati Dancing Pig," has changed its name to Milon Music, Inc. The firm remains in the hands of Milt Stavin and continues to be licensed thru ASCAP. . . . Nat (King) Cole and his unit took off for England, where they will play a Palladium Theater date and will follow with some dates in the provinces.

Jud Rosengrant has been named Buffalo district manager for Bruce Distributing Company. The distribbrey, headed by Harry Sultan, has taken on the Varsity 99-cent LP and Children's Record Guild lines for the Statc.

Henry Jerome and ork are back at the Hotel Edison's Green Room for the third consecutive year. . . . The Sherwin Twins ork is playing nightly at Kahaner's Inn, Monticello, N. Y. . . . Bud Sloan, Seattle clefter, has started a pubbery, Melody Music.

Buddy Hughes, ex-Gene Krupa warbler, is fronting his own combo and doubling on bass in the Midwest. The group opens this week at the Chesterfield Club, Sioux City, Ia. . . . Julia Chester, of Mellin Music, left Thursday (31) for a two-week vacation on the Coast. . . . Billy Usselton, former Ray Anthony tenorman, has joined Tommy Dorsey, replacing Boomie Richman.

Thrush Evelyn Knight opens a three-week engagement at the Chase Hotel in St. Louis September 15. . . . Keyboardist Errol Garner, whose forthcoming Columbia album will be issued locally to coincide with this engagement, opens at Cafe Society Downtown here Thursday (14). . . . Shapiro-Bernstein pubbery last week acquired rights to "There's No Season on Love," clefted by Al Morgan, Deke Moffet and Otto Bessmeyer, which was recorded by Morgan for London. Pubbery paid a \$1,500 advance. . . . Frankie Laine racked up a near all-time one-week record gross at the Riverside Theater in Milwaukee when he drew about \$32,000. . . . Warbler Billy Eckstine likewise came close to a house record in a one-week date at the Apollo Theater here drawing over \$29,000 working on a 50-50 split deal.

King Cole Trio, on the strength of its first day's draw at the London Palladium Monday (4), was extended from two weeks to three. . . . Pubber Howie Richmond has registered at NYU for a course in "literary property and the law."

Nat Tannen leaves Wednesday for a 10-day trip to the Coast for Frank Music, pubbery he manages for tunesmith Frank Loesser. . . . Warbler Gordon MacRae is throwing a fan party backstage at the Strand Sunday (16). . . . Thrush Chubby Kemp left the Duke Ellington band last week. Ellington opens a three-week stint at the Paramount October 13. . . . Hot Lips Page signed with Coral. He was formerly with Columbia. . . . Ellington warbler Al Hibbler goes into Birdland October 5, while the band is at the Paramount. . . . Rudolph Bing, general manager of the Met Opera, returned from Europe last week. . . . Westminster Records has appointed

distributors in three territories formerly handled by sales representatives. Douglas Distributors takes over New York City and area, Bruce Distributing has Upper New York State, and Mutual Distributors has New England. . . . The September issue of Cosmopolitan has an article dealing with "obscene" and "party" records.

Nuptials of Edwin A. Stern, credit manager for MGM's big three pubberies, and Estelle Lehrman, non-professional, skedded for September 10 at the Park Sheraton. . . . Buddy Basch has added Spike Jones and Helen Grayco for Eastern disk promotion. . . . Tommy Valando is publishing a tune titled "Please Say Goodnight to the Guy, Irene," clefted by John Jacob Loeb and Dick Adler. First diskings is Ziggy Talent's for RCA Victor. Martin Block's son, Gene, was married September 1 to Fran Block, a former schoolmate at UCLA.

Columbia disk warbler, Guy Mitchell, opened September 4 at the Toronto Edison for three weeks. Hotel recently inaugurated a live talent policy. . . . Mindy Carson opened at the Baltimore Hippodrome September 7. She goes into the Roxy September 15. . . . Hal Miller, back from a three-week Southern tour, left last week-end on another plugging trip to Chicago on behalf of his Allen Music pubbery. . . . Robert Dewey Bergman, son of RCA Victor staffer Dewey Bergman and front for the diskery's new Bob Dewey ork, married Shirley Lund recently. . . . Latin pianist-orkster Fausto Curbelo has signed with Music Corporation of America (MCA). . . . Moe Gale's father died last week. . . . London thrush Teresa Brewer (Mrs. Bill Monohan) gave birth to a girl September 4 at the Westchester Square Hospital. . . . British publisher Edward Kassner is in town. . . . Attorney Lee V. Eastman flew to Italy September 6 for a two-week business trip.

Pubber Paul Heif is co-writer of "Cowboy Rumba" with Don George and Duke Ellington. Ellington band cut the disk for Columbia Records, with vocal by Woody Herman. . . . Lou Levy, Leeds Music chief, in from the Coast the past week-end. . . . Stumpy Brown, trombonist and brother of Les Brown, married last week.

Pianist Cy Coleman and his trio ushering in the fall season at the Raleigh Room Thursday (14). Outstanding keyboard artists, including Carmen Cavallaro, Vincent Lopez, Cy Walker, Skitch Henderson, George Shearing, Irving Fields, Joe Bushkin, Frankie Carle and others will be at the debut. . . . Bob Miller, chief of the contact men's union, hospitalized last week for an eye operation.

Nicolas Matthey and His Gypsy Orchestra last week opened for their fourth consecutive season at the Rendezvous Room, Hotel Plaza. . . . The Buddy Rocco Trio held over indefinitely at the De Witt Clinton Hotel, Albany, N. Y. . . . Maestro Griff Williams, aided by his lyric-writing wife, Dorothy Boatwick, has written a Korean marching song. Williams will premiere the piece at the Mark Hopkins Hotel, San Francisco, this week.

## Chicago:

Don Reid, the orkster, has filed with the American Federation of Musicians to obtain his release from his present MCA management pact. . . . McConkey Artists' Corporation has inked Ben Bodin's Pittsburgh ork to a pact. Orkster's name is being changed to "Buddy Lane." He opens at Melody Mill September 15. Ben Lejcar, op of Melody Mill, is reportedly searching for a name for the Christmas period, with Lejcar inking a pact for Jan Garber to open November 22. . . . Russ Carlisle opens for Maizie Hart at the Rice Hotel, Houston, November 3 for four weeks. Booking is first for McConkey office into the Texas hostelry. . . . Bob Weems, local promoter, has the entire 30 days of a theater tour by Roy Rogers. Tour is first one-day in theaters deal for Rogers in years. He previously worked concert tour in stadiums and arenas. . . . Mercury Records is working out a special promotional plan with its distribbers to assist in staging the Norman Granz Jazz at the Philharmonic junket (The Billboard, September 9). . . . Billy Bishop plays his first Cleveland date, opening at the Cleveland Hotel October 5. . . . Mel Marks, Variety Music reporter here, will marry Mary Harris, non-pro, October 23.

## Hartford, Conn.:

Al Carnevale, owner of Carnevale's Colonnade at East Haven, Conn., has inaugurated a new policy at the shore resort spot with name band appearances. Policy has dancing from 9 p.m. to 1 a.m., with admission \$1.50 per person. . . . Gallo's Terraces, Newington, Conn., is featuring open air dancing Thursday, Friday and Saturday nights, with music provided by Ricardo Silvia and his rumba orchestra. Dancing is also from 9 p.m. to 1 a.m.

Francis E. Stern, president of Stern & Company, Hartford area Columbia Records distributors, got back from a week's fishing vacation in New Brunswick, Canada. . . . Alfred P. Zambrano, at one time a music conductor on the old Keith-Orpheum Circuit, has been named full-time supervisor of music in Killingly, Conn., schools. . . . Post & Lester, area distributor of Decca Records, has renovated and modernized its showroom and offices here.

## Pittsburgh:

Kelly Camarata, who now owns Abbey Records with Pete Doraine, in town for Jockey and distributor coverage. While here he bought a new tune composed by Ralph Harrison, agent and band leader. . . . Ted Okon, former flack for WDTV, resigned to take over record promotion for Al Morgan, TV, record and nitery-vaude star. . . . Billy Duke and the Four Dukers set for the Carnival Lounge, opening September 18. . . . Bob Thiele, Signature Records prexy, was due back in town Labor Day week with Jimmy Saunders, who has a week at the Copa. While here, he will talk over the tunes to be cut on September 14 with Sylvia Karlson, new thrush on the label. Ray Bloch's ork will back on the sides.

## Philadelphia:

Harry (Doc) Bagby, former band and combo leader, embarking on a solo organ-playing career, with Jimmy Holmes teamed for the vocal chores. . . . Sadlers Wells Ballet balked at hiring local musicians for their three performances at the Academy of Music in October. But the local musicians' union cracked down and they must hire the minimum of 16 local men. . . . Risa Bronson, fem bass player formerly with the Sweethearts of Rhythm band, has her own combo in Three Kats and a Kitten locating at Pitts' (See Music as Written on page 47)

# CASH IN... with EDDY ARNOLD

THE TENNESSEE PLOWBOY

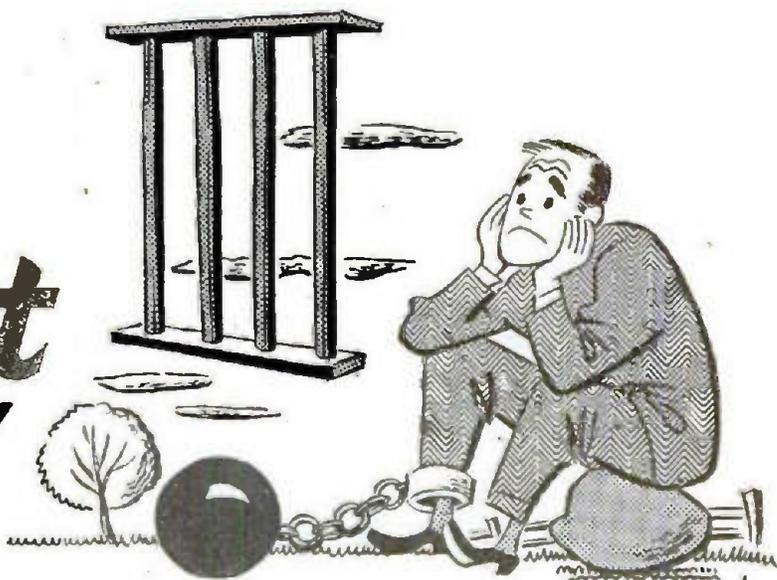
his Newest RCA VICTOR Release



## " LOVE BUG ITCH "

Two More HILL & RANGE HITS!

## " Prison Without Walls "



**HURRY!** Order Yours Today—RCA Victor No. 78 RPM 21-0382 45 RPM 48-0382

Exclusive Management: THOMAS A. PARKER • Box 417 • Madison, Tenn.

# BUDDY WILLIAMS

(Exclusive Rainbow Recording Artist)

## AND HIS GOLDEN ECHO MUSIC



# STAIRWAY TO THE STARS

VOCAL BY THE ECHO-AIRES  
RAINBOW RECORD #30022

*And Still Going Strong*  
**ON THE MALL**

(Instrumental)

RAINBOW RECORD #40088

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767 TENTH AVENUE NEW YORK, N. Y.

# The Billboard MUSIC POPULARITY CHARTS

PART I

## The Nation's Top Tunes

Based on reports received last three days or Week Ending September 8  
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

This Week Last Week

**1. GOODNIGHT, IRENE** 1  
By Huddle Ledbetter and John Lomax  
Published by Spencer (BMI)  
Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lea Carr, Dec 48167; J. Shook D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.  
Electrical transcription libraries: Ray Anthony, Lang-Worth.

**2. MONA LISA** 2  
By Jay Livingston and Ray Evans  
Published by Famous (ASCAP)  
From the Paramount film, "Captain Carey, U. S. A."  
Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 30689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514.  
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

**3. PLAY A SIMPLE MELODY** 3  
By Irving Berlin  
Published by Irving Berlin (ASCAP)  
Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; O. Shore M. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

**4. SAM'S SONG** 4  
By Jack Elliot and Lew Quadling  
Published by Sam Weiss (ASCAP)  
Records available: J. "Fingers" Carr, Cap 982; G. & B. Crosby M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleh Ork, London 693; F. Martin Ork, V(45)47-3748; Melodeon, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.  
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.

**5. TZENA, TZENA, TZENA** 5  
("Copyright in dispute")  
Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Gates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus.

**6. BONAPARTE'S RETREAT** 6  
By Pee Wee King  
Published by Acuff-Rose (BMI)  
Records available: G. Krupa, V(78)20-3746, (45)47-3746; L. McAlliff, Col(78)20706, (33)2-664; P. Napoleon, Col 38691; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.  
Electrical transcription libraries: Jack Rivers, Standard.

**7. COUNT EVERY STAR** 7  
By Bruno Coquatrix and Sammy Gallop  
Published by Paston (ASCAP)  
Records available: R. Anthony, Cap 859 and 979; M. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jaffries, Col(78)38752, (33)1-595; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111; S. Stitt, Prestage 718.  
Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated.

**8. ALL MY LOVE** 8  
By Al Jolson, Harry Akst and Sol Chaplin  
Published by Harms (ASCAP)  
Records available: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; D. Shore, Col 37955.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**9. CAN ANYONE EXPLAIN!** 9  
By Bonnie Benjamin and George Weiss  
Published by Valendo (ASCAP)  
Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arcs 1259; V. Damone, Mer 5474; L. Green-The Honeydramers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10777; D. Shore-M. Zimmerman Ork, Col(78)38927, (33) 1-759; Soft Notes, Mer 5464.

**10. LA VIE EN ROSE** 10  
By Pierre Louiguy and Etack David  
Published by Harms, Inc. (ASCAP)  
Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30222; T. Martle, V 20-3819; Melachrine Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816.  
Electrical transcription libraries: Skinny Ennis, Standard.

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

### WARNING

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# This week's New Releases ... on RCA Victor

Release 50-37

*Ships Coast to Coast, Week of September 17*

## POPULAR

### SPIKE JONES

Yes! We Have No Bananas  
Yaaka Hula Hickey Dula  
20-3912—(47-3912)\*

### LISA KIRK with Orchestra conducted by Henri Rene

Life Is So Peculiar  
I'm Gonna Hang Your Picture in the Post Office  
20-3914—(47-3914)\*

### VAUGHN MONROE

Frosty the Snow Man  
Could Be  
20-3915—(47-3915)\*

### FRAN WARREN with Hugo Winterhalter and his Orchestra

My Silent Love  
Look to the Rainbow  
20-3916—(47-3916)\*

### JANE PICKENS with HUGO WINTERHALTER'S ORCHESTRA and CHORUS

God Bless America  
America the Beautiful  
20-3903—(47-3903)\*

## WESTERN

### ROY ROGERS

Frosty the Snow Man  
Gabby the Gobbler  
21-0374

## CHILDREN'S

### ROY ROGERS

Frosty the Snow Man  
Gabby the Gobbler  
47-0255\*

## COUNTRY

### EDDIE MARSHALL

Buddy Stay Off of That Wine  
I Could Lose These Blues  
21-0385—(48-0385)\*

### ANITA CARTER

Somebody's Crying  
Johnny's Got a Sweetheart  
21-0387—(48-0387)\*

## POP-SPECIALTY

### BERNIE WYTE

The Barking Dog Polka  
Chinese Polka  
25-1173—(51-1173)\*

\*45 r.p.m. Nos.

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



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

**7** . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of Sept. 9). Obviously, sure things!

- \$ Bonaparte's Retreat**  
Gene Krupa . . . . . 20-3766—(47-3766)\* **7**
- \$ Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* **7**
- \$ I Love the Guy**  
Fran Warren . . . . . 20-3848—(47-3848)\* **7**
- \$ I Need You So**  
Don Cornell . . . . . 20-3884—(47-3884)\* **7**
- \$ I'm Movin' On**  
Blank Snow . . . . . 21-0328—(48-0328)\* **7**
- \$ La Vie En Rose**  
Tony Martin . . . . . 20-3819—(47-3819)\* **7**  
Ralph Flanagan . . . . . 20-3889—(47-3889)\* **7**  
Melachrino Strings . . . . . 20-3739—(47-3739)\*
- \$ Mona Lisa**  
Ralph Flanagan . . . . . 20-3888—(47-3888)\* **7**  
Dennis Day . . . . . 20-3753—(47-3753)\*
- \$ Music, Maestro, Please**  
Tony Martin . . . . . 20-3883—(47-3883)\*
- \$ The Red We Want Is the Red We've Got**  
Ralph Flanagan . . . . . 20-3904—(47-3904)\* **7**
- \$ Take a Letter, Miss Smith**  
Tony Martin and Fran Warren . . . . . 20-3874—(47-3874)\*
- \$ Tzena, Tzena, Tzena**  
Ralph Flanagan . . . . . 20-3847—(47-3847)\*



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

- ★ The Beer That I Left on the Bar**  
Vaughn Monroe 20-3880—(47-3880)\*  
No. 9 Disc Jockeys Pick, Billboard, September 9th.
- ★ If You Should Leave Me**  
Eddie Fisher 20-3901—(47-3901)\*  
No. 7 Operators Pick, Billboard, September 9th.
- ★ Nevertheless**  
Ralph Flanagan 20-3904—(47-3904)\*  
No. 4 Disc Jockeys Pick, Billboard, September 9th.
- ★ Orange Colored Sky**  
Betty Hutton 20-3908—(47-3908)\*  
The Billboard Picks, September 9th—A refreshing new rhythm novelty with a persuasive twist.

## TIPS

**MR. TOUCHDOWN, U. S. A.**

**HUGO WINTERHALTER**  
20-3913—(47-3913)\*

The stars who make the hits  
are on

# RCA VICTOR Records

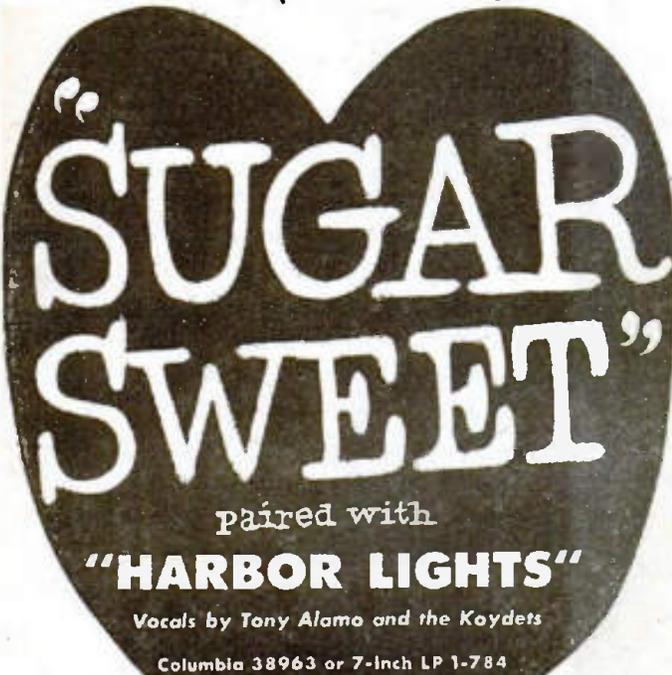
RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



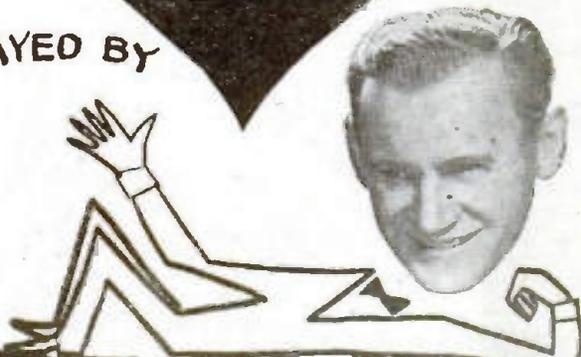
JAN FEB MAR *The* APRIL MAY JUNE *Swings* JULY AUG SEPT to OCT NOV DEC "45"

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**"SUGAR SWEET"**  
paired with  
**"HARBOR LIGHTS"**  
Vocals by Tony Alamo and the Koydets  
Columbia 38963 or 7-Inch LP 1-784

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FOR UNINTERRUPTED LISTENING PLEASURE

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART II**  
**Sheet Music**  
Based on reports received last three days of Week Ending September 8

**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	Title	Composer	Publisher
9	1	1	1	GOODNIGHT, IRENE (R)		Spencer
14	2	2	2	MONA LISA (F) (R)		Famous
11	3	3	3	PLAY A SIMPLE MELODY (R)		Berlin
10	4	4	4	SAM'S SONG (R)		Sam Weiss
7	5	5	5	TZENA, TZENA, TZENA (R)		Copyright in dispute
7	8	6	6	LA VIE EN ROSE (R)		Harms
25	6	7	7	THIRD MAN THEME, THE (F) (R)		Chappell
16	7	8	8	COUNT EVERY STAR (R)		Paxon
4	13	9	9	BONAPARTE'S RETREAT (R)		Acuff-Rose
2	14	10	10	ALL MY LOVE (R)		Mills
2	12	11	11	CAN ANYONE EXPLAIN? (R)		Vaiando
17	10	12	12	I WANNA BE LOVED (R)		Supreme
21	11	13	13	BEWITCHED (R)		Chappell
21	—	14	14	OLD PIANO ROLL BLUES, THE (R)		Leeds
4	9	15	15	NO OTHER LOVE (R)		Walt Disney

**ENGLAND'S TOP TWENTY**

POSITION	Weeks to date	Last Week	This Week	Title	Composer	Publisher
13	1	1	1	BEWITCHED		Chappell
7	2	2	2	SILVER DOLLAR		Pic Music, Ltd.
22	3	3	3	MY FOOLISH HEART		Sun
4	7	4	4	IF I WERE A BLACKBIRD		Box & Cox
14	5	5	5	DADDY'S LITTLE GIRL		Yale
5	6	6	6	SENTIMENTAL ME		Cinephonic
5	13	7	7	HAVE I TOLD YOU LATELY?		Leeds
17	4	8	8	DEARIE		Campbell-Connelly
3	14	9	9	SAM'S SONG		Starling
4	8	10	10	ONCE IN A WHILE		Magna
14	10	11	11	I REMEMBER MY FIRST LOVE		Arcadia
9	9	12	12	IF I LOVED YOU		Williamson
18	11	13	13	LET'S DO IT AGAIN		Lennox
7	15	14	14	CANDY AND CAKE		Irwin Dash
18	15	15	15	QUICKSILVER		W. H. Morris
9	17	16	16	YOUR HEART AND MY HEART		Lawrence Wright
19	12	17	17	THAT OLD PIANO ROLL BLUES		Leeds
1	—	18	18	MONA LISA		New World
18	16	19	19	OH, YOU SWEET DNE		Southern
1	—	20	20	TZENA, TZENA, TZENA		Copyright in dispute

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

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# THE TOP TUNES OF THE DAY

are on



## TOP POPPS!

	78 RPM	45 RPM
"MONA LISA" Nat "King" Cole.....	1010	F1010
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"SOMETIME," "NO OTHER LOVE" Jo Stafford .....	1053	F1053
"NOLA," "JEALOUS" Les Paul.....	1014	F1014
"AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Starr-Ernie.....	1124	F1124
"I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford .....	1142	F1142
"CININNATI DANCING PIG," "BRIGHT LIGHTS AND BLDND HAIRD WOMEN" Ernie.....	1174	F1174
"HOME" Nat "King" Cole.....	1133	F1133
"I LOVE YOU BECAUSE" Jan Garber.....	983	F983
"SAM'S SONG," "IVORY RAG" Joe "Fingers" Carr.....	962	F962
"COUNT EVERY STAR" Ray Anthony.....	979	F979

## TOP WESTERNS!

TENNESSEE ERNIE "Cincinnati Dancing Pig".....	1174	F1174
TEX WILLIAMS "Wild Card" .....	1166	F1166
LEON PAYNE "Did I Forget To Tell You".....	1164	F1164
HANK THOMPSON "When God Calls His Children Home".....	1163	F1163
TENNESSEE ERNIE "What This Country Needs".....	1159	F1159
LEON CHAPPEL "Keep Him Satisfied" .....	1156	F1156
JIMMY WAKELY "Mona Lisa" .....	1151	F1151
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!".....	1150	F1150
JESS WILLARD "New Panhandle Rag".....	1101	F1101
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952



"I TAUT I TAW  
A PUDDY TAT"  
Warner Bros. Academy Award Winning  
"TWEETIE PIE"  
Now On A Capitol Full-Color  
Picture Sleeve Record—45 or 78!

Les Paul

coupled with

A real strong follow-up to "Nola" which is still a top seller

"GOOFUS"

"SUGAR SWEET"

78 rpm No. 1192 • 45 rpm No. F1192

Joe "Fingers" Carr

coupled with

"THE RED WE'VE GOT"

"CININNATI DANCING PIG"

78 rpm No. 1182 • 45 rpm No. F1182

P.S. Ops & Jocks say heavy play on "Ivory Rag" (back side of "Sam's Song")

Johnny Parker

coupled with

New Capitol vocalist scores on an initial release with

"CAN'T SEEM TO LAUGH ANY MORE"  
and "NEVER AGAIN"

Orchestra conducted by Pete Rugala

78 rpm No. 1162 • 45 rpm No. F1162

Benny Strong

coupled with

and His Orchestra

revive, in their inimitable style, two oldies

"HEART OF MY HEART"  
and "OLD GANG OF MINE"

78 rpm No. 1179 • 45 rpm No. F1179

Russ Carlyle

coupled with

"DERBECKI"  
and

"COME LIVE WITH ME"

78 rpm No. 1185 • 45 rpm No. F1185

It's New! It's Interesting! It's Listenable! It will Sell!

The Billboard

MUSIC POPULARITY CHARTS

PART III

Based on reports received last three days of Week Ending September 8



Radio Popularity

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 reports from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last   This to date   Week   Weeks	RECORDS	ARTIST	Label	
10	1	1.	GOODNIGHT, IRENE	G. Jenkins-Weaver	Cap(78)27077, (45)9-27077-BMI
15	2	2.	MONA LISA	Nat "King" Cole	Cap(78)1010, (45)F-1010-ASCAP
8	3	3.	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112, (45)9-27112-ASCAP
8	4	4.	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112, (45)9-27112-ASCAP
13	5	5.	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936-BMI
4	7	6.	ALL MY LOVE	P. Page	Mercury(78)5455, (45)945X45-ASCAP
11	6	7.	TZENA, TZENA, TZENA	G. Jenkins-Weaver	Dec(78)27077, (45)9-27077-ASCAP
7	8	8.	GOODNIGHT, IRENE	F. Sinatra	Cap(78)38892, (33)1-718-BMI
3	10	9.	CAN ANYONE EXPLAIN?	R. Anthony	Cap(78)1131, (45)F-1131
1	—	10.	I LOVE THE GUY	S. Vaughan	Cap(78)38925, (33)1-757-ASCAP
4	19	11.	GOODNIGHT, IRENE	J. Stafford	Cap(78)1142, (45)F-1142-BMI
1	—	12.	CINCINNATI DANCING PIG	V. Damone	Mercury(78)5477, (45)547X45-ASCAP
9	9	13.	TZENA, TZENA, TZENA	V. Damone-G. Osse Ork	Mercury(78)5454, (45)545X45-ASCAP
2	17	14.	DREAM A LITTLE DREAM OF ME	J. Owens	Dec(78)27096-ASCAP
10	13	15.	TZENA, TZENA, TZENA	M. Miller	Cap(78)38885, (33)1-706-ASCAP
17	11	16.	COUNT EVERY STAR	R. Anthony	Cap(78)979, (45)F-979, Cap(78)859, (45)F-859-ASCAP
4	16	17.	CAN ANYONE EXPLAIN?	Ames Bros.	Coral(78)60253, (45)9-60253
2	13	18.	JUST SAY I LOVE HER	V. Damone	Mercury(78)5474, (45)547X45-ASCAP
8	—	18.	BONAPARTE'S RETREAT	G. Krupa	V(78)20-3766, (45)47-3766-BMI
3	27	20.	MONA LISA	R. Flanagan	V(78)20-3888, (45)47-3888-ASCAP
4	17	21.	GOODNIGHT, IRENE	Dennis Day	V(78)20-3870, (45)47-3870-BMI
14	—	21.	COUNT EVERY STAR	H. Winterhalter	V(78)20-3692, (45)47-3221-ASCAP
11	27	23.	I WANNA BE LOVED	B. Eckstine	MGM 10716-ASCAP
6	20	24.	NOLA	L. Paul	Cap(78)1014, (45)F-1014-ASCAP
10	26	25.	SAM'S SONG	J. (Fingers) Carr	Cap(78)962, (45)F-962-ASCAP
19	25	26.	I WANNA BE LOVED	Andrew Sisters-G. Jenkins	Dec(78)27007, (45)9-27007-ASCAP
13	12	27.	LA VIE EN ROSE	P. Weston	Cap(78)890, (45)F-890-ASCAP
1	—	27.	COUNT EVERY STAR	D. Haymes-A. Shaw Ork	Dec(78)27042, (45)9-27042-ASCAP
4	24	29.	MUSIC, MAESTRO, PLEASE	F. LaRue	Mercury(78)5458, (45)545X45-ASCAP
5	22	30.	NO OTHER LOVE	J. Stafford	Cap(78)1053, (45)F-1053-ASCAP

Vox Jox

**PREEMS . . .** Alix Blake, formerly with WENT, Gloversville, N. Y., is now doing the "Teenage Show" for WPTX, Albany, N. Y. . . . Len Mohnkern has exited WKZR, Oil City, Pa., to join WAVL, Apollo, Pa. New staffers at former station are Chuck Chido and Mike Gale, ex-KHMO, Hannibal, Mo. It's a return job for Gale. . . . Ray Normand, WFAU, Augusta, Me., is joining WCOU, Lewiston, Me. . . . Bill Elliott, WNOE, New Orleans, has signed to emcee a series of transcribed shows "Dixieland Jazz-boree" for Berry Cup Wines. . . . Gil Brooks, WKNA, Charleston, W. Va., has snagged a new daily quiz show, featuring queries about the Mountain State. . . . Dave Mohr, ex-WTWN, St. Johnsburg, Vt., now with WKBN, Hartford and New Britain, Conn. . . . Allan Brown, WLCH, Torrington, Conn., is piloting a new disk show tagged "Allan Brown's Corner." . . . Bob Long, Bob Sarquis and Ken DeVaney are all leaving KRDU, Dinuba, Calif., to return to school. . . . Jim Bailey will replace DeVaney and Leon Jones takes over for Sarquis. Long and DeVaney will return in late September to take over the station's Saturday night spot. . . . Another off-to-schooler is Joe Richard, WHOB, Gardner, Mass., who returns to senior year of high school. He'll function as a station announcer part-time. . . . Still another pair of d. j.'s are going collegiate with Dan Austin, KFBB, and Bud Robinson, KMON, Great Falls, Mont., leaving for Denver University September 15 to "see how far we can get thru college before we get drafted." The boys wonder if "any Denver station is short of d. j.'s?"

**GAB BAG . . .** Bob Douglas, WSAM, Saginaw, Mich., says his main gripe is that there aren't enough band instrumental disks and too many "production numbers like Winterhalter and Jenkins." He adds, "I absolutely refuse to play 'Goodnight, Irene.' Anyone can play nothing but requests." . . . In a like vein Art Leavitt, KOCY, Oklahoma City, pens, "I have nothing personal against the composers, publishers or press agents pushing 'Goodnight, Irene,' but it's such in my estimation that it will always be off any of my d. j. shows." . . . Geo Curtis, WGAN, Portland, Me., writes, "Well, I've finally been fortunate enough to break into summer stock. This coming week I have a part with the Equity group production of 'Arsenic and Old Lace' at Deertree's Theater, Harrison, Me. All this is an attempt on my part to get set for television." . . . Maurice Jackson, WHHM Memphis, says, "My show is seven hours long, seven nights a week, and I claim it's the longest program in radio. Is there any show longer than mine?" . . . Ted Booth, WJAX, Jacksonville, Fla., wonders "what became of Barbara Ruthe, of Mercury Records' Chicago office, and the good disk jockey service she used to furnish while I was working in Kansas." . . . Ted Knapp, KATL, Houston, says, "Hey, I'm six foot seven inches. Got any taller jockeys?" . . . Ted Jones, KLEE, Houston, is "fresh out of gimmicks to use on my 'Ted's Corner' show. Sure would appreciate any help you guys can give me. Especially need audience-building material." . . . Dick Stadler, and Bob Sullivan, WMRN, Marion, O., interviewed Tex Beneke last month and writes "Tex tells us that the Flanagan-Miller mix-up may be accorded to a mistake in names. Bill Finegan was once Miller's top arranger." . . . Frank Lokey, WBIG, Greensboro, N. C., who is heading north for a New York vacation posts, "This will be my first trip above the Mason-Dixon line. Is it true what they say about Yankee land? Are Northern folks really cold and inhospitable? I'm going to see for myself!" . . . Dick Bower, WRAC, Williamsport, Pa., says, "The material I find in The Billboard certainly comes in handy for building the 'Platter Chatter' part of my show." . . . Mel Conner, KLFPR, Oklahoma City, gripes, "We've received only two records from Columbia in the past two months, one broken, the other too scratchy to play. RCA sends up a weekly card about its new shipments, and so far we've received six cards promising 26 records; but we've received exactly four of these records. Why does RCA bother to send the post-cards telling us about records which they refuse to send us? Maybe they've decided that jock plugging is no longer of any value. However,

SONGS WITH GREATEST RADIO AUDIENCES (ACB)

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

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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(Beginning Friday, Sept. 1, 8 a.m., and ending Friday, Sept. 8, 8 a.m.)

All My Love (R)	Millie-ASCAP
Bewitched (R)	Chappell-ASCAP
Bonaparte's Retreat (R)	Acuff-Rose-BMI
Can Anyone Explain? (R)	Laurel-ASCAP
Can't We Talk It Over? (R)	Advanced-ASCAP
Count Every Star (R)	Paxton-ASCAP
Daddy's Little Boy (R)	Beacon-BMI
Don't Rock the Boat (Dee F) (R)	E. H. Morris-ASCAP
Dream a Little Dream of Me (R)	Words & Music-ASCAP
Golden Sails on a Sea of Blue (R)	Goday-BMI
Goodnight, Irene (R)	Spencer-BMI
Home Cookin' (F) (R)	Famous-ASCAP
Hoop-Dee-Do (R)	E. H. Morris-ASCAP
I Cross My Fingers (R)	United-ASCAP
I Didn't Know What Time It Was (R)	Chappell-ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous-ASCAP
I Love the Guy (I Love the Girl) (R)	Shapiro-Bernstein-ASCAP
I Wanna Be Loved (R)	Supreme-ASCAP
I'll Always Love You (F) (R)	Famous-ASCAP
La Vie En Rose (R)	Harms-ASCAP
Let's Do It Again (R)	Robbins-ASCAP
Little Bit Independent, A (R)	Bregman-Vocco-Cobb-ASCAP
Mambo Jambo (R)	Peer-BMI
Mona Lisa (F) (R)	Paramount-ASCAP
Nevertheless (F) (R)	Chappell-ASCAP
Play a Simple Melody (R)	Berlin-ASCAP
Sam's Song (R)	Sam Weiss-ASCAP
Sometime (R)	Witmark-ASCAP
Thinking of You (R)	Remick-ASCAP
Third Man Theme, The (F) (R)	Chappell-ASCAP
Why Fight the Feeling? (F) (R)	Paramount-ASCAP

SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

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

Week of August 31 to September 6

	Tot. Pts.
1. Hoop-Dee-Do-Morris	85
2. I Love the Guy-Shapiro	84
3. Bewitched-Chappell	65
4. La Vie En Rose-Harms	60
5. I Don't Care If the Sun Don't Shine-Famous	55
6. Daddy's Little Boy-Beacon	40
7. Friendly Star-Feist	35
8. Goodnight, Irene-Spencer	30
9. I Wanna Be Loved-Supreme	30
10. Just Say I Love Her-A. B. C.	30
11. All My Love-Millie	25
12. If You Were My Girl-Duchess	25
13. You Wonderful You-Miller	25
14. Can Anyone Explain-Vlando	20
15. Cincinnati Dancing Pig-Old Hickory	20
16. Count Every Star-Paxton	20
17. Don't Rock the Boat-Morris	20
18. Dream a Little Dream of Me-Word & Music	20
19. Golden Sails-Goday	20
20. Home Cookin'-Famous	20
21. I Didn't Slip, I Wasn't Pushed, I Fell-Remick	20
22. Let's Goo Choo Choo to Idaho-Robbies	20
23. Let's Do It Again-Robbins	20
24. Mona Lisa-Paramount	20
25. My Foolish Heart-Santly	20
26. Nevertheless-Crawford	20
27. Old Piano Roll Blues-Leeds	20
28. Play a Simple Melody-Berlin	20
29. Third Man Theme-Chappell	20
30. Mambo Jambo-Peer	15

during the past six weeks not one RCA record has placed in the local top five retail record sales. Hats off to Capitol, Decca, MGM and Mercury for perfect co-operation with our station. We appreciate and find no difficulty spinning all their records often." . . . D. M. Dweley, KSUE, Susanville, Calif., thinks "Ralph Flanagan's d. j. questionnaire is a mighty sharp idea. Could be Ralph's fine co-operation with the d. j.'s is paying off for his band. It's nice to see this 250 watter wasn't left out. We wondered if the band leaders and record companies ever counted us 'wee ones.'"


**CURRENT RELEASES**

  
**VIC DAMONE**

WITH RALPH MARTIERE AND HIS ORCHESTRA

"TAKE ME IN YOUR ARMS"

"BELOVED BE FAITHFUL"

MERCURY 5486 45 RPM • 5486x45

**RICHARD HAYES**

 AND JERRY MURAD'S HARMONICATS  
 WITH GEORGE BASSMAN'S ORCHESTRA

"CAN'T SEEM TO LAUGH ANYMORE"

"JING-A-LING JING-A-LING"

MERCURY 5492 45 RPM • 5492x45

**DINAH WASHINGTON**

WITH ORCHESTRA

"HARBOR LIGHTS"

"I CROSS MY FINGERS"

MERCURY 5488 45 RPM • 5488x45

**TONY MARTIN**

"TEA FOR TWO"

"THAT OLD BLACK MAGIC"

MERCURY 5489

 JERRY MURAD'S  
**HARMONICATS**

 WITH  
 DAVID LE WINTER At The Piano

"PETITE WALTZ"

"WARSAW WALTZ"

MERCURY 5493 45 RPM • 5493x45

**LAWRENCE WELK**

AND HIS CHAMPAGNE MUSIC

"PETITE WALTZ"

"I'M IN THE MIDDLE OF A RIDDLE"

MERCURY 5487 45 RPM • 5487x45

**MUGGSY SPANIER**

AND DIXIELAND BAND

"HOME"

"IT'S A LONG WAY TO TIPPERARY"

MERCURY 5494 45 RPM • 5494x45

**RALPH MARTIERE**

AND HIS ORCHESTRA

"SUMMER NIGHT"

"SCENES"

MERCURY 5481 45 RPM • 5481x45

**COMING UP FAST**
**FRANKIE LAINE**

"MUSIC MAESTRO PLEASE"

"DREAM A LITTLE DREAM"

Mercury 5458 45 RPM • 5458x45

**EDDY HOWARD**

"I'M FOREVER BLOWING BUBBLES"

"THE RED WE WANT, etc."

Mercury 5490 45 RPM • 5490x45

**JAN AUGUST**

"MY SILENT LOVE"

"YOU'VE GOT ME CRYING AGAIN"

Mercury 5478 45 RPM • 5478x45

**VIC DAMONE**

"JUST SAY I LOVE HER"

"CAN ANYONE EXPLAIN"

Mercury 5474 45 RPM • 5474x45

**KITTY KALLEN—  
RICHARD HAYES**

"LADY OF FATIMA"

"HONESTLY I LOVE YOU"

Mercury 5466 45 RPM • 5466x45

**PATTI PAGE**

"ALL MY LOVE"

"ROSES REMIND ME OF YOU"

Mercury 5455 45 RPM • 5455x45

**HARMONICATS**

"HARBOR LIGHTS"

"AT SUN DOWN"

Mercury 5461 45 RPM • 5461x45

**TWO-TON BAKER**

"LETS DO IT AGAIN"

"KANSAS CITY KITTY"

Mercury 5445

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS

★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 8



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks [Last] to date, [Week] [Week], and record titles/artists. Includes entries like GOONIGHT, IRENE, MONA LISA, SIMPLE MELODY, SAM'S SONG, TZENA, TZENA, TZENA, BONAPARTE'S RETREAT, CAN ANYONE EXPLAIN?, I'LL NEVER BE FREE, NO OTHER LOVE, MONA LISA, OUR LADY OF FATIMA, THIRD MAN THEME, NOLA, ALL MY LOVE, I'LL ALWAYS LOVE YOU, LA VIE EN ROSE, THIRD MAN THEME, BONAPARTE'S RETREAT, MUSIC, MAESTRO, PLEASE, COUNT EVERY STAR, I WANNA BE LOVED, TZENA, TZENA, TZENA, VAGABOND SHOES, SOMETIME, I WANNA BE LOVED, GOONIGHT, IRENE, HARBOR LIGHTS, OUR LADY OF FATIMA, COUNT EVERY STAR, COUNT EVERY STAR, TZENA, TZENA, TZENA, RED WE WANT IS THE RED WE'VE GOT.

Dealer Doings

INFO ADS BETTER... "We are getting nowhere fast with co-op ads," writes Altone Music, West Allis, Wis., so we decided to use a more personal approach to the problem of public ignorance of the advantages of 45-r.p.m. records. In all, we placed one ad each week and sales doubled and tripled, the ads stirred up interest in this community and we started seeing record customers who hadn't been in months. Type of ad used by Altone was a series of facts about 45-r.p.m. disks, including statistics on number of players sold, number of records sold and number of artists on all labels issuing 45-r.p.m. disks.

NO SUMMER SLUMP... "We had no summer slump this year. In fact, every month this year has been better than last year," says Hollis Pace, owner of Pace Music Company, Saginaw, Mich. Service, selection and hours are given by Pace as the keys to success. The store is open until 10 p.m. every day except Sunday. He claims that the three-speed situation is no longer a problem, that the best sellers, in order, are 78, 33 and 45. After three years in business, Pace is sold on the consistent use of radio spot announcements, steady newspaper advertising and tie-ins with local theaters.

NEWS AND CHATTER... Felix Valdera, owner of the Paramount Record Shop, Philadelphia, devoted store space to the advance sale of tickets to the National Baptist Convention musicale... Tying in with the local Decca distributor, the Schuster stores, Milwaukee, staged a buffet luncheon for Evelyn Knight, plus a personal appearance of the singer at the Schuster Mitchell Street store, and on the stores' WTMJ-TV video show. Festivities were planned by Gertrude Goodrich, disk buyer for the chain... Town & Country Music, Westwood, N. J., is setting up a music school, with Virgil Davis, of the Fred Waring orchestra, and Marvin Klavin, of Tony Pastor's band, as teachers... Named as president and general manager of Palo Alto Melody Lane, Palo Alto, Calif., was Robert Martin, formerly record department manager for the Tupper & Reed and Art Music Company stores in Berkeley, Calif., and Capitol Records' branch manager in Seattle... Record department of the Hecht Company, Washington, tied in with the local "Kliss Me, Kate" performances and promoted a series of original cast albums via a full-page ad in The Washington Post. Phyllis Staggs manages the disk department... During the Carlisle, Pa., Fair, Carlisle Radio & Record Shop staged a "tele-theater" set-up under the grandstand with a personal appearance of Hamid-Morton clowns Roy and Joy.

DEALER DEEJAY SHOWS... Sponsoring a Western show on WHAY has quadrupled business, according to Music Center, New Britain, Conn. Store claims that the show apparently filled a need in the area, with customers from cities as far away as 30 miles now buying Western disks from the shop... Record Exchange, Memphis, sponsors a bop music show over WHHM, with Benny Fields spinning the disks. The platter pilot also sells over the counter in the shop, with the result that bop disk sales have risen greatly... F. & W. Grand's record department, Milwaukee, promotes its WEMP disk jockey show by giving away comic, pocket-calendar booklets made up by WEMP and containing photos of the station's disk jockeys... Archie's Record Shop, Richmond, Va., sold hundreds of extra Little Esther disks by getting their deejay, Allen Knight Jr., to spin her latest release and offer free prizes to the one guessing the correct title. Customers flocked to the store in search of the disk in order to win the prize. Disk was a pre-release special not available in local shops, but plenty of Little Esther's older platters were sold... Pitts, Jamestown, N. Y., promotes its sponsorship of the Columbia Masterworks program over WJTN by sending out advance listings of classical selections to be played during the month... One Stop Record Shop, Fort Worth, has signed Slim Williams to handle the spinning duties on the new platter show to be sponsored over KCNC. Williams's Four-Star disks have been selling well in the area.

CHILDREN'S RECORDS

Records listed are those 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.

Table with columns: POSITION, Weeks [Last] to date, [Week] [Week], and record titles/artists. Includes entries like CINDERELLA, HOPALONG CASSIDY AND THE SINGING BANDIT, TREASURE ISLAND, LITTLE TOOT, BOZO AT THE CIRCUS, BOZO AND THE BIRDS, BUGS BUNNY, HOWDY DOODY AND THE AIR-O-DIDDLE, WOODY WOODPECKER AND HIS TALENT SHOW, ADVENTURES OF LITTLE ORLEY, TOM AND JERRY AT THE CIRCUS, UNCLE REMUS, BUGS BUNNY MEETS HIAWATHA, PECOS BILL, JOHNNY APPLESEED.

POP ALBUMS

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

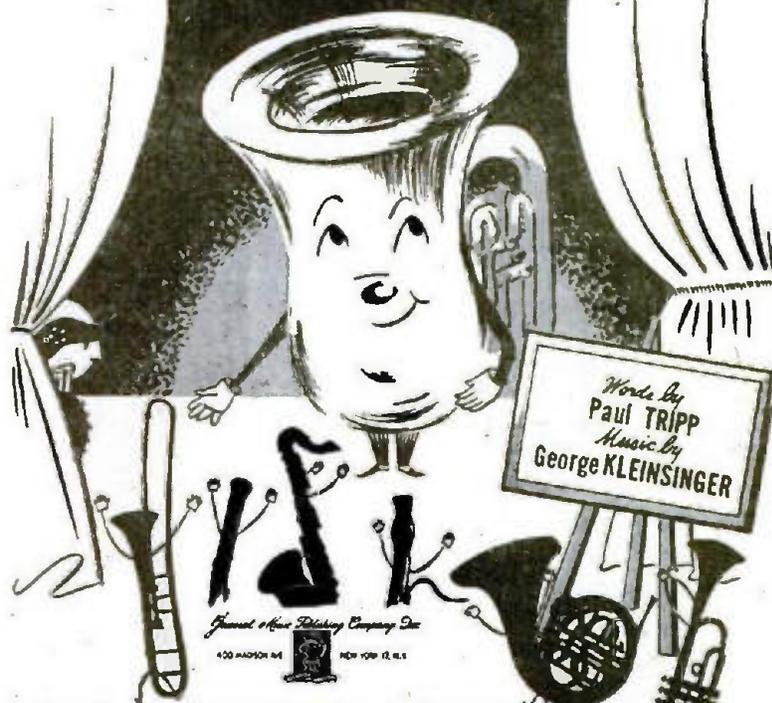
Best Selling 33 1/2 R.P.M.

Table with columns: Last Week, This Week, and record titles/artists. Includes entries like YOUNG MAN WITH A HORN, SOUTH PACIFIC, ANNIE GET YOUR GUN, THREE LITTLE WORDS, GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE, DANCE DATE WITH LES BROWN, HARMONY TIME, GUY LOMBARDO TWIN PIANO, VOL. II, OKLAHOMA, KISS ME, KATE, GUY LOMBARDO WALTZES.

Best Selling 45 R.P.M.

Table with columns: Last Week, This Week, and record titles/artists. Includes entries like ANNIE GET YOUR GUN, THREE LITTLE WORDS, RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN, TOMMY DORSEY PLAYS COLE PORTER, SALIMY KAYE PLAYS IRVING BERLIN, GLENN MILLER, SOUTH PACIFIC, FRANKIE CARLE SWEETHEARTS, ALTON SNEY PLAYS COLE PORTER, HONKY TONK PIANO.

# The **TUBBY** the **TUBA** Song



*General Music Publishing Company, Inc.*  
430 MADISON BL. NEW YORK 17, N.Y.

**IT'S A FIVE STAR GENERAL SONG**

*Recorded by all Major Record Companies*



there's a new  
heart throb  
in ballads  
when

# STUART HAMBLEN

sings

"(Remember Me) I'M THE ONE  
WHO LOVES YOU"

and

"I'LL FIND YOU"

Columbia 20714 or 7-inch LP 2-692

"GOOD MORNIN' YALL"

and

"I WHISPER YOUR NAME"

Columbia 20733 or 7-inch LP 2-741

"It's No Secret"

and

"Blood On Your Hands"

Columbia 20724 or 7-inch LP 2-713

"Pony Express"

and

"Blue Bonnets in Her Golden Hair"

Columbia 20650 or 7-inch LP 2-425

"Sheepskin Corn and a Wrinkle on a Horn"

and

"Condemnation"

Columbia 20674 or 7-inch LP 2-541

## COLUMBIA RECORDS

Originator of 33 1/3 LP records—one speed is all you need

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
V

### Juke Box Record Plays

Based on reports received last three days of Week Ending September 8

#### 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 3,550 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 date   Week   Week			
10	1	1.	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077, (45)9-27077—BMI
14	2	2.	MONA LISA	Nat "King" Cole	Cap(78)1010, (45)F-1010—ASCAP
8	3	3.	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112, (45)9-27112—ASCAP
8	4	4.	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112, (45)9-27112—ASCAP
12	6	5.	TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec(78)27077, (45)9-27077—ASCAP
16	5	6.	BONAPARTE'S RETREAT	K. Starr	Cap(78)9936, (45)F-936—BMI
6	12	7.	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892, (33)1-718—BMI
19	7	8.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins	Dec(78)27007, (45)9-27007—ASCAP
				(Fontane Sisters-H. Winterhalter Ork & Chorus, V(78)20-3772, (45)47-3772; G. Ammons, Prestige 717; D. Bradley, Coral 60241; D. Washington, Mer 8181; B. Eckstine, MGM 10716; B. Clark, Col 38491; T. Bennett-M. Manning, Col(78)38825, (33)1-646)	
3	9	8.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261, (45)9-46261—ASCAP
				(T. Brewer, London 768; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3906; H. Carmichael-J. Gray, Dec 27201; D. Jurgens Ork, Col 38963)	
6	10	8.	CAN ANYONE EXPLAIN?	Ames Bros	Coral(78)60253, (45)9-60253—ASCAP
4	8	11.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124, (45)F-1124—ASCAP
				(J. Indig-J. Piel's Ork, London 654; P. Gayten Ork, Regal 3258; L. Hampton Ork, Dec 24911; O. Bradley, Coral 60293; D. Washington, Mer 3187; E. Fitzgerald-L. Jordan, Dec 27200)	
10	13	12.	BONAPARTE'S RETREAT	G. Krupa	V(78)20-3766, (45)47-3766—BMI
9	21	12.	COUNT EVERY STAR	D. Haymes-A. Shaw	Dec(78)27042, (45)9-27042—ASCAP
5	11	14.	TZENA, TZENA, TZENA	V. Damone	Mercury(78)5454, (45)5454K45—ASCAP
3	—	14.	ALL MY LOVE	P. Page	Mercury(78)5455, (45)5455K45—ASCAP
2	14	16.	HARBOR LIGHTS	S. Kaye	Col(78)38963, (33)1-784—ASCAP
				(K. Griffin, Col 38889; J. Byrd-J. Murad, Mer 5461; L. Ralfe, Universal U-195; R. Anthony Ork, Cap 1190; R. Flanagan Ork, V 20-3911)	
10	17	17.	NOLA	L. Paul	Cap(78)1014, (45)F-1014—ASCAP
				(G. Lombardo, Dec 27178)	
6	17	18.	TZENA, TZENA, TZENA	M. Miller	Col(78)38689, (33) 1-706—ASCAP
6	19	18.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255, (45)9-46255—BMI
1	—	18.	I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Shaw	Dec(78)27186, (45)9-27186
				(J. Lee, Cap 1149; The Palmers, Tone 802)	
1	—	21.	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466, (45)5466K45
				(R. Foley-A. Kerr Singers, Dec 14526; S. Sweetland, MGM 10737; T. Bennett, Col 38926; F. Elliott, London 752; Friling Sisters, King 15057; K. Roberts, Coral 64053; L. Vincent, Pearl 600)	
2	—	22.	AIN'T NOBODY'S BUSINESS BUT MY OWN	K. Starr-Tennessee Ernie	Cap(78)1124, (45)F-1124
2	25	23.	CAN ANYONE EXPLAIN?	D. Haymes	Dec(78)27161, (45)9-27161—ASCAP
1	—	23.	RED WE WANT IS THE RED WE'VE GOT	R. Flanagan	V(78)20-3904, (45)47-3904—ASCAP
				(J. "Fingers" Carr, Cap 1182; H. Winterhalter Ork, V 20-3913)	
8	19	25.	MONA LISA	V. Young	Dec(78)27048, (45)9-27048—ASCAP
1	—	25.	CINCINNATI DANCING PIG	V. Damone	Mercury(78)5477, (45)5477K45—ASCAP
5	—	25.	LA VIE EN ROSE	T. Martin	V(78)201-3019, (45)47-3019—ASCAP
1	—	25.	NOLA	G. Lombardo	Dec(78)27178, (45)9-27178—ASCAP
1	—	29.	CAN ANYONE EXPLAIN?	D. Shore	Col(78)38927, (33)1-759—ASCAP
4	—	30.	I CROSS MY FINGERS	Bing Crosby	Dec(78)27111, (45)9-27111—ASCAP
				(P. Faith Ork, Col(78)38786, (33)1-607; V. Schoen Ork, Dec 27053; P. Come-Fontane Sisters-Mitchell Ayres Ork, V(78)20-3846, (45)47-3846; H. Bobbitt, The Heartbeats, Coral 60188)	

#### 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.

**GREAT NEW HIT BY  
COLUMBIA'S SINGING SENSATION**

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Orchestra under the direction of Percy Faith  
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*Be sure to stock these other Mitchell releases!*

**"TO ME YOU'RE A SONG"  
AND "ME AND MY IMAGINATION"**

Orchestra and Chorus under the  
direction of Percy Faith  
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Orchestra and Chorus under the  
direction of Percy Faith  
Columbia 38822 or 7-inch LP 1-643



**COLUMBIA  
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# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

**CINCH TO CLICK** ✓ **CAN'T SEEM TO LAUGH ANYMORE** (Dreyer)—"A cinch to clinch with music ops and fans," says one trade paper of Johnny Parker's (Capitol) release. Disc receives one of the most glowing reviews ever noted.

**CHRISTMAS HIT** ✓ **FROSTY, THE SNOW MAN** (Hill & Range)—First release of a long line of top discs features Harry Babbitt (Coral) on this Christmas ditty. *Billboard* rates it high. One of the heaviest exploitation campaigns in music history is behind this tune.

**SCORES WITH TRADE** ✓ **BLUE CANADIAN ROCKIES** (BMI Canada, Ltd.—Golden West Melodies)—Cliffie Stone's (Capitol) release receives top trade reaction. Tune is headed for top attention, with Gene Autry (Columbia) and Stone discs getting the big play.

**HEALTHY TUNE** ✓ **KEEP YOUR EYES ON THE STARS** (Campbell)—Switch in music publishers (from Gala to Campbell) is a healthy sign for this bright tune. Jan Garber (Capitol) started this one off. Look for a flock of other top artists to latch on too.

**"VARIETY" RAVE** ✓ **HE CAN COME BACK ANY TIME HE WANTS TO** (Johnstone - Montei)—Variety finds Evelyn Knight's new disc "a fine, slow rhythm item . . . to break for a hit."

**BILLBOARD TIP** ✓ **CINCINNATI HIT PARADE** (Doraine)—*Billboard's* "Tips on Tops" says, "The rhythmic CINCINNATI HIT PARADE is given a strong GO by Bill Franklin on Abbey. Backing is THAT OLD TIME LOVIN', also a definite "must."

**IMPRESSIVE** ✓ **I NEED YOU SO** (Hill & Range)—Don Cornell with Hugo Winterhalter's orchestra (Victor) gives an impressive performance of this blues ballad. *Billboard* rates it among "Tomorrow's Hits."



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★ <b>BILLY ECKSTINE</b> "MY SILENT LOVE" NATIONAL #9060	★ <b>THE RAVENS</b> "I'M AFRAID OF YOU" NATIONAL #9098
★ <b>"I SURRENDER, DEAR"</b> NATIONAL #9115	★ <b>"SEPTEMBER SONG"</b> NATIONAL #9053
★ <b>BERT HOWELL</b> "HOME" NATIONAL #9012	★ <b>CHARLIE VENTURA</b> "I'M FOREVER BLOWING BUBBLES" NATIONAL #9037

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# The Billboard MUSIC POPULARITY CHARTS

PART VI

## Classical Records

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

### Best Selling LP Classical Titles

Last Week	This Week	Title	Label
1	1.	Berstein: Peter Pan, J. Arthur-B. Karloff-M. Henderson-P. Hillias-J. Marks	Col(33)ML-4312
2	2.	Tchaikovsky: Swan Lake Ballet Music, A. Kosteletzky Dir.	Col(33)ML-4308
4	3.	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork; A. Toscanini, conductor	V(45)WDM-1042
3	4.	Bordini: Polovstian Dances, L. Stokowski, director, Symphony Ork.	V(33)ML-1054
—	5.	Bach: Well-Tempered Clavicorn, W. Landowska	V(33)ML-1017

### Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
3	1.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork; E. Ormandy, conductor	V(45)WDM-262
2	2.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor	V(45)WDM-1075
—	2.	Tchaikovsky: Swan Lake, St. Louis Symphony Ork; Vladimir Golschmann, conductor	V(45)WDM-1028
1	4.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor	V(45)WDM-920
5	5.	Copland: Ballet Suite From Billy the Kid, RCA Victor Symphony Ork; L. Berstein, director	V(45)WDM-1333
5	5.	Grofe: Grand Canyon Suite, NBC Symphony Ork; A. Toscanini, conductor	V(45)WDM-1038

## Classical Record Reviews

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

**TWILIGHT CONCERT**—The Columbia Symphony Ork-Artur Rodzinski, Dir. (1-12") 80  
Columbia (33) ML-4311

Rossini: William Tell Overture; Mendelssohn: Scherzo; Rachmaninoff: Concerto No. 2 in C Minor for piano and Orchestra, Op. 18; Liszt: Hungarian Rhapsody No. 2; Tchaikovsky: Waltz; Bizet: Fandango; Debussy: Clair De Lune.

Marked "Program Number 2," this set apparently is the beginning of a series aimed for the "pops" market. The Twilight Concert was Rodzinski's summer light classic program idea, instituted while he headed the Cleveland Symphony. The content of this LP, itemized above, is familiar stuff and should prove quite popular with those less discriminating longhair buyers who go for Boston Pops works as well as for the more serious efforts of a Kosteletzky or Gould. To round out the variety of the program, Rodzinski uses Martha Lipton to sing (and do it well) "None But the Lonely Heart," and pianist Leonard Pennario to play the solo role in the familiar first movement of Rachmaninoff's Second Piano Concert.

**LOVE SONGS FROM FOREIGN LANDS**—78  
Nelson Eddy-Theodore Paxson (1-10")  
Columbia (33) ML-2130

Beethoven: Der Kuss; Lecuona: Por eso te quiero; Massenet: Si Tu veux, mignonne; Levine: Niet, niet, ya nie khotchu; Tosti: Ricordati di Me; Niewiadomska: Matus Moya Matus; Berger: Oansando o Samba; Kodaly: Kilt Keme Elvanni.

Eddy sings with warmth and sensibility in a selection of admirably chosen love songs, which despite the "classical" status of the composers, are, after all, heart songs in the popular vein of their respective eras and national origins. In choosing songs in eight different languages—German, Spanish, French, Russian, Italian, Polish, Portuguese and Hungarian, the versatile bary has a package of broad appeal.

**JUKES** Not suitable. **JOCKS** Fine semi and light program fare.

**OFFENBACH: LA VIE PARISIENNE**—79  
Orchestra Des Concerts Paris—Serge Dupre, Conductor (1-12")  
Capitol (33) P-8102

Muscle from "La Belle Helene," "Bluebeard," "La Grande Duchesse de Gerolstein," and "La Vie Parisienne."

The scintillating waltzes and the frivolous can-can of Offenbach prevail in this collection of comparatively unfamiliar music from the pen of this most buoyant and sparkling of Parisian composers. Offenbach, as time has proved was the Strauss of Paris. This collection, tho it is not particularly well recorded, should find a sizable market with those many who have found pleasure in "Galle Parisienne" and "The Tales of Hoffman," Offenbach's most familiar and

popular works. It's also the kind of stuff which most Boston Pops buyer would go for. Might also be eligible for the Kosteletzky-Gould fan.

**SCHUMANN: SYMPHONY NO 1 IN B FLAT MAJOR**—The Cleveland Ork-Erich Leinsdorf, Dir. (1-10") 70  
Columbia (33) ML-2131

This is a transfer from a shellac album in the Columbia album, and an eminently satisfactory one. The Leinsdorf reading is loaded with vitality and enthusiasm, well suited to the romantic ardor of this so-called "Spring" symphony of Schumann. A good LP replacement item.

**TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR, OP. 74**—Amsterdam Concertgebouw Ork-Mengelberg, Conductor (1-12") 75  
Capitol (33) P-8109

This, the "Pathetique," is undoubtedly the most famous and most recorded of the composer's symphonic works. It is, perhaps, also the most beautiful, expressive, intimate and vital of his symphonies. This imported Mengelberg version has some heavy competition to overcome, tho there may be many who prefer this Teutonic reading of the score to the lighter Ormandy, Stokowski and Koussevitzky versions. Well-recorded is this well-liked disk.

**SARI BARABAS**—Sari Barabas (2-7") 60  
Horace Heidt (45) 507

Lakeme: Bell Song; Mignon: Polonaise; Romeo and Juliet: Juliet's Waltz Song; Thrush, a Horace Heidt talent discovery, does three familiar arias in a sweet, facile, brilliant coloratura. Her voice is not powerful, however, and she would have gained from closer recording. She has strong competition on waxings of these arias—led by Lily Pons—but they make a good introductory showcase for her. Two disks are smartly packaged in a seven-incher album.

**CESARE SIEPPI IN OPERA RECITAL** 68  
—Cesare Siepi (1-12")  
Cetra-Serola (33)50,035

I Vespri Siciliani; Don Carlo; Nabucco; Ernani; Don Giovanni; La Sonnambula; L'italiana in Algeri; Il Barbiere Di Siviglia; Mefistofele.

The diskery that introduced Tagliavini, Elmo, Tajo and other Italian singers to these shores, has another find in this excellent basso. Tho only in his middle-20s, Siepi has a full, resonant voice, and a mature grasp of style. Cetra has helped his cause considerably with the last word in modern recording and stunning packaging. The program notes, with the background and translation of each aria, are also a strong merchandising point. The singer's rep here is bound to grow, and sales potential along with it.

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SEPTEMBER IN THE RAIN  
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33 1/3 RPM  
M-G-M Long-Playing Record E-518

45 RPM  
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**WHEN YOUR LOVER HAS GONE**  
**CARNEGIE HORIZONS**

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**BILLY ECKSTINE**

THE SHOW MUST GO ON  
YOU'VE GOT ME CRYING AGAIN

78 RPM—M-G-M 10778 • 45 RPM—M-G-M K10778



**MONICA LEWIS**

LET'S DO IT AGAIN  
NEVERTHELESS (I'm In Love With You)

M-G-M Non-Breakable 10772



**PHIL BRITO**

IT'S LOVE  
IT ALL BEGINS AND ENDS WITH YOU

M-G-M Non-Breakable 10788



**BOB WILLS**

FADED LOVE  
BOOT HEEL DRAG

78 RPM—M-G-M 10786 • 45 RPM—M-G-M K10786



**TOMMY TUCKER**

*and his Orchestra*

I'M PRAYING TO SAINT CHRISTOPHER  
CHERRY STONES

78 RPM—M-G-M 10767 • 45 RPM—M-G-M K10767



**BLUE BARRON**

*and his Orchestra*

BEYOND THE REEF  
BUBBLES

78 RPM—M-G-M 10766 • 45 RPM—M-G-M K10766



**HARRY RANCH**

*and his Orchestra*

CAN ANYONE EXPLAIN  
I DIDN'T KNOW

M-G-M Non-Breakable 10777



**ARTHUR (Guitar Boogie) SMITH**

CONVERSATION WITH A MULE  
MANDOLIN BOOGIE

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

Based on reports received last three days of Week Ending September 8

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
9	3	1.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328-BMI
6	1	2.	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(70)46255; (45)19-46255-BMI
16	2	3.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696-BMI
10	4	4.	CUDDELE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342-BMI
4	8	5.	MONA LISA	M. Mullican	King 806-ASCAP
12	5	6.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)19-46243-BMI
24	7	7.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
9	6	8.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342-BMI
2	10	9.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)19-46261-ASCAP
1	—	10.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hambleton	Col(78)20714; (3)32-692
1	—	10.	AIN'T NOBODY'S BUSINESS BUT MY OWN	K. Starr-Tennessee Ernie	Cap(78)1124; (45)1F-1124

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
11	1	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
6	2	2.	GOODNIGHT IRENE	E. Tubb and R. Foley	Milbilly Fever No. 2
27	5	3.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
16	3	4.	WHY DON'T YOU LOVE ME?	H. Williams	House Without Love
2	7	5.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)19-46261-ASCAP
12	4	6.	CUDDELE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342-BMI
8	9	7.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342-BMI
13	6	8.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)19-46243-BMI
3	—	8.	MONA LISA	Moon Mullican	King 886-ASCAP
3	8	10.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hambleton	Col(78)20714; (3)32-692

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

Artillery Song—J. Carman (Chain) Star 3515	Old Country Preacher, The—F. Kirby (When That) Col 20740
Chain Gang—J. Carman (Artillery) Star 3515	Others Give You Roses—R. Lee-The Red Wagon Boys (Peanuts) Echo E-111
Cincinnati Dancing Pig—Pee Wee King (We're Gonna) V 21-0379	Peanuts and Popcorn—B. Lee-The Red Wagon Boys (Others) Echo E-111
Hadacol Bounce—B. Nettles (When You) Mer 6275	Prison Without Walls, A—E. Arnold (Lovebug) V 21-0382
I Betcha My Heart I Love You—C. Smith (I Overlooked) Col 20741	Red We Want Is the Red We've Got, The—E. Britt (There's) V 21-0381
I Overlooked an Ornduff—C. Smith (I Betcha) Col 20741	That Beautiful Picture—T. Tyler (You've) 4 Star 1280
I Thought I Was Home to Stay—J. Hicks (Mended) Col 20743	There's a Star Spangled Banner Waving Somewhere—E. Britt (Red) V 21-0381
I Thought She Was a Local—L. Innis (She's) Mer 6273	Wasted Love—P. Mims-Miss Mildred (My New) Echo 112
I'll Find You—E. Britt (I'm the) V 21-0378	We're Gonna Go Fishin'—Pee Wee King (Cincinnati) V 21-0379
Remember Me I'm the One Who Loves You—E. Britt (I'll Find) V 21-0378	When That Hell Bomb Falls—F. Kirby (Old) Col 20740
Just a Minute Ago—S. Williams (No Wonder) 4 Star 1509	When Your Own Love Ain't Around—B. Nettles (Hadacol) Mer 6275
Lovebug Jig—E. Arnold (Prison) V 21-0382	You've Got To Live Your Religion Every Day—T. Tyler (That) 4 Star 1280
Mended-One Broken Heart—J. Hicks (I Thought) Col 20743	
My New Career Is in Korea—P. Mims (Wasted) Echo 112	
No Wonder—S. Williams (Just) 4 Star 1509	

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

12	1	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328-BMI
17	2	2.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696-BMI
5	3	2.	GOODNIGHT IRENE	R. Foley and E. Tubb	Dec(78)46255; (45)19-46255-BMI
7	4	4.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hambleton	Col(78)20714; (3)32-692
27	5	5.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
12	6	5.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)19-46243-BMI
11	—	7.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342-BMI
1	—	8.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)1F-1124-ASCAP
10	8	9.	CUDDELE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342-BMI
8	7	10.	LOSE YOUR BLUES	R. Kirk	Mercury 6257-BMI

**FOLK TALENT AND TUNES**

**By Johnny Sippel**  
**ARTISTS' ACTIVITIES**

Wayne Raney and the Delmore Brothers, all with King, have joined WCKY, Cincinnati. The station, a powerhouse h. b. outlet because of Nelson King-Don Davis nightly record segs, is combining the d. j.'s platters with live stints by the King recording acts. . . . Frank Harmon, of WRFC, Athens, Ga., has added Doyle Sams and Nellie and the Pine Valley Boys and Herb Pruett to p.m. paets. Leon Kidd, of Leon and Red, became a daddy recently. . . . Eddie Zack (Decca) is now doing a TV show weekly over WJAR, Providence, R. I., with his band. . . . Rosalie Allen, Victor recording artist and d. j. at WOV, New York, will be honored October 8 by folks in her home town, Old Forge, Pa. She will head a benefit to raise money for a war memorial. . . . Sally Clark and Eddie McMullen have started a six-month stay at Yesterday's Inn, Newburgh, N. Y. They are heard daily over WLNA, Peekskill, N. Y. . . . George Lee Marks has been touring Dub (Cannonball) Taylor thru the Southwest and has set Wild Bill Elliott for a theater and park tour. . . . Roy West, WGAR, Cleveland, reports that he and Johnny Sullivan, accordion, and Laddie Kozla, bass, are working as a trio, the Wildcats, at Moe's Main Street, a local lounge. He is still connected with the Range-Riders. . . . Woody Wodell and his Ridin' Rangers, WPIC, Sharon, Pa., have inked with International-Harvester for a three-month tour starting October 15.

Nancy Lee and the Hilltoppers, WOWO, Fort Wayne, Ind., have just finished 12 weeks of one night per week square dancing at Foster Park there for the park board and a department store. They will work a similar string of dates next year. . . . Helen and Toby Price have moved from KGLC, Miami, Okla., to KDMO, Carthage, Mo. . . . Earl Heywood (Victor) expects to make a p. a. junket to Eastern-Ontario with an appearance in Ottawa and a trek thru Ottawa Valley. . . . Texas Jim Robertson, doing Eastern fair dates, has inked with Victor, making his 12th year with the firm. . . . Ray Smith (Columbia) is now appearing on "Country Style," a DuMont web TV seg on Saturday nights. . . . Hawkshaw Hawkins has a new band made up of the Kentucky Twins, Mel and Stan, who made sides for Capitol, and Bill Grammer and Claude Brown. Hawkins, still at WWVA, Wheeling, W. Va., expects to tour Maine this fall. . . . Eddie Marshall (Victor) is back at the Casino, South River, N. J., operated by his p.m., Al Dutkin. . . . Hank Snow (Victor) will leave WSM, Nashville, for three weeks, starting September 14, to tour Texas, Oklahoma and Canada. . . . Merl Lindsay has inked with MGM. He has purchased a bus to do one-nighters. He works the Hoffman Hayride, Saturday nights on WKY-TV, Oklahoma City. . . . Johnny Rion (King), KREI, Farmington, Mo., reports that his wife, Ann is disking for a small indie, Local Artists, which he is operating.

Skeets Yaney, who just went with MGM, is heading a 12-person troupe out of KMOX, St. Louis, which includes the Lucky Penny Trio, the Range Riders and Tommy Watson. . . . Happy Wilson, ex-Decca, has joined MGM. He is heard on WAPI, Birmingham. . . . Clyde Moody (King) WBTM, Danville, Va., has reorganized his band. He has started working drive-ins, and reports biz good. Moody drew 4,000 people recently at Community Grove Park, Baltimore, and returns for another date September 17. . . . Slim Williams (4 Star) is now at KCNC, Fort Worth, where he does a live show and will start a daily d. j. show from the One Stop Record Shop. . . . Fred Stryker, of Fairway Music, Hollywood, reports that he will leave the firm for about a year of travel in South America. Happy Goday will operate the office in his absence. Stryker intends to work out contracts in South America and pick up new material.

Reggie Ward, KWKH, Shreveport, La., reports that Johnnie and Jack, with Kitty Wells and the Tennessee Mountain Boys are moving from KWKH to WROL and WIBK, Knoxville. . . . Dottie Dunbar, who assists her hubby in operating Dunbar Distributing in three Texas towns, reports that Dewey Groom is operating the Longhorn Ranch in Dallas. Groom is an expectant father. Okie Jones is cutting for Gold Star and working Dallas TV shots. Homer Zeke Clemmons (Imperial) is working at the Roundup Club Thursday nights. . . . Hank Thompson (Capitol) is no longer being booked by MCA. He inked with Johnny Hitt, who has left his d. j. post at KSKY, Dallas. Thompson has added Kermit and Gil Baca, who play drums and piano, respectively, to his combo. . . . The Charles Ceciliani's, who operate the Division St. Corral, Portland, Ore., named their new daughter, Jo Ann, with the Ann in honor of Ann Jones, the Capitol diskress, who holds the house record at their spot. . . . Ollie Cook, of Cookie and Ollie, KFSB, Joplin, Mo., has signed with Mutual label.

**DISK JOCKEY DOINGS**

Bob Smith, who works the Blackboard Cafe, Bakersfield, Calif., with his Blue Bonnet Ramblers, is doing a d. j. stint at KPMC there. . . . Joe Maynard's at KERF, Del Rio, Tex. . . . East Coast Music, BMI affiliate, is pubbing "Sweet, Sweet Rosalie," dedicated to Rosalie Allen, WOV, New York. . . . Smilin' Sammie Malezzo, KNCS, Hanford, Calif., inked with the new Question Mark label, operated

(Continued on page 112)

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Rhythm & Blues Records

Based on reports received last three days of Week Ending September 8



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 customer's purchase rhythm and blues records.

POSITION	Weeks Last   This to date   Weeks   Week	Record Title	Artist	Label	
6	1	1.	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114 (45)9-27114
4	0	2.	BLUE SHADOWS	L. Fulson	Swingtime 226
11	0	3.	MONA LISA	"King" Cole	Cap(78)1010; (45)F-1010—ASCAP
20	3	4.	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
13	2	5.	HARD LUCK BLUES	R. Brown	De Luxe 3304—BMI
14	7	6.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
1	—	7.	I'M YOURS TO KEEP	H. Fisher	Modern 20-753
20	—	8.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
13	4	9.	CUPID'S BOOGIE	Little Esther	Savoy #50
16	5	10.	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last   This to date   Weeks   Week	Record Title	Artist	Label	
11	1	1.	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010—ASCAP
4	2	2.	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114; (45)9-27114
19	3	3.	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
7	6	4.	HARD LUCK BLUES	Roy Brown	De Luxe 3304—BMI
14	6	5.	CUPID'S BOOGIE	Little Esther	Savoy 750
5	4	6.	I'LL NEVER BE FREE	P. Gayten-A. Laurie	Regal 3258—ASCAP
6	0	7.	BLUE SHADOWS	L. Fulson	Swingtime 226
16	5	8.	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
16	9	9.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
4	—	10.	I'M YOURS TO KEEP	H. Fisher	Modern 20-753

ADVANCE RHYTHM & BLUES RECORD RELEASES

B. B. Boogie—B. B. King (Mistreated Woman) RPM 304	Mama Oh Mama—L. Jones Ork (Rompin') RPM 303
Blues All Around Me—J. Cannady Quartet (What) Admiral 1019	Mercy Blues—Memphis Eddie (I Believe) RPM 308
Bumps and Lumps—B. Myers (I Can't) RPM 306	Mistreated Woman—B. B. King (B. B.) RPM 304
Dissatisfied Blues—L. Greenwood (I'm Goin') Modern 20-771	New Orleans Woman—J. Witherspoon (Falling) Modern 20-772
Doin' Time Blues—L. Fulson (Some Old) RPM 305	Nutmeg—C. Brown (What) Modern 20-768
Falling by Degrees—J. Witherspoon (New Orleans) Modern 20-772	Phillips Sent Me—B. Plater's Ork (Gone) Bullet 329
For You My Baby—Manhattan Paul-The Daytonaires-F. Washington (When) Asa 1006	Rompin' the Boogie—L. Jones Ork (Mama) RPM 303
Gone Again—J. Richardson-B. Plater Ork (Phillips) Bullet 329	Some Old Lonesome Day—L. Fulson (Doin' Time) RPM 305
How Deep Is the Ocean?—D. Washington-T. Stewart Ork (Why) Mer 8192	Street of Dreams—G. Parrish (You're) RPM 307
I Believe—Memphis Eddie (Mercy Blues) RPM 308	Strolling—J. Cannady Quartet-R. Paige (Let) Admiral 1020
I Can't Give You Anything But Love—B. Myers (Bumps) RPM 306	Too Many Women—E. Broughton (Two) Modern 20-773
I'm Goin' Crazy—L. Greenwood (Dissatisfied) Modern 20-771	Two Years of Torture—E. Broughton (Too Many) Modern 20-773
Let Me Out of the Stable—J. Cannady Quartet-R. Paige (Strolling) Admiral 1020	What About Me?—J. Cannady Quartet-C. Williams (Blues) Admiral 1019
	What Do You Know About Love—C. Brown (Nutmeg) Modern 20-768
	When Tomorrow Comes—Manhattan Paul-The Daytonaires-F. Washington (For) Asa 1006
	Why Don't You Think Things Over?—D. Washington-T. Stewart Ork (How) Mer 8192

RHYTHM & BLUES RECORD REVIEWS

<b>ROY BYRD</b> Mercury 8184	<b>Oh Well</b> Boogie wogie novelty jumps; but vocal is under-recorded. Stickout tenor and rhythm piano on this one.	67--67--66--68
	<b>Her Mind Is Gone</b> Byrd shows here as a first-rate shooter, with a passionate, husky quality. Treatment is Southern, with a keeps-moving honeydripper beat.	75--75--75--75
<b>AMOS MILBURN</b> Aladdin 3064	<b>Sax Shack Boogie</b> Milburn sells with humor and conviction on this provocative boogie novelty, with hard-driving piano and a mean-talking tenor booting in back. This one has the earmarks.	84--84--84--84
	<b>Remember</b> Warbler delivers a slow, relaxed blues-ballad with nice after-hours mood, heightened by tenor obligato and blues piano.	75--75--74--77
<b>IVORY JOE HUNTER</b> MGM 10761	<b>Old Man's Boogie</b> Hunter does a real selling job of a cleverly turned jump boogie blues of his own composition. But it's not a standout wazir for the guy.	74--75--72--75
	<b>Living a Lie</b> Hunter here has another of his extremely well conceived ballads which should hit hard in the r & b sectors. He sings it with warm conviction and is well recorded.	85--86--84--84

You'll hear these everywhere!!

AMOS MILBURN	SAX SHACK BOOGIE	AL 3064
CALVIN BOZE	LIZZIE LOU	AL 3065
CHARLES BROWN	REPENTANCE BLUES	AL 3060
LIGHTNIN' HOPKINS	SHOT GUN BLUES	AL 3063
—and on INTRO—		
IMPERIAL QUARTET	with Marion B. Snyder	WAITING FOR HIS RETURN
		INTRO 6003

Aladdin RECORDS

Mr. Dealer!  
Mr. Juke Box Operator!  
**4 SMASH**  
**H \* I \* T \* S!**

From America's #1 Team!

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STOCK UP NOW ON HIT #4 ON SAVOY #759

"DECEIVIN' BLUES"  
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CHANGE TO NEF-O-LAC #1105

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NOT JUST 1 BUT

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GREAT VERSIONS OF THIS TERRIFIC HIT!

# ANTON KARAS

(OF "THIRD MAN THEME" FAME, AND HIS ZITHER)



# KAY ARMEN

(SINGING STAR OF "STOP THE MUSIC")

No. 760 78 rpm-75¢ plus tax No. 30183 45 rpm-75¢ plus tax

# "I'M IN THE MIDDLE OF A RIDDLE"

# SNOOKY LANSON

(STAR OF THE "LUCKY STRIKE HIT PARADE")



# EVE YOUNG

(THE SINGING SENSATION!)

No. 751 78 rpm-75¢ plus tax No. 30192 45 rpm-75¢ plus tax

# LONDON RECORDS



best sellers



- ★ **JOHNNY LONG**  
15060 THE B-LEE-LEE  
JUST FRIENDS
- ★ **TERRY SHAND**  
15064 DUST OFF THE OLD PIANO ROLLS  
I WOULDN'T TOUCH YOU WITH A  
TEN FOOT POLE
- ★ **FRIELING SISTERS**  
15057 OUR LADY OF FATIMA  
THE STORY OF OUR LADY OF FATIMA  
(Narration by Nelson King)



- ★ **MOON MULLICAN**  
886 MONA LISA  
GOODNIGHT, IRENE  
830 I'LL SAIL MY SHIP ALONE  
MOON'S TUNE
- ★ **JIMMIE OSBORNE**  
893 GOD PLEASE PROTECT AMERICA  
THE MOON IS WEEPING OVER YOU
- ★ **GRANDPA JONES**  
890 GRANDPA'S GETTING MARRIED AGAIN  
I DON'T KNOW GEE FROM MAW
- ★ **COWBOY COPAS**  
885 STEPPIN' OUT  
MY TRUE CONFESSION
- ★ **AL DEXTER**  
884 HI DE HO BOOGIE  
WALKING WITH THE BLUES
- ★ **HANK PENNY**  
891 WHAT'VE YOU GOT  
TIM PAN POLKA



- ★ **TINY BRADSHAW**  
4357 WELL, OH WELL  
I HATE YOU  
4376 BOODIE GREEN  
AFTER YOU'VE GONE
  - ★ **WYNONIE HARRIS**  
4378 GOOD MORNING, JUDGE  
STORMY NIGHT BLUES  
4389 ROCK MR. BLUES  
BE MINE MY LOVE
  - ★ **LUCKY MILLINDER**  
4398 WHO SAID SHORTY WASN'T COMING  
BACK  
CLAP YOUR HANDS
  - ★ **IVORY JOE HUNTER**  
4382 CHANGING BLUES  
I HAVE NO REASON TO COMPLAIN
- ROY BROWN**
- DeLuxe 3304 HARD LUCK BLUES  
NEW REBECCA
  - DeLuxe 3306 DREAMING BLUES  
LOVE DON'T LOVE NOBODY
  - DeLuxe 3308 LONG ABOUT SUNDOWN  
CADILLAC BABY



The Billboard MUSIC POPULARITY CHARTS

PART X

Record Possibilities

THE BILLBOARD PICKS:

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

- PETITÉ WALTZ..... Guy Lombardo Ork..... Decca 270208  
Infectious instrumental waltz lent an extra lilt by the "Third Man Theme" type treatment, spotting guitar and twin piano solos should score strong spinny and op action in addition to the normally hefty home trade accrued by Lombardo. Coupling is the currently hot revival, "Harbor Lights."
- PATRICIA..... Perry Como..... Victor 20-3905  
Como sells this fitting, Irish-tinged girl friend song with an airy and unaffected rendition. One of the crooner's best recent pop efforts.
- BACK IN YOUR OWN BACKYARD..... Patni Page..... Mercury 5463  
Patni comes on like gang busters in her sock delivery of this fine oldie from the pens of writers Al Jobon, Billy Rose and Dave Dreyer. The winning performance and spirited song should draw plenty of spins everywhere. Flip side is a strong ballad rendition of a rarely heard and lovely oldie, "The Right Kind of Love."
- BELIEVED, BE FAITHFUL..... Russ Morgan Ork..... Decca 27006  
An infectious little waltz ditty in the "Forever and Ever" vein done with unpretentiousness and charm is showing strong symptoms of latching on after being on the market for several months.
- GOOFUS SUGAR SWEET..... Les Paul-Mary Ford..... Capitol 1192  
"Goofus," the happy oldie, is done multiple-dub style by the Paul guitar for a rhythmic, full-sounding production—a juke natural. Flip reverses the procedure, as Miss Ford (Mrs. Les Paul) is dubbed to harmonize with herself on the catchy new ballad, with hubby Les guitarizing in back. Both sides have the signs.

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. HARBOR LIGHTS..... Sammy Kaye Ork..... Columbia 38963
2. HARBOR LIGHTS..... Ray Anthony Ork..... Capitol 1190
3. I'M FOREVER BLOWING BUBBLES..... Gordon Jenkins Ork-Artie Shaw..... Decca 27186
4. CAN'T SEEM TO LAUGH ANY MORE..... Sylvia Fros..... Jubilee 4006
5. THINKING OF YOU..... Eddie Fisher..... Victor 20-3901
6. CAN ANYONE EXPLAIN?..... Larry Green Ork..... Victor 20-3902
7. I NEED YOU SO..... Don Cornell-Hugo Winterhalter Ork..... Victor 21-3884
8. DREAM A WHILE..... Frank DeVoi Ork..... Capitol 1143
9. THE SHOW MUST GO ON..... Billy Eckstine..... MGM 10778
10. ORANGE COLORED SKY..... Betty Hutton..... Victor 20-3908

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. I'M FOREVER BLOWING BUBBLES..... Gordon Jenkins Ork-Artie Shaw..... Decca 27186
2. CAN'T WE TALK IT OVER?..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27115
3. CINCINNATI DANCING PIG..... Red Foley..... Decca 46261
4. DREAM A LITTLE DREAM OF ME..... Frankie Laine..... Mercury 5458
5. ALL MY LOVE..... Percy Faith Ork..... Columbia 38918
6. BLESS, THIS HOUSE..... Perry Como..... Victor 20-3850
7. DREAM A WHILE..... Frank DeVoi Ork..... Capitol 1143
8. SHOW ME THE WAY TO GET OUT OF THIS WORLD..... Peggy Lee..... Capitol 1105
9. YOU'RE MINE, YOU..... Margaret Whiting..... Capitol 1123

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. ALL MY LOVE..... Bing Crosby..... Decca 27117
2. ALL MY LOVE..... Xavier Cugat Ork..... Columbia 38913
3. THINKING OF YOU..... Eddie Fisher..... Victor 20-3901
4. THE SHOW MUST GO ON..... Billy Eckstine..... MGM 10778
5. DREAM A WHILE..... Frank DeVoi Ork..... Capitol 1143
6. I NEED YOU SO..... Don Cornell-Hugo Winterhalter Ork..... Victor 20-3884

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. GOD, PLEASE PROTECT AMERICA..... Jimmy Osborne..... King 893
2. CINCINNATI DANCING PIG..... Red Foley..... Decca 46261
3. THEY'LL NEVER TAKE HER LOVE FROM ME..... Hank Williams..... MGM 10760
4. WE'RE GONNA GO FISHIN'..... Pee Wee King..... Victor 21-0379
5. WHAT THIS COUNTRY NEEDS..... Tennessee Ernie..... Capitol 1159
6. STEPPIN' OUT..... Mervyn Shiner..... Decca 46253
7. YOU STILL GOT A PLACE IN MY HEART..... Lean Payne..... Capitol 1093
8. TOO MUCH SUGAR FOR A DIME..... Merle Travis..... Capitol 1146

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

One of the Most Hauntingly Beautiful Records You'll Ever Hear

**"SWEET & LOVELY"**

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"STATION BREAK"  
Apollo 805

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Over 1,000 Satisfied Customers

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Make Extra Dollars

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at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching, attention-getting, full-color 14" x 22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells.

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# A SMASH DECCA DOUBLE!



**LOUIS  
ARMSTRONG**

**ELLA  
FITZGERALD**

with Sy Oliver and his Orchestra



**CAN ANYONE EXPLAIN**  
(No, No, No!)

coupled with

**DREAM A LITTLE DREAM OF ME**

DECCA 27209 (78 rpm) and 9-27209 (45 rpm)



**AMERICA'S FASTEST  
SELLING RECORDS!**



The Billboard MUSIC POPULARITY CHARTS

PART XI

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

- AIN'T Nobody's Business If I Do—E. Fitzgerald-L. Jordan (I'll Never) Dec 27200
Au Revoir Again—D. Cornell-B. Dewey Ork (Whistle) V 20-3909
Au Revoir Again—M. Miller Ork (In My) Col 38964
Beloved, Be Faithful—S. Lanson-E. Young (I'm in) London 751
Cincinnati Dancing Pig—M. Carmichael-J. Gray (I'm Moving) Dec 27201
Cincinnati Dancing Pig—D. Jurgens Ork (Patricia) Col 33965
Ciriibiriba in the Mandolin—C. Mastice-E. Fidoito Ork-Three Beaus and a Peep (Sleep) Admiral 1015
Daddy's Little Boy—R. Ross Ork (Our Little) Coral 60295
De Campdown Races—A. Jolson (Oh, Susannah) Dec 27181
Dear Little Boy of Mine—F. Sinatra-M. Miller Ork (L.I.C.) Col 38960
Diesel Drag—Mr. Coon-Bones-B. Lantz (Goolus) Mer 5462
Don't Even Change a Picture on the Wall—L. Morse-Blue Grass Boys (Longing) Dec 27163
Elmer's Polka—R. Paige-J. Cortez Ork-R. Charles Quartet (Play) Admiral 1016
Forgive Me—B. Chester Ork-A. Foster (Have) Col 36959
Goolus—Mr. Coon-Bones-B. Lantz (Diesel Drag) Mer 5462
Harder Lights—R. Flanagan Ork (Singing Winds) V 20-3911
Have You?—B. Chester Ork-A. Foster (Forgive Me) Col 36959
He Can Come Back Anytime He Wants To—E. Knight (Lucky, Lucky) Dec 27182
Honestly I Love You—G. MacRae-F. DeVol Ork (I'm) Cap 1193
I'll Never Be Free—E. Fitzgerald-L. Jordan (Ain't) Dec 27200
I'm About To Love You—Mills Brothers (Star) Dec 27181
I'm in the Middle of a Riddle—S. Lanson-E. Young (Beloved) London 751
I'm Moving On—M. Carmichael-J. Gray (Cincinnati) Dec 27201
In My Arms—M. Miller Ork (Au Revoir) Col 38964
It All Begins and Ends With You—T. Dorsey Ork (Lullaby) V 20-3910
Just the Way You Are—G. MacRae-the Ewing Sisters-F. DeVol Ork (Honestly I) Cap 1193
Letter to My Mother—A.M. Boyar-J. Cortez Ork (Por Fin) Admiral 1017
Life Is So Peculiar—F. Sinatra-M. Carroll-The Swantons-P. Faith Ork (Dear) Col 38960
Longing—L. Morse-Blue Grass Boys (Don't) Dec 27163
Lucky, Lucky, Lucky Me—E. Knight (He Can) Dec 27182
Lullaby in Boogie—T. Dorsey Ork (It All) V 20-3910
Mr. Touchdown, U. S. A.—M. Winterhalter Ork (Red) V 20-3913
Monkey on a String—E. Smith (Tubby) Dec 27183
Oh, Susannah—A. Jolson (De Campdown) Dec 27181
Our Little Ranch House—R. Ross Ork (Daddy's) Coral 60296
Patricia—D. Jurgens Ork (Cincinnati) Col 38965
Play a Simple Melody—J. Cortez Ork-Paige-R. Charles Quartet (Elmer's) Admiral 1016
Por Fin—M. Boyar-J. Cortez Ork (Letter) Admiral 1017
Punky Punkie—R. Quinlan-H. Geller Ork (You Wonderful) Mer 5480
Red We Want is the Red We've Got, The—M. Winterhalter Ork (Mr. Touchdown) V 20-3913
Scenes—R. Martiere Ork (Summer) Mer 5481
Singing Winds—R. Flanagan Ork (Harbor) V 20-3911
Sleep Little Baby—C. Mastice-E. Fiorito Ork-Three Beaus and a Peep (Ciriibiriba) Admiral 1015
Somebody Mentioned Your Name—B. Brees-C. Hopkins Ork (You're) Bib Nickel 1005
Star for Everyone in Love, A.—Mills Brothers (I'm Afraid) Dec 27184
Summer Night—R. Martiere G.K. (London) M: 5481
Time Alone—J. Plets (What Is) Sinden 375
Tubby the Tub Song, The—E. Smith (Monkey) Dec 27183
What Is There to Say?—J. Plets (Time) London 775
Whistle and a Prayer, A.—D. Cornell-B. Dewey Ork V 20-3909
You Wonderful You—R. Quinlan-H. Geller Ork (Punky) Mer 5480
You're Different—L. Linden-C. Hopkins Ork (Somebody) Big Nickel 1005

POP ALBUMS

- Diana Lynn in Piano Moods Album—P. Weston Ork (1-10") Cap(33)H-180—Easy To Love; in the Still of the Night; Just One of Those Things; Lover; Slaughter on Tenth Avenue; Why Shouldn't I; You'd Be So Nice To Come Home To; You've Got That Thing
Music for Peace of Mind Album—Dr. S. J. Hoffman (2-12") Cap CC-221—Darkness Gives Me You Again, 15538; I Dream of a Past Love, 15537; My Troubles Float Away Like Falling Leaves, 15539; This Room Is My Castle of Quiet, 15537; Your Soft Hand on My Brow, 15538
Summer Stock Album—J. Garland-G. Kelly (4-12") MGM 56

RELIGIOUS

- He'll Understand and Say' Well Done—Imperial Quartet (Waiting for) Intra 6003
Jesus Is All I Need—Calvary Tabernacle Singers (Little Wooden) Mer 6277
Little Wooden Church Way Out on the Hill—Calvary Tabernacle Singers (Jesus Is) Mer 6277
Master's Train, The—M. O'Dell (Prayer for) Mer 6272

(Continued on page 112)

The Billboard MUSIC POPULARITY CHARTS PART XII

Record Reviews Album and LP

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

Table with 2 columns: Rating (90-100, 80-89, 70-79, 60-59, 40-39) and Description (tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (1. Production Idea, 2. Name Value, 3. Caliber of Material, 4. Manufacturer's Distribution Power, 5. Exploitation Aids, 6. Interpretation, 7. Record Quality, 8. Manufacturers' Production Efficiency, 9. Packaging) and Max. Pts. (15, 15, 15, 10, 10, 15, 5, 8, 8)

POPULAR

THE HISTORY OF JAZZ (Four Volumes) 69

Vol. I, The Solid South—Leadbelly, Zutty Singleton, Eddie Miller, and Nappy Lamare, with Wingy Manone, Matty Matlock, Barney Bigard, Ray Bauduc, etc. (1-10" LP) Capitol H-239
Rock Island Line, Eagle Rock Rag, Lulu's Mood, Barney's Bounce, Crawfish Blues, Cajun Love Song, At the Jazz 'Band Ball, High Society.

Vol. II—The Golden Era—Paul Whiteman, Jack Teagarden, Sonny Greer, Red Nichols, and Julia Lee with Jay McShann, Dave Barbour, Joe Sullivan, Dave Matthews, Barney Bigard, etc. (1-10" LP) Capitol H-240
Wang Wang Blues; San, Deed I Do; Stars Fell on Alabama; The Moucher; Royal Garden Blues; Come Over To My House; Trouble in Mind.

Vol. III—Then Came Swing—International Jazzmen: Benny Goodman, Al Casey Sextet, Rex Stewart Big Eight, and Big Sid Catlett's Band with Coleman Hawkins, Harry Carney, Benny Carter, King Cole, Oscar Moore, Illinois Jacquet, Teddy Wilson, Kay Starr, Willie Smith, Al Sears, etc. (1-10" LP) Capitol H-241
Riffamare, If I Could Be With You, All I Do Is Dream of You, Sweet and Lovely, Sometimes I'm Happy, How High the Moon, Rueserise, I Never Knew.

Vol. IV—This Modern Age—Coleman Hawkins, Jay McShann, Benny Carter, Billy Butterfield, Bobby Sherwood, King Cole Trio, Eddie Miller, Stan Kenton with Johnny Guarnieri, Howard McGhee, Oscar Moore, Oscar Pettiford, Vic Dickenson, etc. (1-10" LP) Capitol H-242
Hollywood Stompers; Oh, Lady, Be Good; in the Dark, Jumpin' at Capitol, Love for Sale, Moten Swing, Out Monday Ode, Soliloquy.

This tremendous jazz project, an undertaking of Capitol's Dave Dexter Jr., sought in 32 modern recordings to tell a capsule history of jazz. These four volumes were originally issued about four years ago and now are being made available in the more compact LP format. Too, LP has considerably enhanced the sound of these etchings. For the 17 version of this series, Dexter has made a couple or three substitutions—"Soliloquy" becomes the new Stan Kenton side in Vol. IV, Benny Goodman has been added to Vol. III with a band side, "Sweet and Lovely," and a trio recording, "All I Do Is Dream of You." These four platters are available both as a set and as individual items. As a single platter, Vol. III appears to have the strongest basic appeal mainly on the strength of name values—Goodman, Kay Starr, Nat Cole, Hawkins, Jacquet, etc. Generally, these 32 etchings are no worse than pleasant, tho the stamp of so-called "Hollywood Jazz," with its patent leather polish is all over the product and may detract the more conscientious hot music followers. Over-all, this is a meaty project which the average hot music connoisseur will probably want to have.

JUKES Not suitable. JOCKS Meaty stuff for jazz and pop spinners. Plenty of variety here.

JAZZ VOL ONE (The South) 1-12" 50

Folkways (33 1/3) FP-53
This inquiry into some Southern rural and urban jazz origins is not as illuminating or interesting as some of the previous issues in the Ethnic Folkways series. There is little offered here that wasn't covered in the two LP's covering religious and secular Negro folk music—field hollers, work songs, rural blues, folk ballads, gospel music, sermon—all of these genres appeared in the preceding albums. The samples offered here, some on-the-spot recordings, some taken from commercial recordings, are of fair interest, but whether they constitute an adequate sampling of jazz origins is debatable. For the seasoned jazz and blues collector, the album can have small interest; for the ethnic scholar, a little more.

LET'S POLKA —Lenny Herman Quintet 68

Coral CRL-50011
Clarinet Polka; Beer Barrel Polka; Barbara Polka; Emilia Polka; Martha Polka; Helena Polka; Little Brown Jug; The Village Tavern Polka
Engaging collection of popular polkas is played adeptly and spiritedly by the versatile quintet of Lenny Herman. Herman draws some highly diversified sounds out of his five looters and it makes for a generally genial and digestible way to listen and dance to the polka. Collection is geared and well suited for polka terping bugs.
All sides worth a whirl in polka territories.
JUKES JOCKS Where they like them, these are snortily executed polkas.

THREE LITTLE WORDS—Andre Previn 80

RCA Victor (45) WP-291
Three Little Words; Thinking of You; All Alone Monday; Who's Sorry Now; Where Did You Get That Girl; Nevertheless
The youthful Mr. Previn is cutting a wide swathe for himself as one of the most versatile musical figures in Hollywood, and here he gives ample evidence for part of his burgeoning reputation. Having served as musical director for the "Three Little Words" musical, he has preserved here in album form his impressions of the Kalmars-Ruby tunes. He is featured on piano; on half the tunes he is supported only by guitar, bass and drums; on the remainder he also gets string backing. Results in either case are striking on the slow, fiddle-supported numbers, he plays with a flowing, lacy ballad sense, always maintaining a dance beat, yet getting tangy harmony effects with modern chords and brilliant, blazing arpeggios. On the rhythm sides, he serves up some fine modern jazz keyboarding.

String sides for Great bet for insalons, rhythm for instrumental segs.

HOAGY CARMICHAEL SONGS—Glen Gray 70

Ork (1-10" LP) Coral (33) CRL-50006
Star Dust; One Morning in May; Georgia On My Mind; Lazy River; in the Still of the Night; Riverboat Shuffle; Moon Country; Bone Yard Shuffle.
Eight wonderful old dance sides by the Casa Loma band of the '30's! The rich trombone choir, the fine warbling of Kenny Sargent and solo work of Murray McEachern, Senny Dunham and Clarence Hutchenrider contribute to the over-all moodiness of this band's work, which more than a decade later holds up as worthy fare for listening and more particularly for dancers. Songs include some of Carmichael's most brilliant and a group of his less familiar, but still fine, work. As a package for the nostalgic as well as for dancers, this is indeed noteworthy.

JUKES Not suitable. JOCKS Good for dance segs as well as for pop spins.

DIANA LYNN IN PIANO MOODS 75

Diana Lynn-Paul Weston Ork (1-10") Capitol (33)H-180
Why Shouldn't I; Slaughter on Tenth Avenue; in the Still of the Night; Just One of Those Things; You'd Be So Nice To Come Home To; Lover; Easy To Love; You've Got That Thing.
Very pleasant collection of sophisticated tunes features the flick star's piano in concert-like arrangements with the lush Weston ork. Material and treatment makes for an LP deal with wide appeal. Gal is a competent enough pianist, and she has some name pull. Weston and the tunes don't hurt. LP version should do at least as well as the previously issued shellacs.

JUKES Not suitable on LP. JOCKS Well-rounded program is ready-made.

(Continued on page 112)

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The Billboard MUSIC POPULARITY CHARTS

PART XIII

# The Honor Roll of Popular Songwriters

By Jack Burton

## No. 71—PETER DE ROSE

Like your favorite liquor store and tavern, Tin Pan Alley has Four Roses on display. There's Billy Rose, author of *I Found a Million Dollar Baby* at a *Five and Ten Cent Store*; David Rose, whose *Holiday for Strings* has become an orchestral standard; Fred Rose, who composed *Deed I Do* one of Lena Horne's biggest hits, and last but not least, Peter De Rose, who found in the twilight's spectrum the inspiration and the title for one of the great ballads of all time, *Deep Purple*.

Peter De Rose, who is short-stemmed physically but long-stemmed artistically, was born March 10, 1900, in the Italian district of New York's Lower East Side where Al Piantadosi played as a youngster and Jimmy Durante worked as a shoe-shine boy in his father's barber shop. One of a family of nine children, all of whom had marked musical talent, Peter started his musical education when he was 12 years old, but after taking just four piano lessons from an older sister, he found it was easier for him to play by ear than by note, and at the age of 13, he had taught himself to compose simple melodies.

After graduating from DeWitt Clinton High School, De Rose went to work as a stock room clerk for Schirmer's where in 1920, he composed his first song, *When You're Gone I Won't Forget*. Schirmer's, a bungalow house, wasn't interested in a crew-cut tune, so Peter persuaded F. P. Haviland to buy the song for \$25. It was a lunch-hour transaction, and when the young composer, flushed with his first success, was 10 minutes late in reporting back for work, Schirmer's fired him. Undoubtedly, Schirmer's remembered the title of the song with some misgiving when *When You're Gone I Won't Forget* sold close to a million copies. At least, its popularity prompted Ricordi & Company to give Peter a job. Here he came under the benign influence of Harry Burleigh, the Negro composer and baritone, who recognized a latent talent and encouraged De Rose to make music a life career.

Three years later, Peter De Rose made his debut as a radio entertainer with May Singli Breen as his partner, and for the next 16 years, from 1923 to 1939, they were billed over the National Broadcasting Company network as "The Sweethearts of the Air." Peter played the piano and Miss Breen the ukulele, and they introduced a new inimitable style of singing in which they helped popularize many of the songs that De Rose wrote during this period.

Miss Breen, who later became Mrs. Peter De Rose, wasn't exactly enamored with the first ukulele she bought. She tried to exchange it for a dress that caught her fancy a day or so later but the manager of

the department store turned thumbs down on her suggestion. So, probably out of spite, Miss Breen mastered the ukulele and became the recognized authority on the pint-sized Hawaiian guitar, supplying most of the ukulele arrangements that were printed on the popular sheet music of the 1920's.

While Peter De Rose has been represented annually on the *Hit Parade* for the past quarter-century, starting with *Muddy Water* in 1926 and completing the success cycle with *Who Do You Know in Heaven?* in 1949, his *Deep Purple* is universally regarded as his piece de resistance. Written as a piano solo in 1933 and introduced for the first time as an orchestral number by Paul Whiteman on May 10, 1934, it has gained recognition as one of the outstanding classics of modern American music.

But of all the enconiums *Deep Purple* has received, Peter De Rose values most the fact that it was Babe Ruth's favorite song, and the composer played it annually for the Sultan of Swat on the birthday of the Yankee slugger. As far as Peter De Rose was concerned during the last 10 years of Babe Ruth's life, this one-song recital was a sort of command performance and no matter how busy or where he might have been, he was always on hand to play *Deep Purple* for the Babe when the time came around to light another candle on the birthday cake.

Why Ruth, a sentimental guy with a heart bigger than his lifetime batting average, preferred *Deep Purple* to all other songs is anybody's guess, but the opening line of the chorus epitomizes his amazing career, for the Babe wore the deep purple of royalty when his mighty mace ruled the baseball world and he parked those round-trippers "far beyond the garden wall."

Mitchell Parish, whose lyrics changed *Deep Purple* from an instrumental number to a ballad in 1939, is one of several authors with whom Peter De Rose has collaborated. Born in New York City on July 10, 1900, Parish contributed verse to college papers while attending Columbia and New York Universities. While working as a clerk in the New York Hospital during a summer vacation, he wrote a charity show in 1919 that so impressed one of the physicians that he introduced Mitchell to Jack Mills, the music publisher, who hired him as a song plugger and special material writer for \$12 a week.

It wasn't long, however, before this liggardly wage was supplemented by sizable royalty checks, and in 1929, when Parish wrote the lyrics for Hoagy Carmichael's *Star Dust*, he became a regular marcher on the radio *Hit Parade* with such top-sellers as *Stars Fell on Alabama*, *Stairway to the Stars*, *Sophisticated Lady*, *Hand Across the Table*, *Sentimental Gentleman From Georgia*, *Let Me Love You Tonight* and *The Lamp Is Low*.

Now a 50-year-old grandfather, Mitchell Parish has just completed an education that was interrupted 30 years ago when he discarded his books to become a song plugger, majoring in English literature at the University of New York where classes begin at 9 in the morning, the middle of the night for show business people. He's made a name for himself, too, as a scholar, being one of

### PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

the two junior class members to be elected to Phi Beta Kappa, the scholastic honor society, last spring, the other being a 20-year-old co-ed who was born several months after *Star Dust* rose to the top of the 1929 *Hit Parade*.

Unlike Mitchell Parish, Peter De Rose has no yearning for further academic learning. He's perfectly con-

tent with a career that cost him his first job, and has recently completed the score for his first musical comedy. It is tentatively titled *Meet Miss April* and the book and lyrics are by Otto Harbach, who wrote his first show when De Rose was eight years old and will return to Broadway after a 20-year retirement with the staging of this production.

### PETER DE ROSE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE.

#### Popular Songs

#### 1920—WHEN YOU'RE GONE I WON'T FORGET

Lyrics by Ivan Reid. Jerry Vogel Music Company, Inc.

#### GRETCHEN

Lyrics by Ivan Reid. Jerry Vogel Music Company, Inc.

#### 1926—MUDDY WATER

With Harry Richman. Lyrics by Jo Trent. Broadway Music Corporation. (Available on Decca record 24038 in A-1926, Fingertle and Schull, piano duo.)

#### 1927—I JUST ROLL ALONG HAVING MY UPS AND DOWNS

Lyrics by Jo Trent. Bourne, Inc.

#### 1929—WALKING WITH MY SWEETNESS DOWN AMONG THE SUGAR CANE

Lyrics by Charles Tobias and Sidney Clare. Bourne, Inc.

#### 1931—WHEN YOUR HAIR HAS TURNED TO SILVER

Lyrics by Charles Tobias. Edwin H. Morris & Company, Inc. (Available on Decca record 24325, Morica Lewis.)

#### ONE MORE KISS THEN GOOD NIGHT

Lyrics by Charles Tobias. Edwin H. Morris & Company, Inc.

#### WAGGY WHEELS

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc. (This song was introduced in the "Ziegfeld Follies of 1934.")

(Available on the following records: Decca 24071 in A-1934, Big Grant orchestra; Capitol 15059, Sunset Trio; Victor 24635, Paul Robeson; Columbia 17519-D, Paul Robeson; Capitol 1822, Sammy Davis Jr.)

#### 1932—SOMEBODY LOVES YOU

Lyrics by Charles Tobias. Edwin H. Morris & Company, Inc. (Available on Columbia record 20592, Johnny Bond.)

#### 1933—HAVE YOU EVER BEEN LONELY

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc. (Available on the following records: Capitol 40070, Oklahoma Sweethearts; Columbia 36302 in C-69, Ted Lewis; Columbia 20307, W. Lee O'Daniel and His Hillbilly Boys; Decca 46144, Ernest Tubbs; Apollo 1153, Little Sam and Lee.)

#### 1933—THERE'S A HOME IN WYOMING

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc.

#### 1934—RAIN

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc. (Available on the following records: Capitol 20022, Paul Weston orchestra; Columbia 38739, Toni Arden; Capitol 937, Dean Martin.)

#### SONG OF THE BLACKSMITH

Lyrics by Al Stillman. Famous Music Corporation.

#### 1935—DOWN THE OREGON TRAIL

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc.

#### 1936—JUST SAY ALOHA

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc.

#### THAT'S LIFE I GUESS

Lyrics by Sam Lewis. Crawford Music Corporation.

#### 1937—IN A MISSION BY THE SEA

Lyrics by Billy Hill. Shapiro, Bernstein & Company, Inc.

#### 1939—STABIL HOUR

Lyrics by Mitchell Parish. Robbins Music Corporation. This also was published as an instrumental number.

#### DEEP PURPLE

Lyrics by Mitchell Parish. Robbins Music Corporation. Published first as a piano solo in 1933, and introduced as an instrumental number in 1934.

(Available on the following records: Victor 20-3525, Percy Faith orchestra; Decca 25285,

Bing Crosby; Decca 18242 in A-299, Harry Fields and Marlene Fingertle, dual pianos; Decca 24089 in A-1939, Basil Fomeen orchestra; Victor 36131, Paul Whiteman; Columbia 36626 in C-92, Don Baker, console; Columbia 37316 in C-129, Frankie Carle and rhythm section; Capitol 15294, Paul Weston orchestra; Capitol 20062 in 80-37, Paul Weston orchestra.)

#### THE LAMP IS LOW

With Bert Sheffer. Lyrics by Mitchell Parish. Robbins Music Corporation. (Available on Capitol record 10138, Frank DeVol orchestra.)

#### LILACS IN THE RAIN

Lyrics by Mitchell Parish. Robbins Music Corporation.

(See PETER DE ROSE on page 54)

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RALPH RAINGER

# COLOR TV PIX STILL FUZZY

## Parts Sitch Forces RTMA Into Huddle

### Switch Would Be Free

WASHINGTON, Sept. 9. — The question of cost and availability of parts needed to prepare sets for the CBS color system is looming as the top problem for manufacturers as the TV committee of the Radio-Television Manufacturers' Association (RTMA) prepares to huddle in New York Thursday (14). Meanwhile, interest is growing in the adaptor switch invented by two Federal Communications Commission (FCC) engineers. Rights to the switch, which makes CBS's system compatible, are to be available free to any manufacturers wanting to use it, government officials told *The Billboard* this week.

While RTMA hears stories of sporadic squeezes in parts, the industry is being virtually ordered by FCC to add a completely new line—adaptors to enable existing sets to receive CBS color programs in black and white.

The adaptors are the immediate worry, set makers also face the future necessity of putting out converters so that present sets will receive color, new sets to receive both color and monochrome, plus units to accommodate the ultra-high-frequency (U-H-F) band that FCC proposes to open up.

It appears certain that, under present conditions, adaptors will cost more than was estimated during the color hearings. At that time, Air King figured one would retail for \$39. Various converter estimates were made, ranging up to \$125. Costs of U-H-F units are problematical, with testimony due to be presented at forthcoming hearings next month.

The switch, invented by E. W. Chapin and W. Roberts, of the Commission's Laurel, Md., laboratory, is presently being patented in the name of the U. S. government. When a patent is issued, it will be either dedicated to the public or made available for licensing according to the general procedure of federally owned patents. In no event can a charge be made, Patent Office spokesmen said.

If the patent is dedicated, then any manufacturer can use it without formalities. If reserved for licensing, then FCC will have jurisdiction but will have to issue a license to any reputable manufacturer.

The Chapin-Roberts switch automatically tunes the receiver from the ordinary black-white TV to CBS color line and field frequencies. Thus, a viewer could get monochrome pictures on his set even though the station changed from a black-white program to a color one. The FCC-ers built the automatic switch demonstrated at the hearings for a parts cost of \$16.34, figuring nothing for labor. A hand switch, necessitating the viewer's getting out of his chair, cost the engineers \$8.21 in parts.

FCC is doing no particular pushing of the Chapin-Roberts switch and says it is only one of a hundred possible methods. The agency, however, is getting numerous queries and is preparing to issue all available data on the invention and subsequent improvements.

After the meeting of its TV committee, RTMA will decide whether (See *Parts Situation* on opposite page)

## People, Products and Prices

### Philly Theater Op New Arvin Distrib

Sol Blumberg, who owns a string of five neighborhood theaters in Philadelphia, has turned to the television business—not as competitive amusement medium, but as another good business venture. Marked by a three-day dealer showing last week at the Broadwood Hotel, Blumberg has taken over the local distribution of Arvin TV sets. Pat Carlton, the town's "Miss Philadelphia," was the official hostess for the show. Blumberg will maintain his movie house interests, which include the operation of the President, Venice Academy, Empress and Senate theaters.

### Mexico Eases Duties on TV Imports

Mexico has eased import duties on TV sets and parts, Commerce Department said last week. The duty on complete sets has been reduced from 25 per cent ad valorem to 20 per cent and the duty on cabinets with one or more attached parts has been dropped from 15 per cent to 10 per cent. The charge of .06 peso per kilogram has been retained. Mexico has reduced the former duty of .06 peso per kilogram and 15 per cent ad valorem to .06 peso and 10 per cent. The peso is valued at about 11½ cents.

### Lack Heads Electronics Industry Committee

F. R. Lack, Western Electric Company vice-president, was elected chairman of the Joint Electronics Industry Committee at its organizational meeting last week. Former Navy Secretary John Sullivan was appointed counsel of the group, which was established jointly by the Radio-Television Manufacturers' Association and the National Security Industrial Association to co-ordinate industry mobilization activities. Initially, the group was called the National Electronics Mobilization Committee. Executives of 25 major industry firms are members.

## FRB Slaps Credit Limit On Sales of TV Sets, Radios, Phonos, Effective Sept. 18

WASHINGTON, Sept. 9.—Credit restrictions on radios, TV sets, phonos, combinations and other consumer durables, go into effect on September 18, the Federal Reserve Board (FRB) announced last night (8) only a few hours after President Truman signed the controls bills into law.

Beginning with the opening of business on the 18th, set retailers must collect a down payment of at least 15 per cent and must collect the full purchase price in not more than 18 months after the date of sale. The 18-month maximum installment period also applies to furniture, but the minimum down payment is fixed at 10 per cent. Refrigerators, stoves, washers, air-conditioners and other household appliances come under the same controls as sets. Autos are to require a down payment of one-third and a maximum installment period of 21 months.

All retailers making installment sales or loans must file a registration blank by November 18 with the Federal Reserve Bank in their areas, under the terms of the new regulation issued by FRB. The order requires retailers to keep records of each credit transaction involving covered items, including description of the article, cash price, terms of the sale and any finance charges or interest. Such records are to be open to inspection by FRB officials but need not be filed with the agency.

Credit deals made prior to September 18 are exempt from the controls, but any such transaction which is combined with new credit after the date or later revised or renewed is subject to the same requirements as new sales.

In the case of trade-ins, the allowance is to be deducted from the cash price and the minimum percentage down payment is to be calculated from the net price. In other words, trade-ins cannot be accepted for the full down payment. According to an FRB spokesman, the trade-in clause

works like this: A purchaser is allowed \$100 on his old set in buying a \$500 set. The net price of the new set is \$400, and the purchaser must make a down payment of at least \$60.

FRB officials emphasize that there is nothing to prevent a retailer from setting credit restrictions more severe than those contained in the order.

Exempt from the credit order are all items, except automobiles, costing more than \$2,500. Items priced under \$100 require no down payment but must be paid off in 18 months. Credit to wholesalers and retailers who purchase listed articles for resale is also exempt. The order is intended to apply only to consumer credit.

### Who's Confused?

NEW YORK, Sept. 9.—To eliminate any confusion over the definitions of the terms switch, converter and adaptor as they will appear in color TV stories in *The Billboard*, the terms are defined as follows:

**Switch:** A device to be installed in sets still to be made and which will enable the sets to fit into the bracket standards issued by the FCC: 15,000 to 32,000 lines per second; 50 to 150 fields per second. The switch would enable sets to pick up black and white telecasts as we now know them, and also to pick up CBS color telecasts in black and white.

**Converter:** A device which will enable television sets to pick up CBS color telecasts in color.

**Adaptor:** A device which will enable TV sets already in use to pick up CBS color telecasts in black and white.

## Set Builders Tight-Lipped; Waiting Rule

### Only Few Talk Up

NEW YORK, Sept. 9.—One week after the Federal Communications Commission (FCC) issued its proposed decision on color TV, the industry picture shapes up as follows: Most manufacturers are tight-lipped about their reactions to the FCC decision, preferring to wait for the Radio & Television Manufacturers' Association (RTMA) TV committee meeting Thursday (14). (See separate story). A few video set producers were voluble in their dislike of the decision. A group of smaller manufacturers are "thinking" about going along with the FCC and CBS.

Among the manufacturers holding off any statements or actions are RCA Victor, Admiral, General Electric, Philco, Emerson and Zenith. RCA Victor manufacturing execs are understood to be waiting for more exact interpretations of the FCC proposal from the radio corporation's legal and engineering departments. The GE position will probably be clarified at the RTMA meeting, according to a company spokesman. Dr. W. R. G. Baker, GE's general manager, would offer no further comment.

More outspoken in their opinions were Meck, Pilot, DuMont, Sylvania and Sightmaster. Pilot president, Isador Goldberg, said: "The FCC has deliberately sabotaged color television. The proposed system is no good for picture tubes larger than 12½-inch and the public won't buy 12½-inch sets. Why should we make them?" John Meck, president of John Meck Industries and Scott Radio, said: "The concern about technical questions involved is over-emphasized. It is most important that the FCC come out with a definite decision and make it stick. The confusion and uncertainty caused by the tentative decision is more serious than any technical matters are likely to be."

Don Mitchell, president of Sylvania, claimed, "The FCC did not make a decision—it was only a feeble attempt to get the heat off itself. It actually avoided making a decision. Even if there was no Korean war and FCC decided on the CBS system, Sylvania would still produce sets that would work under both systems and let the public decide." Like many other set producers, Mitchell also pointed out that the whole question was "academic" since manufacturers had trouble maintaining production on black and white sets without jumping into color. In commenting on the CBS color system, Mitchell declared that, at best, it was only an "interim" system. "It's not the last word in color. There will be an all-electronic system that is superior."

While not willing to issue any official statement on his company's stand, Dr. Allen B. DuMont pointed out that there was much more involved in the CBS color system than just making a switch. According to DuMont, present-day sets would require many changes before they could pick up CBS color—changes in the sweep circuit, added power supply, new deflection yoke and a new deflection transformer. He also said that deflection yokes and (See *Set Builders* on opposite page)

## Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations

- Andrea  
Snybrooks, Mayfield, Sutton and Normandy models.
- Arvin  
All sets
- Bendix  
All sets
- Capchert  
All sets
- DeMott  
All sets
- General Electric  
Models 19C-105, 19C-106 and 21C-101.
- Hallcrafters  
All sets
- Hoffman  
All sets
- Industrial Television  
All sets
- Meek  
Models XQR, XTR and ESTP
- Mercury  
All sets
- Pilot  
All sets
- RCA Victor  
All sets
- Scott  
All sets
- Stromberg-Carlson  
All sets
- Tele King  
All sets
- Westinghouse  
Ardsley model

## Color Didn't Whitewash Video Sales

NEW YORK, Sept. 9.—All the national publicity attending the color TV decision by the Federal Communications Commission (FCC) has had no effect on consumer desires to purchase a video set right now, according to a spot survey of retail dealers and distributors.

Buying syndicate offices report that member stores are still clamoring for more video merchandise and are ignoring the FCC color decision. A spokesman for Affiliated Retailers explained that the present shortage of TV sets was of greater concern to member store buyers and the expected 25 per cent production cut-back would soon make the public "set hungry."

A Newark, N. J., TV distributor reported there had been no questions on color from dealers. A New York City distributor reported that black and white deliveries were too big a problem to be overshadowed by color talk.

A. E. Demick, major appliance buyer for Pogue's, Cincinnati, said that sales of TV have not been affected at all and that the consumer has less interest in the color problem than he had when the color was first discussed during the FCC hearings. Larry Marshall, general manager of Steinberg's in Cincinnati claimed that there had been no change in the current sales picture, but felt that there may be later on. "People should be made to realize that color is several years off. Definite policy statements from manufacturers would clear the air and enable the public to continue buying TV with assurance."

Sunset Stores, New York appliance chain, also reported no consumer reaction, with sales maintaining their high rate. The Cavendish buying syndicate, New York, said that member stores were apparently not interested in color decision.

HOLLYWOOD, Sept. 9.—Federal Communications Commission (FCC) indications that color TV may be around the corner has had no effect on teleset sales, according to a dealer survey by *The Billboard*. According to set sellers, consumers are convinced that there's a shortage period coming and want to buy sets while they're available. Buyers also see the current world crisis postponing color for some time. Dealers, of course, are minimizing color's arrival.

### SET BUILDERS

(Continued from opposite page)

switches were already on the list of components in short supply.

On the subject of when TV sets with adaptors would be available to the public, most manufacturers estimated four to six months after the FCC had made a final decision on color standards. No one appeared to be willing to estimate the time needed to produce sets able to pick up color.

Among the manufacturers willing to go along with the FCC proposals, only two were ready to commit themselves. Air King had previously stated it would make adaptors for present-day sets to pick up CBS color in monochrome, altho D. H. Cogan, president of the company, raised his cost estimate from \$40 to \$60.

Starrett disclosed that it intended to make adaptors and sets equipped with the FCC switch. Starrett execs were huddled with CBS brass yesterday (8). Tele-Tone, which had previously worked closely with CBS, was expected to go along, but company officials would not comment. Majestic's Leonard Ashbach stated that his company would go along with the FCC "right or wrong after the FCC has rendered its final decision."

## Music—As Written

(Continued from page 24)

### Philadelphia:

Musical Bar. . . Vi Burnside brings her band to the Hotel Douglass Showboat. . . Joe Frassetto takes over the Latin Casino bandstand chores which had been handled for many years by Harry Dobbs. . . Harry O. Bergkamp, district manager for ASCAP, who served in World War II for four years, was ordered back into service by the navy as a lieutenant senior grade. While he is away, William Vincent will be acting manager.

Jack Howard Publications here turned over the Canadian publishing rights to its "Candy and Women" plug tune to the Empire Music Company. With the 101 Ranch Boys' recording of the Western song on the Columbia label released in Canada on the disk firm's Sparton label, Empire will also make "Candy and Women" its top plug tune.

Johnny Hyland drummer for Dave Stephen's WCAU house band, is the first local musician to be drafted. . . Roger Korland, press agent for the Philly local of the American Federation of Musicians, working a deal with the army whereby drafted musicians will be assigned to band duty in the Second Army area. . . Anita O'Day is recalled at Chubby's West Collingswood, N. J., with the Powellton Cafe bringing in Pearl Bailey Labor Day week to kick off the new season. . . Ivory Joe Hunter takes over from Cootie Williams at the 421 Club. . . Sarah Vaughan spikes the show at the Earle Theater for the Labor Day week. . . Dizzy Gillespie sets back his booking at the Rendezvous until October 23 to make good a Birdland booking in New York. He will follow Wingy Manone, who opens October 9 at the local hot jazz spot. . . Jack Verna is back at the Club Bandstand, with Howard Reynolds set to return to Frank Palumbo's Theater-Restaurant when the room reopens in mid-September. . . The Treniers, holding forth all summer at the Riptide, Wildwood, N. J., are already set to return to the seashore resort spot for the 1951 season. . . Ethos, Inc., has set up here to record music for public and private use.

### Hollywood:

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

## Up Go Prices As More Mfrs. Join Hike Trend

NEW YORK, Sept. 9.—Higher prices were announced this week by an additional group of radio-TV manufacturers, but the added costs appear to have had no effect on consumer purchases, according to a spot check of retail dealers. New list prices were announced by Olympic, Magnavox, Zenith, Air King, Hallcrafters, Tele-Tone, Arvin and Scintiline.

Olympic jacked up prices on four of 12 models, with two sets being raised \$10, and two more raised \$20. Zenith came up with the second increase within a month. The hikes on all Zenith sets ranged from \$10 to \$55. Hallcrafters upped prices from \$5 to \$30 on its 18 video models. Air King prices on six sets were increased from \$10 to \$30.

Magnavox price increases of from \$10 to \$31 hit five TV sets, three radio phono combinations, and one three-way combination receiver. Tele-Tone raised prices on 14 sets from \$10 to \$30, and left prices on five models unchanged. On some of the Tele-Tone sets this was the second round of increases. Arvin prices were increased from \$10 to \$30, while the Sentinel sets were raised from \$20 to \$30.

In almost every case, manufacturers blamed the hikes on increased cost of component parts.

### PARTS SITUATION

(Continued from opposite page)

any action taken in connection with the color pronouncement will be done by the association on an industry-wide basis or by the manufacturers individually.

Any complaints will have to be made thru the Commission, FCC legalists say, since under the Communications Act, no appeals can be made to the courts until all administrative remedies have been exhausted.

## Victor Sets Biggest Fall Disk Promotion Campaign

(Continued from page 15)

Boston Symphony diskings of Peter and the Wolf.

Idea No. 2, designed to broaden the Red Seal market, makes use of testimonials by leading authors as to the merits of individual longhair artists. These will run as individual ads in national magazines, with from one to four insertions monthly for four months in such sheets as *The New York Times Sunday Magazine*, *Saturday Review of Literature*, *House Beautiful*, *Good Housekeeping*, *Holiday*, *Time*, *Newsweek* and *New Yorker*. These will also be bound in a hard-cover book, including page-size pictures and biographies of the artists, and a list of their outstanding disks. Ad readers will be offered the book free via clipped coupon. Victor anticipates circulating close to 40,000 copies. The ads will also be case-mounted for window and counter display.

No. 3 includes Victor's new *Musica America Loves Best* (MALB) catalog. This streamlined listing, result of the diskery's recently completed market testing, lists only 790 titles, proven to account for 80 per cent of the catalog sales. It will be introduced to the consumer public via a double-page spread in the October 9 issue of *Life*. Unique angle is that the company will distribute the book directly to consumers who clip and send in a coupon, rather than leave this job exclusively to dealers, as in the past. The same ad also mentions the new *Request* catalog, for special collectors. Included are about 1,000 selections of lesser demand. Dealers are advised that they may obtain these on special order, and that distribut will supply them quarterly.

No. 4, the diskery's most costly

phase of the entire drive, is designed to hypo popular disk sales via deejay plugs. Here the emphasis will be on 45. In a recent survey, where people were asked what prompted their purchase of a specific disk, 54 per cent replied that they had heard it on the air. Hence this deejay concentration. Jocks on 413 stations will get their pictures in the papers, along with a choice quote about a specific Victor disk, and announcing the time the jock will spin said platter. Seventy-line ads will run in local papers from three to five times a week.

Point No. 5 takes in the Victor-sponsored 364 Question (*Take It or Leave It*) radio show over 165 NBC stations every Sunday night, which started August 28. It also includes the Kukla, Fran and Ollie TV show, on one night weekly.

No. 6 deals with the kidisk category. Concentration is on the 21 redesigned and revitalized packages that constitute the Little Nipper line. Special store displays and color splashes in such magazines as *Parents* will tout the disks.

The seventh and final point deals with the 45 r.p.m. players and the 45 system in general. It includes the Bonus Book plan and extensive institutional advertising in such publications as *Fortune*, *Esquire*, *Lock, Collier's*, *Coronet* and *Ebony*. In a unique double-page spread skedded for *Life*, October 2, Victor will hand a friendly plug to the more than 50 diskeries issuing 45 wax. These will be mentioned by name, and the ad will even include pictures of leading artists on these rival labels.

The Victor dealer promotion book was compiled under the direction of Dave Finn, advertising manager of the record division.

## Israel Offers U. S. Talent At Least One Year's Work

NEW YORK, Sept. 9.—There's upwards of one year's work available for American performers in Israel, in the opinion of Leo Fuld, who opens at the Latin Quarter, Montreal, for \$2,000, September 22.

Fuld, who just arrived in the United States from Israel, via Istanbul and Athens, started to click abroad when his London disk, *Where Can I Go*, began climbing. The last time he worked in Montreal (about three years ago) it was for \$350 at the Esquire. His Latin Quarter date was made by Senia Gamsa.

Fuld, who's worked in Israel a number of times, said the country is pleading for American performers, "—and their religion has nothing to do with it. In fact a couple of Negroes, Dean Dixon, ork leader, and Aubrey Pankay, a singer, are the current raves of the country."

The money, said Fuld, may be less than can be had in the U. S., also it is practically impossible for Americans to take their money out of the country. But against these handicaps, an American act is treated like visiting royalty, builds up an international rep and if the starting dough is nothing to retire on there is a big club date business that more than makes up for it.

Dates in Israel are obtained in the following manner, said Fuld. An Israeli promoter hires an act, agrees to pay him round trip air fares and puts him to work. He cited a specific case. A local impresario, Moïse Wallin, operates a theater in Tel-Aviv, and runs a revue called the *Li-La-Lo*. Wallin brings in acts on a three-month minimum contract and puts them into his show. If they make good they get critical acclaim from the local press and get offers for club dates. After they're thru in the revue the impresario gets them work in cafes and musical bars in either Tel-Aviv, Jaffa or the neigh-

boring cities. "There's hardly a city in Israel," said Fuld, "that doesn't have at least two spots using talent."

The other field where there's big money is in concerts. "Concerts are big business in Israel," said Fuld.

Sometimes a performer brought over by an Israeli promoter decides to break away and get his own jobs. In that case he forfeits his return fare, tho even then he can make enough to keep him happy.

The biggest demand is for singers with sight bits and various novelties. Language is no barrier, practically everybody in Israel speaks English, among other languages.

There's a lot there and after the actor is thru he can play dates in Istanbul, Athens, Paris, etc., working his way thruout the continent before coming back to the U. S.

## L. A. Case Test For AFM, AGVA

(Continued from page 16)  
paying \$75 weekly scale. If AGVA pickets, it will mark the first time the union has thrown a line around a spot in Coast history.

At press time, AFM's attitude still remained uncertain as to whether it will order Angelino's Steinwayer, Mona Fleisher, to honor the AGVA pickets. Rights to picket was granted AGVA by the Los Angeles Central Labor Council. AFM has belonged to the council but coincidental to outbreak of the hassle, musicians' Local 47 dropped its representation in the labor body. AFM spokesmen claimed its anklng the labor council is in no way connected with the org's permission to picket. Local 47 abandoned the council, they said, as an economy move. It costs Local 47 an annual \$8,000 membership fee to belong to the council.

In the meantime, Local 47 toppers refused to comment as to what course of action will be taken in the event of an AGVA picket line. AFM international's regulations order members to honor all picket lines. Local bartenders' union has indicated it would not permit its members to cross the strike line. General feeling at AFM is that fare-up is much ado about nothing, and that Angelino's will either come into the AGVA fold or abandon use of vocalists.

Hassle marks the first time since the spring of 1948 that both AGVA and AFM faced a similar situation. At that time, Zucca's Culver City spot decided to hire non-union musicians. AFM promptly placed the spot on its unfair list, and the non-union acts also played the nitery, AGVA did not picket.

## Ritzes 11,256 Sets Desert Inn Record

HOLLYWOOD, Sept. 9.—Ritz Brothers' two-week stand at Wilbur Clark's Desert Inn (Las Vegas, Nev.) packed a record 11,256 patrons into the 350 capacity Painted Desert Room. Draw broke all records for the spot since its opening earlier this year.

According to Clark, each of the 28 performances (two shows nightly) filled the room to an average of 50 over capacity. In addition to s.r.o. biz, average tab per capita set a new revenue record for the house. Clark has option on comedy trio's repeat Las Vegas appearance.

## Blush Dept.

NEW YORK, Sept. 9.—In the review of the Capitol Theater show caught August 31, which ran in *The Billboard* September 9, the Edwards Brothers got a fine notice. But due to a typo, the act was listed simply as the brothers instead of the Edwards Brothers. The three Edwards are still at the Capitol and still electrifying 'em with their sensational tricks.

## Philly Clubs Scramble for Negro Talent

PHILADELPHIA, Sept. 9. — A grand scramble for Negro attractions looms locally with Si Kaliner's setting up a Club Harlem in West Philadelphia. Apart from the rooms catering to the town's swelling Negro population, the new club is less than a stones-throw away from the Club 421, which has been a most successful operation with a name policy.

Club 421 was recently sold by Harry Roesch to Lou Greenberg, who previously operated a taproom in another Harlem sector of town. And while the new Club Harlem and Club 421 will bid for the top Negro names, the Powelton Cafe, operated in West Philadelphia by Al and Herman Comroe, has also gone on a name kick for the coming season. On the strength of Sarah Vaughan's terrific draw in spite of the limited capacity of the Powelton, the Comroes are turning to names to keep in the competitive swim and out-bid the in-town Celebrity Room to usher in new season with Pearl Bailey, Monday (4).

Kaliner, who formerly operated the in-town Little Rathskeller and the erstwhile club ball rooms, is set for an October 2 opening with Sarah Vaughan plus Slam Stewart. Nor are names confined to West Philadelphia sectors. Al Jenkins' and Herb Keller's Show Boat in the Hotel Douglas in South Philadelphia has been a name room of long standing and has already grabbed off such choice items as Bull Moose Jackson and Amos Millburn for the early weeks of the (See PHILLY CLUBS on page 51)

## Hofues Nearing Deal For Carroll Theater

HOLLYWOOD, Sept. 9.—Earl Carroll's Million Dollar Theater-Restaurant will be sold to Frank S. Hofues, millionaire Texan, climaxing months of negotiations during which several unsuccessful bidders attempted to buy the spot. Hofues will pay \$1,025,000 for the property, part in cash and the remainder by transfer of a 4,000-acre ranch near Prescott, Ariz.

Mrs. Jessie Schuyler, Carroll estate executor, thru attorney Guy Ward, has petitioned Superior Court Judge Newcomb Condec to approve the sale. Hearing is set for September 13, at which time Judge Condec is expected to approve the transaction and make the deal official.

Hofues is planning to lease the property for radio and video broadcasting purposes and will not operate the spot as a nitery. He has large real estate and hotel holdings in Texas as well as here. Among his California properties are the Del Mar and Deauville Beach clubs at Santa Monica.

## Sinatra, MCA Face Suit for Ducking Show

Ops Want \$250,000

MINNEAPOLIS, Sept. 9.—A \$250,000 lawsuit charging Frank Sinatra with breach of contract for failing to appear at the National Fashion Show in Minneapolis Auditorium (5-7) is being readied in behalf of the show sponsors and producers.

Sinatra was due to appear for rehearsal at 9 a.m. Tuesday (5). At 8:45 a.m. word was received he was still in New York and would miss the first show that afternoon. He failed to appear during the entire run and Milton Berle the other co-star carried the brunt of the production.

Sinatra, Artists, Ltd., and Music Corporation of America (MCA) will be named in the two lawsuits being drawn here by Melvin J. Silver in behalf of National Apparel Shows, Inc., and Jay Lurye Enterprises, Inc., of Duluth.

National Apparel Shows are suing for \$150,000. Its first cause of action will charge that the firm sustained actual damages in gross income to the extent of \$50,000. Instead of taking in the anticipated \$65,000, the show grossed only \$15,000. George J. Rosenberg, show director, said, ticketholders turned in their duels because Sinatra failed to appear.

The company's second cause of action is for \$100,000 for loss of prestige. Pointing out that this was its initial show in a series planned for the entire country, National Apparel Shows charges that Sinatra's failure to appear caused the company to be guilty of a breach of faith with the public and its exhibitors at the show.

The Lurye suit, also for \$100,000, charges the firm which booked the talent for the fashion show suffered prestige damage with other show promoters and artists because it failed to produce Sinatra. Sinatra personally signed the contract for the fashion show appearance July 6 (See VOICE, MCA on page 51)

## Laine-Page Do 38G in M'w'kee

CHICAGO, Sept. 9.—With the aid of a whirlwind promotional campaign staged by Johnny O'Brien, chief of Major Distributors, Milwaukee handler of Mercury Records, the Frankie Laine-Pattie Page package came within several hundred dollars of the record gross of \$38,000 established in 1946 at the Riverside Theater, Milwaukee, by Horace Heidt and His Radio All-Stars. Seats for the show, which opened Friday (1) for a week, went at 95 cents.

O'Brien arranged for 12 d. j. appearances by Laine and Miss Page. Highlight was a two-hour show Monday night by d. j. Joe Dorsey, of WEMP, who plugged the show a week in advance. Dorsey emceed an all-request show of Laine and Page platters, requiring wired requests. Two-hundred and two telegrams were received. Of the 60 retail stores in Milwaukee, O'Brien secured window displays in 28 of them. He had two windows in the biggest Woolworth store. Three separate parties for d. j.'s, record retailers and juke ops from all over the State were staged jointly by O'Brien and Roy Pierce, manager of the Riverside Theater.

## Showbiz Unveils The New Nash

DETROIT, Sept. 9.—Four package shows are being sent out by the Delbridge and Gorrell office here to furnish entertainment for announcement parties of the new 1951 Nash. September 6 to 18. Each unit will do a full hour show mostly musical and will play one section of the country. A total of about 50 acts are being given two weeks' work under this set-up, with Delbridge and Gorrell buying from agents in principal cities across the country. A local band will be booked in each city to play the engagement.

Key personnel from the Detroit office will go out to supervise each unit on the road, including Ray Gorrell, Eastern unit; Del Delbridge, Central; Bill O'Halloran, Midwest; and Eleanor Bookman, West Coast.

This is the second big auto show to be booked by this office currently, with the Packard debut held this past week in New York, Chicago and San Francisco.

The kick-off Packard show, set for Detroit, was called off because of the strike, with Detroit itself to be the last place to see the new models. The date is expected to be set now, with the probable ending of the strike, but entertainment plans have not been okayed.

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beginning NOVEMBER 4

## VAUDEVILLE REVIEWS

### Palace, New York (Thursday, September 7)

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

Current show opened nicely with the Juvelys, a good-looking, well-dressed team, doing their standard balancing tricks to rapt attention and fine hands. The girl-boy act does the head-to-head stands on rubber balls; balancing atop boards that are, in turn, balanced atop metal cylinders, and complicated juggling of various objects. The Juvelys are a fine sight act and suitable for any theater.

Minda Lang, a pretty little brunette, does a lot of whistling thru un-puckered lips and manages to sell in okay fashion. Routine consisted of *Sorrento* opening, followed by a comedy novelty built around *I Can't Give You Anything But Love*, and wound up with a flashy long-haired number for good hands.

Hamtree Harrington and Louise didn't do too well. The formula that was once so good when Hamtree worked with Cora Green is apparently no longer as meaty. Basically, the act is today too Uncle Tomish, depending on race gags and bits for the yocks, at which the audience seemed uninterested. Louise McCarroll, the new partner, is a tall, attractive gal with a warm pair of husky pipes. She does a fine straight job and Hamtree does an equally skillful comedy job. But if work and looks are competent, the material was not.

DeLage and Shirley deserve the title of "fastest magic act." The team still works fast and even if many of the tricks are standard they are handled so skillfully that results are amazing. Their trunk finish pulled a solid mitt.

Carlton Brothers, in their first Stem vauder, made a good impression. The first boy came on to pound out a couple of bars on the piano, while the second lad joined him to do some excellent hoofing. Then came a series of gags, some vocal, some sight, and they went into a caricature of *Nature Boy*. One lad did the vocals while the other, in a brown bearskin coat, fright wig and barefooted, went thru bits of business. The routine had a good opener and a strong middle but its finish was weak. Nevertheless, the crowd howled.

Ted and Rita Duano did an outstanding terp job. Team is small and neat, worked gracefully and pulled big hands for the spin arm-lock finish.

Keaton and Armfield. In their return date and working in the next to closing, just about fractured them. Neal Keaton's grey-haired looks and Georgette Armfield's deadpan, white-faced comedy, seguing into a comedy strip, got tremendous laughs.

The Moroccans, a four-boy act, did their usually fine tumbling act. Their single challenge whirlwind gainers and half-gainers ended in a pyramid build for a satisfactory mitt.

Pic. *Spy Hunt*. Bill Smith.

### Art Comes First

HOLLYWOOD, Sept. 9.—Rather than concede to the dictates of commercialism, jazz songstress June Christy chose to leave the Mocambo before completing the first week of her two-week engagement.

The ex-Stan Kenton canary refused to alter her song style—a brand of music making with which she feels she has become identified—and took the negative side of operator Charlie Merrison's ultimatum to either change her act or leave.

### Chicago, Chicago (Friday, September 8)

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

While this show is good, straight vaude, the pic, *Tea for Two*, is the major marquee pull. Three of the acts are making their vaude debuts here, and all, as well as headliners, the Wiere Brothers (3), nabbed better than average mitts.

Toy and Wing are a swell opener. Oriental terp team immediately wins attention, which they hold by presenting some top ballroom stepping. Their variety, their George M. Cohan take-off and their closing eccentric and toe-eccentric by Miss Toy, pulled an extra juley hand.

Mickey Deems, who did well in his first Chi job at the Palmer House, does even better with the family vaude patrons. Extremely clean and original, he started with four good stories and then hit with his wonderful burlesque of a husband's typical frantic Sunday. His exaggerated version of what should be a day of rest won the top mitt of the show.

Singer Dick Brown, a fixture of *Stop the Music*, needs a platter build-up or a bigger billing on the radio-TV airer, judging by the anemic ovation he got. His walk-on mitt was nothing in comparison to other singers used here. However, he has a different sounding high baritone that lends an original sound to his treatment. A good-looking lad, he walked off to good mitt after five songs, each of which was well-chosen. Piano backing and arrangements by Hal Kanner were well done.

The Wiere Brothers went thru their standard violin dance and balancing routines to consistent yocks. Addition of more talk to their act helps plenty. They've also added another of their unusual bits of machine-gun dancing to a classical waltz. Trio could fill a major spot in a big video show because of their versatility.

Johnny Sippel.

### Liquor Board Closes Two Wildwood Cafes

WILDWOOD, N. J., Sept. 9.—Two cafes here got a break on a liquor license suspension because of their closing dates. On charges of selling liquor to minors, the State's Alcoholic Beverage Control Board handed 25-day suspensions to both the Rainbow Club and Bradley's Cafe. The period, however, starts September 10.

Inasmuch as both clubs ended their seasons right after Labor Day, the enforced shutterings didn't hurt.

Selling to minors is one of the most serious offenses here, and a city ordinance places the responsibility on minors. Only last week city officials

## How Labor Day Week - End Beefed Up Stem Combo Take

NEW YORK, Sept. 9.—The Labor Day week-end with the usual influx of out-of-towners and higher box office prices, plus rain that kept New Yorkers at home, boosted the week's grosses at Stem combo houses to a fat \$574,000. Opening week bills at most theaters added to the take, which rose from the previous week's \$401,000.

Radio City Music Hall (6,200 seats; average \$123,000) for the fourth week of *Sunset Boulevard* and a fletcher with the Szonyes and the Nonchalants came thru with \$161,000, only \$1,000 of the previous week's take.

Roxy (6,000 seats; average \$68,000) grossed a terrific \$130,000 for the opening week of *Black Rose* and the Philharmonic Symphony Orchestra of New York. Previous week's take was \$87,000.

Capitol (4,627 seats; average \$43,000) pulled a heavy \$95,000 for the opening week of *Summer Stock*, Noro

Morales ork, Hal LeRoy and Rosita Serrano, more than double the previous week's take.

Paramount (3,654 seats; average \$78,000) came up with a big \$92,000 for the initial frame of *Fancy Pants*, Carmen Cavallaro ork, Jean Carroll and Alan Dale. Previous week's gross was a weak \$53,000.

Strand (2,700 seats; average \$41,000) more than doubled the previous week's take in reaching \$72,000 for the first week of *Tea for Two*, Gordon MacRae, Patrice Wymore and Alan Carney.

Palace (1,700 seats; average \$18,000) had the best week in a long time, grossing \$24,000 for Wally Vernon, Watson Sisters, six other acts and Cariboo Trail. New bill has *Spy Hunt*, DeLage and Shirley, Keaton and Armfield, and six other acts.

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## IN SHORT

### New York:

Dorothy Blaine has returned here after visiting her parents in Superior, Wis. . . . George DeWitt has been called up for army duty. . . . A new show at the Two Guitars, to open September 15, has Elena Delys, Regina Price and Eli Spivack. . . . Jackie Gleason, on a club date at Lido Beach, has been charged with running out on his spot. . . . Francine White, current at Club Bingo, Las Vegas, Nev., goes to Early Birds Supper Club, Spokane, and the Riverside, Reno.

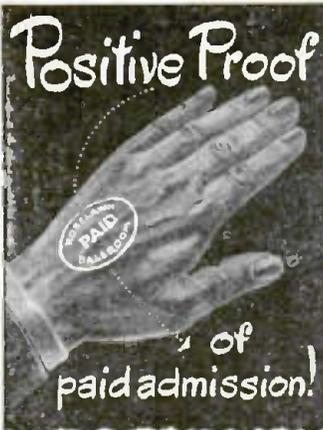
Senia Gamsa has finished two TV courses at the American Theater Wing, in production and direction. . . . Gamsa's also split with Jack Mandell, the latter's held over at Steuben's, Boston. . . . Paul Gilbert, who finishes at the Riviera September 11, opens at the Palace September 14. . . . Danny Frankel back in town and this time associated with Bruno of Hollywood. . . . Sol Tepper's still at Beth David Hospital with a heart ailment. . . . Harry Lawrence building a unit for cafes, headed by Sid Dean and the Mimicmen, and is now looking for a girl singer. Loew's declared a 37½-cent dividend.

Valaida Snow opened at Suburban Restaurant, Brooklyn. . . . Larry Marlowe got his first break, a shot on Art Ford's TV show. . . . Jerry Rosen, who was censured by AGVA's board recently, has appealed the decision to the American Arbitration Association. . . . Jerry Hirsch, AGVA's rep in the Miami area, on a leave of absence to re-marry his ex, Pearl Hirsch, after which he'll head for Atlanta to operate the Copa Caprice.

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## NIGHT CLUB REVIEWS

### Oasis, Los Angeles

(Sunday, September 3)

Capacity, 250; four shows nightly. Price policy, no cover—minimum. Owners-operators, Joe Abraham-Bill Robinson. Press, Jules Fox. Estimated budget this show, \$2,500; estimated budget last show, \$2,500.

George Shearing, sightless Steinwayer whose quintet created such a stir during its Coast club debut, is back for his second stand within the month. Shearing, a British import, combines rare wit with good musicianship to deliver a thoroughly enjoyable evening.

He handles the chuckle-spurring patter with a deft hand, tossing it in off-the-cuff as part of the intro for his next number. Funniest is his take-off on bop lingo. Tho he ribs bop verbally, he becomes one of its most accomplished disciples at the keyboard. His playing is crisp and clean and his phrasing is as articulate as can be found in non-classical ranks. His legit solo performance of Clair de Lune is on concert-hall par.

As part of the quintet, Shearing holds back to let the other combo members shine. With Chuck Wayne's guitar, John Levy's bass, Denzil Best on drums, and Don Elliott's vibes surrounding the Shearing piano, ensemble work is bright and clean as can be found. Arrangements, by Shearing or Best, sparkle with freshness. A favorite device is to team piano and vibes on the melody line, with bass, guitar and drums providing body and beat to the combinations. Harmonic progressions are cleverly turned to lend new flavor to such oldies as Moon Over Miami and How High the Moon. Ear-winning originals include Dee Dee's Dance and Bop, Look and Listen. Lee Young's ork plays for dancing. Lee Zhitto.

### Empire Room, Palmer House, Chicago

(Thursday, September 7)

Capacity, 500. Price policy, \$1-\$1.50 cover with 12 minimum. Shows at 8:30 and 11:30. Exclusive booker, Merriell Abbott. Publicity, Fred Townsend. Estimated budget this show, \$5,100. Estimated budget last show, \$5,200.

While this show represents a major slash in budget, it's a pleasant package that plays well for the family trade. Tho Georgia Gibbs isn't up to the standard of a name headliner, lacking a major radio or TV show, she sells a song for all it's worth. Essentially a rhythm singer, she takes even the slow moody numbers and gives them a rock that projects. Tunes such as I Love the Guy, Red Hot Mama and a newie, The Waltz, drew fine mits.

As usual, Merriell Abbott came up with a great novelty opening in Marvin Roy. A handsome Oriental-looking youngster in a fez, Roy builds his entire magic act on producing electric light bulbs of varied types. His fanning of lighted bulbs consistently drew mitting. His twist on the needle trick, in which he dropped six Christmas tree bulbs into a glass, together with an electric cord, and then swallows the contents and extracts it from his throat as a fully lighted chain of bulbs, drew a huge mitt.

Marita and Manuel Viera have come up with a great closer for their trained monkey turn when Prof. Tippy plays a standard on a Solovox. Tho the remainder of their act is unchanged, this closer brought down the house.

Holdover Eileen O'Dare gets a better break in this show, doing about five minutes of excellent acrobatic dancing in a fair production number built on a Latin theme. A big gal, her agility is amazing.

Eddie O'Neal's band played a good show, but their volume was too great. Johnny Stippel.

### Copacabana, New York

(Thursday, September 7)

Capacity, 610. Price policy, \$1-\$4 minimum. Shows at 8:30, 12:30 and 2:15. Operators, Jules Podell-Jack Entratter. Booking, non-exclusive, Publicity, George Evans Associates. Estimated budget, \$5,000. Estimated budget previous show, \$6,000.

The Copa let go with its first big gun of the season—Joe E. Lewis—and hit a jackpot. The spot was jammed for all shows, the floor became tinier and tinier as more tables were put on and maitre' Joe Lopez became the most important guy in the place.

Lewis was, if anything, better than ever. He came in with an entirely new act—and if a good deal of his stuff will never win him prizes for the children's hour, the audience loved it. In fact, the guy got more laughs on straight lines than many comics get on jokes. Lewis came on at 12:40 and stayed on to almost 2, hitting hard all the way. Many of his throwaways and ad libs will probably become the basis for routines for other comics.

The rest of the show ran smoothly, tho there was some minor awkwardness in one production number which can well be eliminated. This calls for Jean Marie, girl dancer, to sit on a bench and look dreamily up at Mickey Devine, house singer, while he chants Autumn Again.

Carol Bruce, in her first Stern cafe job in years, had a difficult time getting started. But once she got them she never let go. Her warm, husky warbling of ballads, novelties and standards were tied into an imaginative whole, and the effect was sufficient to hush the noisy mob. Miss Bruce, looking lovely in a white gown which set off her rich tan, opened with an up-tempo Three Little Words, followed by Old Feeling, which she sold in an over-angushed fashion. Her next was a raucous, Betty Hutton-ish styling of Orange Colored Sky. However, the best of the lot was her build-up for a torch-song medley with nostalgic overtones. After that one she was way ahead. Miss Bruce's major mistake was her hoydenish Jennie thru which she strolled (with hand mike) throwing in bumps and grinds for added emphasis. Not only was the number a poor choice, but it detracted the effect she had already obtained in her wonderful torch medley.

Bill Callahan, excellent in theaters, was equally outstanding here. Brought on via a "Phone for Bill Callahan" gimmick, he went into a series of dances that captured and held attention. His outstanding routine was a flamenco, tagged the Flamenco Tap, that pulled a terrific mitt.

Jean Marie and Robert, modern dance interpreters, were well matched for their spots. The gal is a very slim silver blonde who moves around with lithe spryness. The lad is a clean-cut college-boy type who dances with equal skill.

Shaye Cogan, tiny blond girl singer, developed a rhythm style that holds considerable promise. When last caught this reviewer considered her a very pretty gal, tho he wasn't complimentary about her voice. She now has the voice (or maybe she had it all the time and we were too stuffy to recognize it) and the audience loved her. Mickey Devine, boy singer, displayed a good bary, mike ease and floor assurance. He too did justice to the fine tunes in the show.

Incidentally the songs (all by Joan Edwards and Lyn Duddy) are listenable, have literate art and show better than average commercial possibilities. Daddy-O, the opener, has a catchy rhythm base; Autumn Days is a fine ballad, and Strictly From Dixie is a novelty with some funny lyrics.

First production had the line (8) in gold lame and mink, with each gal on for a one or two liner for the

### Starlight Roof, Waldorf-Astoria Hotel, New York

(Thursday, September 7)

Capacity 500. Price Policy, \$2 Cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Estimated budget this show, \$8,000. Estimated budget last show, \$6,000.

To ring down the curtain on the season's activities on the Starlight Roof, booker Merriell Abbot has paved the way for one of the most successful band business enterprises of the past decade, Vaughn Monroe's, to add a pair of milestones to its history. The Waldorf date marks Monroe's first extended engagement in a swank East Side location. The date also allows Monroe and his 30-person unit to show off a formal nitory floorshow in New York, a local "first." Monroe's revue turned out to be a brisk 35-minute capsule version of his standard vaude presentation and stacked up a speedy, light and entertaining session. Presentation, of course, is built around the leader's iron muscled vocalizing.

He opens the revue with a musical production built around There's No Business Like Show Business, with assists from the Moon Maids (4), who were well gowned, and the Moon Men (4). He followed with an effectively crooned You Were Meant for Me and rounded this turn with a brisk Time on My Hands. Monroe also spotlighted himself in the closing production number, a satire on the Wild West and its musical heritage. The number, which made use of costumes and cap pistols, scored mightily because of some clever lines. Monroe was a handsome figure in both his singing and emcee chores and ran the entire show in a light, winning and professional manner.

Featured spots, all employing members of the Monroe organization, were capped by the comic singing routines of Ziggy Talent, who drew hefty reaction for his physical and vocal gymnastics. Dick Hayman, a former Harmonical, contributed a swift bit of mouth organ virtuosity with an up-tempo medley and a crowd pleasing reading of the Orpheus Overture. He closed to yocks and a hefty mitt for a Spike Jones take-off which revolved around a Rube Goldberg-type contraption housing several harmonicas, horns and other noise-making gadgets. Presentation was rounded out with a couple of violin solo efforts by Earl Hummel, a band tootler, whose bowing left much to be desired both musically and for showmanship.

Monroe's crew, a top box-office winner and hefty record selling unit, a house landmark, again contributed the alternate music for terpers.

Hal Webman.

Copa Girl song. Second production had 'em in yellow Grecian draped gowns for the Autumn Days number. The finale was built around Strictly From Dixie, a minstrel-styled number complete with cakewalk. Each production, handled by Doug Coudy, got big hands.

Mike Durso was on the stand cutting the show in fine fashion. Fernando Alvares, his booming basso and rumba outfit did the Latin sessions.

Bill Smith.

### Extra, Extra!

NEW YORK, Sept. 9. — The first issue of AGVA News, house organ of the American Guild of Variety Artists, hit the streets today, and all the actors ran thru it hurriedly to see if their names were in it and if they were spelled right.

The paper, to be issued quarterly, is edited by Gypsy Rose Lee. All the branch executives as branch editors, sending in their stuff to Manny Tyler, of the publications committee, who sees that it gets into print. All AGVA members will get the magazine free. Others will pay \$2 a year.

**One Fifth Avenue, New York**  
(Tuesday, September 5)

Capacity, 125. Price policy, no minimum or cover. Operator, One Fifth Avenue Corporation. Shows continuous starting at 10. Exclusive booker, Henry Herrman. Publicity, Dreyfus-DeKlynn. Estimated budget, \$750. Previous estimated budget, \$800.

A two-act show, broken up by listenable Steinway work by team of Bob Downey and Hal Fonville or single by Hazel Webster, brings on Jim Hawthorne and Simone Dolphin, each working to enthusiastic hands.

Hawthorne, a big brawny blond chap who recently finished in *South Pacific*, worked in a plaid dinner jacket and looked plenty good up there. Lad, showing a pair of educated tenor pipes, hit 'em right from the tee-off with *Donkey Serenade* for a big hand. Came back with a standard and wound up with a couple of numbers from *South Pacific*. With his voice and looks, Hawthorne can work any size spot. Opening night his friends built up his hands, tho the boy is good enough to stand up on his own.

Simone Dolphin, a tiny, pixy-ish blond French comedienne, has a tantalizing tumult act combined with some singing. Her voice will never threaten an Edith Piaf. Her comedy, however, a strang melange of brash mispronouncements and what look like ad libs, is loaded with comedy values. Gal's basic formula is a piece of business and chatter cued for a song. Sometimes the song is a pop; sometimes it's special. In both cases she builds it up via the bits, even to clambering up atop the grand piano—and the customers love it.

The piano playing for the intermissions and the show is of a high order. Downey, who comes with the lease, handles the ivories in a delicate manner; Fonville, another long termer here, is equally adept. Miss Webster, working between the shows, also does nicely on the keyboard.

Bill Smith.

**Jean Carroll Signs For L. Quarter Date**

NEW YORK, Sept. 9.—Jean Carroll, currently at the Paramount, will open at the New York Latin Quarter September 24 for four weeks and options that may keep her there for 12 weeks or more.

This will be Miss Carroll's first stem cafe date since she worked the *Copa* more than a year ago.

Sophie Tucker will precede Miss Carroll.

**VOICE, MCA FACE SUIT**

(Continued from page 48)

in the MCA office in New York. He was to have been paid \$10,000 for six performances. Show talent cost was \$32,000, with Berle getting a reported \$15,000.

Silver claims he has proof that Sinatra's reported illness was of such nature that he could have put in an appearance at the Minneapolis show, and his failure to do so was a breach of contract.

The attorney in the actions said he contemplates initiating the lawsuits in the district courts of Minnesota and the federal courts of California and New York. In addition to the lawsuits, Jay Lurye plans to lodge a complaint with American Guild of Variety Artists (AGVA) because of Sinatra's failure to appear. Lurye, an authorized and licensed talent agent, said he will demand that AGVA discipline Sinatra for his breach of contract.

NEW YORK, Sept. 9.—Frank Sinatra charged he was too ill to appear and will present his doctor's affidavit to prove it. He further said that he had phoned the National Fashion Show officials and told them of his illness and they had replied, "We understand. If you can make it and just take a bow, we'd appreciate it. If you can't do that, just forget it."

"I don't see what the lawsuit is about," said Sinatra. "We straightened everything out on the phone."

Music Corporation of America (MCA) officials disclaimed a any knowledge of any lawsuit.

**Singer Says Bringing Out Loot Only One of Europe's Problems**

NEW YORK, Sept. 9.—Getting money out of foreign countries is only one of the many problems facing acts booked into European spots, according to Diane Adrian, singer, who just returned from 11 weeks in London, Paris and Barcelona, Spain. Major problems are publicity, rehearsal time and keeping out-

politics and international discussions. At least those were the problems faced by Miss Adrian, who garnered much publicity when England's Lord Cherwell told the House of Parliament that the people of Great Britain were suffering from many shortages while an American who sang "leering lyrics" in night clubs was able to take money out of the country.

Spots played by Miss Adrian were the *Bagatelle*, London, for five weeks; *Carroll's*, Paris, for two weeks, and *Font del Lleo*, Barcelona, 24 days. English night club audiences, she says, are wonderfully attentive and responsive to an artist's work, but the English critics and reviewers are "petty." It was one of the latter who called her songs "leering lyrics," tho all of her repertoire consists of published tunes. Considered "leering" were *Diamonds Are a Girl's Best Friend* and *It's So Nice To Have a Man Around the House*.

The Parisian story was quite different, says Miss Adrian. While *Carroll's* is considered a chic spot, the club caters to a weird clientele which gave her a chance to use her jujitsu training on one occasion. Acts not bringing along their own accompaniment should be prepared to spend a few days in rehearsal before opening in most Parisian spots, because the club orksters cannot read music. After breaking in with the *Carroll* ork, a Latin-American band was hired for Miss Adrian's second week. As a result, she had to change her act to conform with the musical ability of the band. The club's operators appear to have little or no interest in the acts, the music, the lighting or the decor.

The Barcelona spot was one of the best, says Miss Adrian, tho American acts are constantly harassed by owners and customers on the subject of the proposed American loan to the Spanish government. "It's almost impossible for an American to speak to anyone without the conversation turning to international politics—and that holds true in England and France."

Also booked into the *Palace Hotel*, Copenhagen, for six weeks, Miss Adrian was forced to make a hurried return to the States when her husband was hospitalized. In all, however, she would like to return again to European clubs, but this time fully prepared for all eventualities. That her act was well-liked is borne out by the fact that she was held over at both the London and Barcelona spots.

**AGVA Option on TV Show Is Extended**

NEW YORK, Sept. 9.—The option for the American Guild of Variety Artists (AGVA) TV show given by that org to TV producer, Lou Goldberg, was extended to October 15. The extension carried with it a provision that Goldberg pay AGVA \$200 weekly until October 15, with a retroactive clause calling for \$200 weekly from August 15.

In the event Goldberg doesn't have a show and sponsor by that time the option will expire. The original expiration date was August 15.

**PHILLY CLUBS SCRAMBLE**

(Continued from page 48)

new season. Club 421 has Ivory Joe Hunter current.

Complicating the buying picture, and certain to make asking prices zoom, is the fact that Warners' Earle Theater, in relighting the stage last week, is also placing the emphasis on the Negro names. Moreover, the Earle, with big bills, threatens to burn up in one week enough name talent to fill the local after-dark rooms. For the reopening bill, Earle bunched together the Ravens, Dinah Washington, Eddie Vinson with a band, Arnett Cobb's ork, plus several variety acts. In addition, the Earle, with bigger show budgets, is bound to get the first crack at choicer names. Altho Kaliner has Miss Vaughan for his opening, the songbird holds forth this week at the Earle as well.

While the Negro names represent an established policy for the four clubs and the Earle, other rooms in town with larger capacities and better budgets grab up some of the choice items. The *Click* takes on Louis Armstrong and Billy Eckstine; *Chubby's*, across the river in Collingswood, N. J., has Steve Gibson and the Red Caps for a five-week stay; and Lee Guber's *Rendezvous*, takes Dizzy Gillespie and Count Basie.

Whether there's enough loot around to satisfy the tills at all the rooms remains to be seen. At any rate, it's a cinch that asking prices will be inflated.

**Follow-Up Review**

PLACE ELEGANTE, New York: Bill Farrell is easily to amateur singers what a Tommy Lyman is to the hand-holding set. Seated at a mini-piano at one end of the bar, Farrell manages to work for hours at a time pounding out current pops, oldies and college songs which the customers crowding around the piano call for and bellow to.

Here and there, a voice comes up that is startling. Usually the owner of the voice is a scdote businessman, with Farrell's tantalizing keyboarding responsible for getting the man to open up. On night caught, one of the fem warblers was identified as Margaret Truman. The chances are the lady was from New Haven rather than Washington; but in any event, Farrell's piano and soft vocals, a kind of come-in-and-join-me-style, is responsible for the late biz here.

Bill Smith.



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## "South Pacific's" McCormick Slams Out at "Red Channels"

(Continued from page 4)  
ocratic world is menaced by Communists who would suppress those freedoms. Are we, however, in fighting this menace, willing to endanger those same liberties ourselves; the right to a fair trial or redress, when unjustly accused? Can we in this country say: 'Some of these are guilty. We do not know which ones, so convict them all?'

**One Evil Vs. Another**  
"That attitude is one of the things we abhor in Soviet and Fascist regimes. Taken to its ultimate, the word 'convict' might come to read 'execute.' Communism is not the only form of tyranny. We fought Nazis and Fascists in World War II. We all know that Fascist tyranny still

exists in the world today. Are we in fighting one evil to succumb to another?"

"The Jean Muir case represents conviction by implication and association. The editors of *Red Channels* are irresponsible. At the end of their introduction to their book, they make the statement: "Where an anti-Communist action or condemnation of Communism has been made by an individual mentioned in the following report, and is known to the publishers, it has been noted in the text." Having read the book, I will say that the editors have been most diligent in their research on one side, but have made no effort whatsoever to find what recognizably and admittedly non-Communist or anti-Communist organizations have been supported by the people listed.

"I am listed in *Red Channels*, but I will match my loyalty to this country against that of its editors and publishers at any time. I am, I say, considerably more loyal to the ideals of true American democracy."  
"Myron McCormick."

## Legit Getting Hypo In Up-State Pennsy

PHILADELPHIA, Sept. 9. — The legit theater renaissance here this season has also resulted in signs of new life for the drama in up-State communities in Eastern Pennsylvania. In Reading, where the Rajah Theater relit for the showing of motion pictures, manager Lester A. Stalling declared that the stage would also house legit fare this season. Stalling aims to bring in a series of shows on a subscription basis.

Legit also returned to the newly renovated Lyric Theater in Allentown, with a three-day showing last week of *Kiss Me, Kate*, in advance of its coming here. Lyric books in traveling burlesque shows on Saturday nights and other one-day touring attractions to keep the house going. On Wednesday (6) the Lyric housed the Bob Hope show.

## Philly Legit Kicks Off to Fast Start

PHILADELPHIA, Sept. 9.—With Labor Day reopening three legit temples and two others to start before the end of the month, the local 1950-'51 season left the post at a pace that promises to produce the most exciting theatrical season in years. With five theaters to be operating for the first time since January, 1947, instead of the usual four, and with heavy advance bookings promised, the new season finds a record number of 17 attractions definitely dated. Considering that last year saw only 40 attractions, 17 definite at this early date augurs a big year, and at least that many more are on the promised list pending definite dates.

To get the season off for a fast start, the week brought *Affairs of State* to the Locust, *Mister Roberts* at the Forrest and *Kiss Me, Kate* at the Shubert. On September 25, there will be another trio of rapid-fire openings in *Legend of Sarah* at the Locust, *As You Like It* at the Shubert and *Lady From Paris* at the Erlanger. October 9 brings *Guys and Dolls*, girls-and-gags epic, to the Shubert, and the same night brings revival of *The Relapse* to the Walnut. Another tryout is *Hilda Crane* at the Locust on October 16, while the first week in November has been named for the premiere of Cole Porter's *Out of This World*. Last definite booking for this year is a November 27 opening for the D'Oyly Carte Opera Company at the Locust.

For the '51 stretch, *Lost in the Stars* starts on January 1 at the Forrest with the Walnut getting the Theater Guild's *Come Back, Little Sheba* on January 22. Other four bookings in the "definite" class, altho not hard-and-fast dates have been set, included *I Know My Love*, *The Devil's Disciple*, *Les Ballets de Paris* and *Bless You All*, the last named revue due at the Forrest late in November.

## H'tford Bushnell Relighting

HARTFORD, Conn., Sept. 9.—Bushnell Memorial, downtown Hartford's only legit house, resumes its season with a two-day booking of *Brigadoon* Friday night and Saturday afternoon and evening (22-23). Bill Mortensen is managing director.

## Reorganize Hub First Night Club

BOSTON, Sept. 9. — The "First Night Club," offering a two-for-one deal to ticket buyers for legit shows with poor advance and window sale, has been reorganized over the summer. More than a decade ago the Shuberts instituted the plan for their five Boston houses with an eye to lending a crutch to limping shows, especially new ones. At the same time, a good many people who otherwise might not be able to afford a legit show, or might balk at price, were induced to attend.

But there has been some complaint in recent years from producers because of the static membership. Audiences were always the same, seldom representative. Hence they gave actors little encouragement, and their reactions told the producers very little about the audience qualities of their shows.

The reorganized membership of the Club, carried on during the summer by Walter Stanley of the Shubert staff here, has placed the emphasis on younger people. Insurance companies, banks, department stores and the like were canvassed, so that the club now numbers about 4,800 members. Such outfits as John Hancock Life Insurance, First National Bank, Filene's, Bonwit Teller, Hood's Milk, Blue Cross and the Public Library now have employees in the club.

A mimeographed card was sent out to old members, stating that they could not renew their membership for this season, that the lists were being opened to low-income groups instead. A good many squawks have come back from old members, some claiming that they would not miss the first night privileges, since the poor quality of shows, and the large number they had to take, made it hardly worth the while.

## Philly Season Booms; Mull Arena Venture

PHILADELPHIA, Sept. 9.—Revived interest in legit theater here, stimulated with the announcement that the Erlanger Theater will relocate as a fifth playhouse for the town, plus a bumper crop of bookings assured for all houses, gives rise to prospects for a theater-in-the-round venture in town. Plans to bring the arena-style theater to Philadelphia are being formulated by Leon Bronesky, New York producer last time around with *How Long Till Summer*, and Lee Guber, owner of the *Rendezvous* nitery. Joined by other local interests, Bronesky and Guber are seeking a central spot for the venture, preferably a hotel room or roof-top for arena staging of standard musicals.

Also in keeping with the rejuvenation of legit here, Mrs. Adams B. Fraley has tied in the Philadelphia Federation of Women's Clubs and allied organizations for the staging of a series of Playgoers Parties during the season starting with luncheons at the Warwick Hotel. Following the pattern of the book authors' luncheons, Playgoers Parties give playgoers an opportunity to lunch with the stage stars coming into town. Plan started with Celeste Holm as the guest of honor Thursday (7) and subsequent attendance of her performance in *Affairs of State*, which opened Monday (4) at the Locust Street Theater. Playgoers Parties tariffs include both the luncheon and the matinee performance for the selected guest of honor.

Theater Guild, for its 31st subscription season, also makes its strongest bid to playgoers this term with the promise of four established hit plays among the six offered in

## Ia. Psycho Claims Play Run Insight

STATE COLLEGE, Pa., Sept. 9.—An Iowa psychologist said this week he had developed a scientific method for determining whether a new stage play would be a hit or a flop. And that possibility goes also for movies and radio programs before they are produced, said Dr. Norman C. Meier, of the University of Iowa, in a report at the annual meeting of the American Psychological Association held at Pennsylvania State College.

Dr. Meier described results of two years' tests with a machine he has developed for studying reaction on a test audience. From his experimental results, he declared, "It is evident that plays may now be tested before they are produced on an expensive scale."

Moreover, he said, weak spots may be detected and corrected, dramatic episodes be measured for their duration and effectiveness, and the director given a blueprint in advance as to what his job is in perfecting the production.

"Still more importantly," he added, "scripts of new plays can be appraised in advance so that weak ones can be rejected and good ones spotted by the audience judgment rather than the subjective opinion of the director or producer."

The testing technique involves use of a number of small "audience-response" recorders plugged into an electric circuit handy to members of the test audience. About 10 subjects are used for each test. The individual machines are equipped with sliding pointers arranged on a graduated scale so that the subject can indicate his interest at every moment of the play's development.

The final record of each subject appears as a finely inscribed line on a wax-impregnated tape. These records are synchronized with the script by the experimenter so that the reaction "to any line or episode can now be examined." After the play has been repeated for different test groups, all records are assembled and transposed into a "total sample audience" for an over-all study of the play.

## Legit Back to Pitt; Nixon in Gala Preem

PITTSBURGH, Sept. 9.—A capacity house of over 1,732 people, including standees, representing the cream of the city's social and civic dignitaries, turned out Monday (4) to hail the return of the legit theater to Pittsburgh (at the New Nixon). Mayor David L. Lawrence, who made a curtain speech when the old Nixon presented its final performance last April 30, was on hand to say that "just as we regretted seeing the end of the old Nixon, so all of us in Pittsburgh joyously welcome the opening of the new Nixon."

House Manager Ralph Kettering introduced the mayor. Opening show, in for two weeks, is *Oklahoma*, and owner Gabe Rubin has lined up some 10 bookings to follow.

Along with four top investors, Rubin has sunk over \$200,000 in remodeling the old Senator Theater, and the big question now is whether or not this huge cost will be justified. At a \$4 top, the house can do around \$35,000, but none of the shows now (See LEGIT BACK, opposite page)

the set. Beginning September 25, the Guild offers during the season four tested triumphs in *As You Like It* with Katharine Hepburn; *Come Back, Little Sheba* with Shirley Booth; *The Devil's Disciple* with Maurice Evans, and *I Know My Love* with the Lunts.

## BROADWAY SHOWLOG

Performances Thru September 9, 1950

### DRAMA

	Opened	Perfs.
Death of a Salesman.....	2-1, '49	660
(Morosco)		
Mister Roberts.....	2-18, '48	1,021
(Alvin)		
The Cocktail Party.....	1-21, '50	268
(Henry Miller)		
The Happy Time.....	1-24, '50	263
(Plymouth)		
The Live Wire.....	8-17, '50	28
(Playhouse)		
The Member of the Wedding.....	1-5, '50	284
(Empire)		
The Medium and The Telephone.....	7-19, '50	61
(Arena)		
The Wisteria Trees.....	3-29, '50	157
(Martio Beck)		

### MUSICAL

Gentlemen Prefer Blondes.....	12-8, '50	316
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	706
(Shubert)		
Michael Todd's Peep Show.....	6-28, '50	85
(Winter Garden)		
Peter Pan.....	4-24, '50	160
(Imperial)		
South Pacific.....	4-7, '49	568
(Majestic)		
The Consul.....	3-15, '50	205
(Barrimore)		
Tickets, Please.....	4-27, '50	156
(Caronet)		
Texas Lil' Darlin'.....	12-25, '49	292
(Mark Hellinger)		

### CLOSED

Where's Charley?.....	10-11, '48	(792)
(St. James)		

(Week of September 9, 1950)



... and it's going to be BALLYHOOD TO MILLIONS

by NOVEMBER 4

# OUT-OF-TOWN OPENINGS

## CRIMES AND CRIMES

(Opened Tuesday, August 29)

**BRATTLE THEATER, CAMBRIDGE, MASS.**

Play by August Strindberg, adapted by Lawrence Langner. Designed and staged by Howard Bay. Costumes by Paul Du Pont. Manager, Peter Temple. Publicity, George Campbell. Stage manager, Barry Fredrik. A Festival Theater production, presented by the Brattle Theater Company.

Watchman ..... Paul Sparer  
Jeanne ..... Charlotte Holland  
Marion ..... Jade Rowland  
Abbe ..... Richard Malek  
Emile ..... David J. Stewart  
Maurice ..... Sam Wanamaker  
Catherine ..... Blanche Yurka  
Henriette ..... Valerie Bettis  
Adolph ..... Helmut Dantine

Strictly longhair is *Crimes and Crimes*, the Brattle Theater Company's production in Cambridge, Mass., of a Strindberg drama originally intended for New York by the Festival Theater. A worthy project this may have been—bringing unfamiliar drama to the masses.

But this adaptation of Strindberg's *Rausch* by the Theater Guild's Lawrence Langner is just about as dreary and obtuse as a play can be. In fact, for all the influence Strindberg has had on the contemporary theater, recent productions of this sort show that no amount of clever rewriting or high priced acting will make acceptable for today's audiences the drabness of the dour Swede's dramas.

*Crimes* in the present production is peopled with as fine a collection of name actors as one could assemble on a moment's notice. Blanche Yurka is superb in the relatively minor role of an ironical inn keeper. Sam Wanamaker, for all his mannerisms, is thoroly convincing as the playwright who is the subject of every kind of tension. Helmut Dantine lends the most appropriate touches to the role of the friend. And Valerie Bettis, assaying her first dramatic role, amply shows that she is not limited to the confines of the dance. Experience she needs in voice projection and character portrayal, but she shows great promise in her first dramatic part.

Furthermore, Howard Bay, usually thought of as a designer, has performed his primary function with more imagination than most and has staged the production with due consideration for the play's classic meanings, as well as for the contemporary attitudes toward it.

But all these talents are of no avail since *Crimes* certainly is one of the least interesting, one of the most tiring plays to come along in this or any season. It begins and ends on the same notes of despair, and offers little relief to the playgoer. The construction is clever, but it doesn't pay off. The agonies of a playwright before and after his successful "crime" seem unduly trivial and contrived.

The play may have been produced in deference to the special whims of the powers behind the throne. But even the valiant, imaginative and studied performances by the principals cannot lift it above its own level. *Crimes* is just too heavy.

Bill Riley.

## ROUTES Dramatic and Musical

Affairs of State (Locust St.) Philadelphia.  
Black Chiffon (Hingham) Boston.  
Call Me Madam (Shubert) New Haven, Conn.  
Devil's Disciple (Geary) San Francisco.  
Death of a Salesman (Rusca Auditorium) San Diego, Calif., 13; (Fox) San Bernardino 14;  
(Civic Aud.) Pasadena 15-16.  
Innocents (The Grand) Detroit.  
Kiss Me, Kate (Shubert) Philadelphia.  
Lost in the Stars (Philharmonic Auditorium) Los Angeles.  
Loud on Ear (Great Northern) Chicago.  
Mr. Roberts (Forest) Philadelphia.  
Oklahoma (Nixon) Pittsburgh.  
Pardon My French, with Olsen & Johnson, (Opera House) Boston.  
Season in the Sun (Wilbur) Boston.  
Summer and Smoke (Mayfair) Portland, Ore., 13; (Temple) Tacoma, Wash., 14; (International) Vancouver, B. C., Can., 15-16.  
South Pacific (Auditorium) Denver.  
Texas L'il Darlin' (Shubert Lafayette) Detroit.  
Two Blind Mice (Davidson) Milwaukee.

## PARDON OUR FRENCH

(Opened Monday, September 4)

**BOSTON OPERA HOUSE, BOSTON**

Musical revue with musical numbers and choreography by Ernest and Maria Matray. Music by Victor Young. Lyrics by Edward Heyman. Sketches by Olsen and Johnson. Additional dialog by Eddie Davis. Scenario by Albert Johnson. Costumes by Jack's of Hollywood. Musical director, Harry Sukman. Additional music and lyrics by Ole Olsen and Harry Sukman. Company manager, John J. Gerrity. Publicity director, Samuel J. Friedman. Stage manager, Dennis Murray. Presented by Ole Olsen and Chic Johnson.

CAST: Ole Olsen, Chic Johnson, Denise Darel, Marty May, June Johnson, Bill Shirley, Helene Stanley, Patricia Denise, J. C. Olsen, George Zoritch, Lubov Roudenko, Nina Varela, Billy Kay, M. McMillan, Six Mighty Atonis, the Konyots, Phil Terry, Leo Anthony, Robert Rossat, John Ciampa, Richard Clayton, Les Huit Chanteuses.

DANCERS: Joan Bonomo, Iris Burton, Gloria Braun, Carol Cole, Christine Peterson, Sally Soro, Gloria Stone, Joy Walker, Carolyn Wells, Edward Andrews, Richard Cahill, Fred Curt, Phil Gerard, Jack Monte, George Tomas, Brahm Vandenberg, Richard Wyatt.

SINGERS: Margot Carmen, Ceelle Descent, Bunny Lane, Joan Rodgers, Stacy Scott, Robert Arnold, David Collyer, Walter Russell, Harry Snow.

SHOWGIRLS: Sandra Insel, Millicent Roy.

The Hub's new legit theater season is off to a noisy start, with Olsen and Johnson cutting their familiar capers in a new revue called *Pardon Our French*. They ought to ask pardon, for the show isn't very French and not very good, at least at this stage. Fizz water, gunfire, girls in fancy pants, dancers dressed as snowmen, cats and Guignol murderers, ballet dancers, hoofers, sight gags and sound gags are all a part of the antics Messrs. O. & J. have used before and are using again.

Maybe, as they have done before, they can pull their show together and make it into the slam-bang entertainment of *Heitzapoppin* or *Sons o' Fun*. But at the present time it's a loose, disjointed melange of indifferent tunes, energetic but seldom funny comedy, and some pretty good talent.

Currently, Olsen is still recovering from a broken leg and makes only a brief appearance in the show. His place is taken by Marty May, who really delivers the goods. But it's not the new material he has the success with, but his own old vaudeville routines which still bring the house down.

Otherwise, Chic Johnson is still the sad-looking comic who bustles thru his sketches and songs, raising a whoop whenever his material is good, and laying a small egg when it isn't. The featured players all score. June Johnson is raucous and wonderful in a couple of sketches. Denise Darel looks like the traveling salesman's dream of paradise, but her buxom charms hardly make up for a voice which barely gets across the footlights, or the dreadful material she has to work with. There's some sick ballet by Patricia Denise, and good singing and dancing by la Denise, George Zoritch and Bill Shirley; one funny scene in which huge Nina Varela mimicks an opera singer, which ought to be further developed. The Konyots deliver an athletic Apache; John Ciampa climbs to the roof of the house and down again.

The talent of French is fine, but needs more fresh stuff to play with. Most of the costumes by Jack's of Hollywood are all right; the settings by Albert Johnson are adequate. The show falls down badly in music, for neither Victor Young's tunes, nor Edward Heyman's lyrics are much to remember. The sketches are pretty thin, but they can be developed.

French shows all the old Olsen and Johnson energy, but little of their rough-house comedy is new. They've got a month here to fix the show, and it might arrive on Broadway in much better condition. They've done it before. Maybe they can again.

Bill Riley.

# OFF BROADWAY REVIEWS

## HIDDEN HOUSE

(Opened Wednesday, September 6)

**ORIGINALS ONLY PLAYHOUSE**

A melodrama by Tracy Hull. Staged by Ross Hogue. Press representative, Ken Ford. Presented by Originals Only.

Merch ..... Bea Boyajian  
Professor Ashton Mason ..... Clinton Roberts  
Lucille Webb ..... Dee McAlpin  
Clifton Benson ..... Ken Parker  
Count Luigi Mora ..... Blak Simms  
Dr. Corralero ..... Michel Corhan  
Effendi ..... Bill Mayer  
Alfred Keyes ..... Ario Crowell

There is nothing wrong with the ideals of *Originals Only*, that little group which showcases brand new playwrighting efforts in its little theater-in-the-three-quarter-round, down on lower Sixth Avenue. Its aim is the encouragement of new writing talent, to give sincere young actors an opportunity to be seen and heard—while offering good entertainment. The group's fourth attempt, *Hidden House*, may serve the first two purposes well enough, but it doesn't add up to entertainment—even for free.

It is far from a reporter's wish to bear down on any worthy and sincere effort that can help to built the legitimate theater, but granted that good original scripts are hard to come by, it should be pointed out that no show at all is better than a bad one. Tracy Hull's play is not only completely incredible, but incredibly dull to boot. There may have been something in the original notion of having what looks like four murders turn out to be merely a suicide pact, but a mystery thriller must glow and grow in suspense—and above all it must be believable, no matter how bizarre. Tracy has scraped the melo barrel of props ranging from hypo needles thru even—God help us—a snake, King Tut's burial ornament, and a touch of leprosy, but all he has achieved is contrived and unconvincing tedium.

A reporter has not yet figured out why the gaudy quartet had to get together from the four corners of the earth to accomplish their respective self-destructions. Perhaps it was just to confuse the garrulous gal who owned the house and her cockney attorney (who never could have passed the British bar exams). If so, the result is entirely successful, because it takes a Hindu maid-servant a good five minutes at the final curtain to explain matters partially to them and to the congregation. *Hidden House* just doesn't make sense.

It may be reported that the young actors put their hearts into playing this pseudo-dramatic hodge-podge, but staging by Ross Hogue has some of them over-playing to a point of pew-sitter's embarrassment. Clinton Roberts' menacing host is a travesty, and Ken Parker's h-dropping barrister is hardly less so on the attempted comedy side. On the better side of the ledger are Bea Boyajian's Hindu maid, Blak Simms' noble Italian with the leprosy taint, and Michael Corhan's snake fancier from Brazil or somewhere. Dee McAlpin does creditably by the American lass who has inherited the joint. The simple set is adequately effective, but the light cues could be vastly improved.

But the biggest mystery about Tracy's mystery play is how the boys and girls have done as well as they have with it. Maybe the author can do better next time out—*Originals Only* certainly can. Bob Francis.

## Ciney Theater-in-the-Round

CINCINNATI, Sept. 9.—An arena theater experiment, lasting six days, gets under way here October 11 in the Hotel Netherland Plaza's Restaurant Continental. Stage, Inc., is teeing off with a production of George Kelly's *Craig's Wife*, to be directed by Paul Fielding. The Stage group is including the arena performance in a rep of five plays to be offered season subscribers at \$8.40, tax included. If the venture is successful, the group hopes to continue productions in the restaurant.

## NAKED

(Opened Wednesday, September 6)

**PROVINCETOWN PLAYHOUSE**

A drama by Luigi Pirandello. Staged by Frank Corsaro. Setting by Robert Thayer. Stage manager, Robert Pine. Press representative, Merle Debuskey and Wolfe Kaufman. General manager, Eugene Wolk. Presented by Studio Seven.

ErSilla Drel ..... Mercedes Shirley  
Iudovico Nota ..... Rudolph Weiss  
Onoria ..... Anne Shropshire  
Alfredo Cantavalle ..... Bernard Kates  
Franco Lasplga ..... Philip Saville  
Emma ..... Julius Rovasso  
Grotti ..... Gerald Price

Studio Seven has met with partial success the challenges in playing a Luigi Pirandello script which are twofold—plot complexities and abundant verbiage. For the most part, the players in this production of *Naked* speak their lines with clarity, but occasionally character and plot entanglements snarl them up, and long scenes pall.

Again concerned with the changing personality under changing circumstances, Pirandello dissects his characters under varying conditions. A young girl attempts suicide by poison, but is rescued and revived. When she is dying, she lies by saying her suicide attempt is because her lover had jilted her. The newspapers print the story, which entangles a number of people in the scandal. Her real story is that, after her lover departs, she has an affair with a consul, and neglect of the consul's child during one of their passionate moments is responsible for the child's death. The consul's wife throws the gal out, and she takes to street-walking to pay her bills. Her disgust at her life leads her to the suicide attempt.

Her lie is told because she "needs an illusion to die for," but her lover, filled with remorse, accepts the lie and rejects the truth. The consul and the landlady and the novelist, who become involved when the author offers his room after she is released from the hospital, go thru many stages of belief, disbelief, disgust and compassion. In order to make them all believe her real story and to straighten out the mess, the girl takes poison again and, stripped of her former illusion, dies.

Frank Corsaro, who translated the play, directs with full understanding. In general, his scenes move smoothly and at a good pace. Not much more can be done with the script as is. Pirandello's many repetitions, which make some scenes long and somewhat dull, are, nevertheless, so emmeshed with his ideas and plot as to make cutting very precarious. The setting by Robert Thayer is excellent, and shows to good advantage by Tharon Musser's fine lighting.

Bernard Kates' reporter is a great asset to the play. His style is completely his own, and his comedy is excellent. Mercedes Shirley tackles the complex girl with sound acting technique and sensitive understanding. Philip Saville, Anne Shropshire and Rudolph Weiss also make good contributions, tho' personal mannerisms mar their performances.

Studio Seven does a very interesting job and should be commended for bringing *Naked* to the stage. It is certainly not Pirandello's best play, and doubtless the general public will have little or no desire to see it, but theater and classic lovers shouldn't miss it. Dennis McDonald.

## LEGIT BACK AT PITT

(Continued from opposite page) booked seem likely to bring in the top buck.

Already skedded for showings are *Come Back, Little Sheba*, the Lunts in *I Know My Love, As You Like It, Devil's Disciple, A Street Car Named Desire, Mr. Roberts, Lend an Ear, Diamond L'il, Lost in the Stars*, and *Texas L'il Darling*.

Kettering told *The Billboard* that every attempt would be made to keep the house open every week without resort to vaude or pictures.

## Magic

By Bill Sachs

**VERNON COLBERT** tells of running into a gang of magi recently at Bert Easley's magic shop in Phoenix, Ariz., among them Card Mondor, of Seattle; Max Noff, Philadelphia; Don Seth, Grand Rapids, Mich., and, of course, Gene Baker, who works for Bert, and Guymere Bugh, Phoenix trixster. Colbert has with him this season Loretta LaPearl and Her Boxing Dogs, who appeared on tele with "Super Circus" from Chicago August 20. While in Phoenix, Colbert and Miss LaPearl worked several dates for Babe Clatterbuck of Sun Valley Enterprises. In El Paso, Tex., recently, Colbert visited with Mariano J. Arevalo, ardent magic fan and part owner of the El Paso Cab Company. In recent weeks Colbert has been playing fair dates for Boyle Woolfolk, Chicago, and Joe Smith, St. Louis, and plans to make the Kemp Time thru the Southeast beginning in October. . . . Quick magazine of September 4 used Milbourne Christopher's photo with the comment that he is "slated for peak popularity in TV." An ambitious ad campaign set the stage for Christopher's tele series which started on WAAM, Baltimore, September 6. . . . Harry Lorayne is current at Billy Reed's Little Club on East 55th Street, New York, where he's amazing the society crowd with table magic. Lorayne also is teaching close-up magic to several daytime students. The hands pictured doing the waterfall shuffle in the new Remington-Rand "Winning Combination" ads are Lorayne's. . . . Jay Palmer and Doreen are in Barcelona, Spain, this week for the International Congress of Magic, and are set for the Olympic Theater, Dublin, Ireland, week of September 25.

**MARVIN ROY**, who scored handsily at the recent combined conventions of the International Brotherhood of Magicians and the Society of American Magicians in Chicago with his two acts, "Sorcerer's Apprentice," a comedy magic turn with silks, and his "Artistry in Light" a manipulative act with lighted electric bulbs, has been set with the latter offering in the Empire Room of the Palmer House, Chicago. For the last several months he has been at the Oakmont Hotel, Lake Pewaukee, Wis. . . . C. Thomas Magrum opened Monday (11) at LaMoure, N. D., on a trek that will have him winding up at Erie, N. D., February 2 next. The tour is being handled by T. W. Thordarson and is under direction of the Division of Supervised Study, North Dakota Agricultural College, Fargo. He follows that with a tour for University of Wisconsin Extension Service, Madison, starting February 5 in Northwestern Wisconsin and closing May

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## Hooper TV Rating Gim Introed With Truman's Address

**NEW YORK, Sept. 9.**—C. E. Hooper introduced his new program popularity TV rating service Thursday (7), via a sample report on President Truman's video Hooperating (43.5) on his September 1 address. Hooper's new service described as an off-shoot from expanded Hooperatings service, which concentrates on local, city-by-city radio and TV audience measurements in the 100 largest U. S. cities, is purportedly "not designed to substitute for national projectionable ratings."

Outstanding features of the service, which operates in 12 cities functioning as a talent-testing area served by interconnected TV stations, include delivery of ratings four days after broadcast, and the availability of ratings on every broadcast, along with a complete report on all TV programs one week after last broadcast. The 12-city Hooperating covers New York, Albany, Schenectady, Syracuse, Rochester, N. Y.; Columbus, O.; Dayton, O.; Cleveland, Akron, Cincinnati, Toledo and Buffalo. These cities furnish a continuous, comparative base for TV-talent popularity comparisons. Special Hooper surveys available now will show TV sets in use; Hooperating on specific TV show and each competing network program, and share of audience to each TV network airt. Special survey costs run from \$150 for an hour or half-hour show to \$200 for a 15-minute across-the-board video series.

## Two Hartford Area Houses Resume Partial-Week Vaude

**HARTFORD, Conn., Sept. 9.**—Two film-vaude theaters in this area resume operations this month, following summer shutdowns.

The 4,200-seat State Theater here, operated by the Harris brothers, with Ted Harris as managing director, started operations on a week-end policy September 9, with Dean Martin and Jerry Lewis headlining. The E. M. Loew Circuit resumes a film-vaudeville policy Thursdays thru Sundays, September 21, at the 1,800-seat Court Square Theater, Springfield, Mass.

17, 1951, in Northern Illinois. . . . While prowling the midway at the Indiana State Fair Tuesday (5) of last week, the writer bumped into the Great Lester (Noel Lester) presenting his nifty assortment of illusions under canvas as a feature of the Cetlin & Wilson Shows. He plans to remain with that org the remainder of the season. . . . Assembly No. 22, Society of American Magicians, Los Angeles, will present a full-evening show September 18 at the 1,500-seat John Burroughs High School auditorium, Burbank, Calif., sponsored by the local Optimists Club. Tentatively set to appear are Max Terhune, La Tsu Bing and Company, Alan Wakeling, Jim Sherman, Geraldine Larsen, George Boston, and Peter Godfrey and Company. . . . Numerous magi were present at the Lyceum Week held recently at Lakeside, O., by the S. E. Sorenson Lyceum Bureau, Cleveland. Among those who made the event were Roy and Bernice Mayer, Troy, Ill.; Roy and Vivian Shrimplin, Alliance, O.; Ray the Magician, Canton, O.; Reyneaux, Jackson, Mich.; Mrs. Nolan, of the Juggling Nolans; C. Thomas Magrum, Rock Island, Ill.; S. E. Patton, of the Carolina Assemblies, and J. B. Bobo and Lillian, of Texarkana, Tex.

## Burlesque

By UNO

**LILLY WHITE**, former circuit strip-teaser and talking woman, is now with the Inter Players' comedy, "Beggars' Opera," at Carnegie Hall, New York, playing the part of Diana Trapes. . . . Walter Hale has opened a new burly policy with Buddy O'Day as comic, at the Rex Theater, Phoenix, Ariz. . . . Hudson, Union City, N. J., all prettied up with new paint, opened August 27 and, despite the terrific heat, hung up the SRO sign for the first two Saturday night performances. Initial cast included Blaze Fury, Irving Harmon, Happy Hyatt, Lou Denny, Mary Ann, Ann Marsh and Tommy Timblin. . . . Nat Orman is house singer. Jean and Bill Swor, dancers, were the extra attraction. George Ponsoni continues as ork leader, and new number producer is Shirley Paige. Her chorines include Daisy May, captain; Loraine Berbruggen, Joan Torino, Joan Allen, Marie Bradley, Arger Leakas, Joan Rogers, Ann Armand, Maria Good, Rose Quinn, Sue Loy, Dolly Jordan, Adele Brown, Betty Parker, Nana Ticati and Selma Vurderkef. . . . Sammie Kaufman, vocalist, formerly in burly, is now in his seventh week at Club Cinderella, Bridgeport, Conn.

**GLORIA MARLOWE** opened September 4 at the Belli Club, Springfield, Mass., with the Old Town Hall Inn, East Hartford, Conn., to follow September 11. . . . Harry White and Eddie Lloyd, who closed eight weeks at Paul Cardinal's Roxy, Montreal, August 31, reopen there at the head of a new stock cast for the winter October 6. . . . Bob Collins, comic, under treatment for heart ailment, has been shifted from the Polyclinic Hospital, New York, to the Jewish Convalescent Home, Far Rockaway, Long Island. . . . Joey Faye officiated as emcee during the entertainment that was part of the program covering the final of the Magazine Cover Girl Contest at Coney Island, N. Y., August 30. . . . Conway and Parks, comedy team; Sonia Melbourne, Jay Smythe, Sandy (Ashes) Burns, Gene Cairns and his guitar opened the season at the Columbia, Detroit, September 1. Eleanor Nevin is handling promotion. . . . Nadine, after a vacation in Atlantic City, opened at the Gayety, Toledo, August 31. . . . Roxy Hart, following a long run in Chicago and two weeks at the Roxy, Cleveland, launched the season in the featured spot at the Park, Youngstown, O., September 1.

## TRUMAN STANCE

(Continued from page 4)

announcement would swing enough votes to pass the substitute early next week. McCarran Bill proponents declared however, that the measure would pass by a large majority. A bill similar to the McCarran measure has already passed the House.

Since both Senate proposals are different from the House bill, the House will have to act again before any legislation can be sent to the White House. By that time the legislators will be preparing to go home for the summer, which means little chance to override any veto. If Congress takes the technical procedure of adjourning rather than recessing to a definite date, an anti-Commie bill would automatically die, lacking the Truman signature, without the formality of a veto.

## AFRA FIGHTS REDS

(Continued from page 11)

tional body. It is pointed out that the Muir case is the first specific one in which a performer has been canceled because of so-called "controversial" activities. For more than a year AFRA has had reports of a blacklist allegedly operating against Commies and anti-Commies, but in the absence of any documentary evidence until the Muir incident, the union has been unable to act.

## PETER DE ROSE

(Continued from page 45)

ON A LITTLE STREET IN SINGAPORE

Lyrics by Billy Hill, Shapiro, Bernstein & Company, Inc.

### 1942—ALL I NEED IS YOU

Lyrics by Benny Davis and Mitchell Parish, Miller Music Corporation. (Available on Decca record 18374, Ella Fitzgerald.)

### MOONLIGHT MOOD

Lyrics by Harold Adamson, Robbins Music Corporation. Also published as an instrumental number.

### EVENING STAR

Lyrics by Mitchell Parish, Robbins Music Corporation.

### 1943—NEVER A DAY GOES BY

With Walter Donaldson, Lyrics by Mitchell Parish, Miller Music Corporation.

### 1945—AMERICAN WALTZ

Lyrics by Mitchell Parish, Robbins Music Corporation. (Available as an instrumental number on Decca record 23214 in A-219, Meredith Willson orchestra.)

### AUTUMN SERENADE

Lyrics by Sammy Gallop, Robbins Music Corporation.

### 1946—PUT THAT KISS BACK WHERE IT BELONGS

Lyrics by Carl Sigman, Robbins Music Corporation.

### 1947—THAT'S WHERE I CAME IN

Lyrics by Charles Tobias, Robbins Music Corporation.

(Available on the following records: Decca 23809, Ink Spots; Capitol 355, Jo Stafford.)

### DID THE MOON TAP ON YOUR WINDOW LAST NIGHT?

Lyrics by Mitchell Parish, Mills Music, Inc.

### 45 YEARS GO BY

Lyrics by Charles Tobias, Miller Music Corporation. Based on Brahms' Hungarian Dance No. 4; introduced in film "Song of Love."

### 1948—IN THE MARKET PLACE IN OLD MONTEREY

Lyrics by Stanley Adams, Shapiro, Bernstein & Company, Inc.

(Available on the following records: Decca 24494, Monica Lewis; Capitol 15185, Jack Smith.)

### ON THE LITTLE VILLAGE GREEN.

Lyrics by Stanley Adams.

(Available on Decca record 24438, Larry Clinton orchestra.)

### 1949—WHO DO YOU KNOW IN HEAVEN?

Lyrics by Al Stillman, Robbins Music Corporation.

(Available on the following records: Victor 20-3506, Claude Thornhill orchestra; Harmony 1055, Eddy Duchin orchestra; Decca 24673, Ink Spots; Columbia 36530, Dick Jurgens; London 399, Dick James; Capitol 57-480, King Cole Trio.)

### TWENTY-FOUR HOURS OF SUNSHINE

Lyrics by Carl Sigman, Advanced Music Corporation.

(Available on the following records: MGM 10446, Art Mooney; Bluebird 31-0011, The Yattlers; Capitol 57-713, Gordon MacRae; Harmony 1060, Eddy Duchin; Decca 24678, Carmen Cavallaro; Columbia 38530, Dick Jurgens; Victor 20-3504, Fontane Sisters.)

### THERE'S A MILE BETWEEN ESSES IN SMILES

Lyrics by Carl Sigman, Miller Music Corporation.

### 1949—THE MANUELO TARANTELO

Lyrics by Carl Sigman, Cromwell Music, Inc.

(Available on Mercury record 5399, Louis Prima.)

### Instrumental Numbers

### 1936—GRASS WIDOW'S LAMENT

With D. Savino, Robbins Music Corporation.

### 1937—ROYAL BLUE

Robbins Music Corporation.

MAYTIME IN VIENNA

With D. Savino, Robbins Music Corporation.

### DIAMOND DUST

With D. Savino, Robbins Music Corporation.

### Patriotic Song

### 1943—GOD OF BATTLES

Lyrics by General George S. Patton, Robbins Music Corporation.

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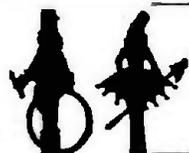
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SCHENECTADY, N. Y.

## Unveil Drive-In At North Adams

NORTH ADAMS, Mass., Sept. 9.—The new Hoosac Drive-In Theater on Howland Avenue opened for business August 29. Managed by Emile J. Ouellette, it has a capacity of 435 cars, which are ranged in 10 ramps with each car having its own speaker.

A 36 by 40-foot screen was erected near the road. The main building consists of the projection room, rest rooms, office, supply rooms and a cafeteria-styled refreshment stand. Modern water-cooled arc-lamp projectors have been installed. The theater employs 14 persons.

Ouellette also manages the Adams Theater. Charles K. Morse, Boston, former Adams man who was manager of the old Atlas Theater here and who now is treasurer of the Adams Theater, is president of the Boylston Drive-In Corporation, owner of the Howland Avenue project.

## Dismisses Objection Appeal on Conn. Spot

HARTFORD, Conn., Sept. 9.—Hartford Superior Court Judge John H. King has dismissed the appeal of 10 Torrington, Conn., residents, who objected to the granting of a certificate of approval for a drive-in theater in Torrington to Vincent Youmatz of Winsted, Conn., by State Police Commissioner Edward J. Hickey.

The appellants alleged that the granting of a drive-in theater license would depreciate the value of their property which, they claimed, was a residential area and that it would be injurious to the health and security of the petitioners and their families.

EVENING SHADE, Ark., Sept. 9.—A new drive-in theater is in operation on Highway 11, about two miles north of Cave City.

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## REP RIPPLES

CAL AND BONNIE WEST, rep and tab old-timers, have given up active operation of their Virginia dairy to resume with their niterly turn in the Middle West. . . . John W. Walters, Columbus, O., well known in Midwestern rep circles, was a visitor at the rep desk recently while in Cincinnati for a big-league ball game. Walters says there are few rep folk around Columbus and reports that his mother, Mrs. Ella Walters, at 85, is still active and is a visitor on every show that makes the Columbus area. . . . Gitts Family Show has been having good business in the Laramie, Wyo., area recently. Trick plays on platform at present but will go to hall when weather turns cold. Four people, all family, make up show and short-cast bills are used when outfit goes into halls. . . . From Pendleton, Ore., Ralph Corliss, former repster, pens: "Am about to start on my second season of promotion of indoor fairs in small towns after some work with platform shows in Eastern Oregon past three months. Have several former dates for fair promotion lined up and will use 16mm. pix and some vaude for entertainment. Have done well with platform during summer and look for bang-up fair biz this winter as things are looking up here." . . . Abbott, hypnotist, is playing dates in and around Hamilton, Ont., and will move into stride to make a Far Western Canadian trek with his new show.

DON WEAGE, of the Tilton Players, letters from Wisconsin Rapids, Wis., that Dick Ellis and Lee Baird, members of the Tilton troupe were married August 28. Dick is a veteran young juvenile, leading man and comedian, and is well known in the territories of such outfits as the Harry Brown Show, the Neil E. Schaffner Show and the Gifford Players. Miss Baird, a comparative newcomer to the rep scene, has been showing great capability. Attending the wedding were the entire Tilton cast, as well as Mr. and Mrs. George Kleber, managers of the Harry Brown Show, currently on Station WMAM in Marinette, Wis., and their daughter, Betty Jane. The couple are planning a honeymoon in Western Wisconsin. . . . Eddie Leahy, formerly minstrel man and late of the vaude team of Pearl Fern and Eddie, has been released from the Sisters Hospital, Buffalo, following a stroke and is at the home of his daughter, Mrs. M. B. Whigham, 108 Brayton Street, Buffalo. He would like to hear from old friends.

EARLE FURNESS writes from Bisbee, Ariz.: "Have had a platform show all summer to good biz but will soon jump to halls where will continue with same type of show I've been doing except will put on some short cast bills. Will work a dance now and then as mine is a family outfit and we all do music. This is good country for show

folks who like small towns and can dish out varied entertainment. Have just bought a new trailer. . . . From Sarnia, Ont., D. D. Robbins pens: "There have been too many shows in Ontario and Quebec this summer and I'm moving west toward Vancouver. Am working my illusion, magic and novelty shows and will add some more flesh soon. Met Henry Lavine in Cobalt, Ont., and he was doing well and has a swell show."

C. H. (CLINT) TALBOT pens from Jardine, Mont.: "Have been doing okay with platform show and will stick it out till weather cools and then take on some towns that I showed last winter with a local sponsored food and merchandise fair proposition. I have promises from three good-sized concerns to help in various ways and I have a swell set-up flash to doll up halls. My son will join me soon and will advance my winter opus. Have three people at present." . . . F. H. Crockett, lecturer and humorist, will start a tour of the Far West soon with his one-man opus that is set up to take on sponsor and open-time dates. Crockett will open near Stuttgart, Ark. . . . From Lexington, Ky., Walter Boynton writes about a new line of feature film that he will work in Tennessee towns this winter. Boynton has established towns for his 16mm. show.

## Detroit Gets First In-City Open-Airer

DETROIT, Sept. 9.—Opening of the new Bel-Air Drive-In by Community Theaters recently gave Detroit its first drive-in within the city limits. Event was marked by the unusual attendance of civic dignitaries, with official addresses of welcome given by Detroit's Mayor Albert E. Cobo and Circuit Judge Carl Weideman. The Bel-Air, with over a 1,000 car capacity, is laid out for a dual drive-in, with the second unit to be added later, probably next spring.

Another new drive-in, the Ecorse, is being rushed toward an opening by Allied Drive-In Management Company of Cleveland. This firm, headed by M. J. Gordon, is also about to start work on a drive-in of similar design to be called the Miles, at Cleveland. Both houses are 1,100-car capacity. The Ecorse, Miles, and Bel-Air were all designed by architect Ted Rogovoy.

Location of the Ecorse in West Side Dearborn places it right in the center of five major West Side Drive-ins.

Up-State, the 750-seat drive-in at Grand Blanc, to be called the 23 Highway, is being rushed forward for a September 15 opening. This project will be operated by Lee Stallard and Louis Warrington.

## N. Y. State Big For Empire Org

WHITE PLAINS, N. Y., Sept. 9.—The Empire Players, 10-people rep company, opened here Monday (4) to a good house, according to Jimmie Gale, manager and director of the troupe.

Personnel of the show is as follows: Lillian Fox, leading woman; Harry Yates, leading man; Jimmie Gale, character and director-manager; Dolores Galvin, ingenue; Timmy Sanders, juvenile, characters and general business; George Riley, general business; Lenora West, general business; Johnnie West, property boy, and Hal Farnsworth, piano player.

The company is playing such bills as *Flowing Gold*, *Sarah Jane*, *Shanty Irish*, *Imagination*, *Call of the North*, *The Old Homestead* and *Ten Nights in a Barroom*, the last named being used for Saturday matinees.

The show runs two and a half hours, and tickets go at 90 cents for nights and 20 and 40 cents for matinees.

Gale reports good biz for his troupe in New York State and says that Upper New York is crying for dramatic stock shows. He hopes to enlarge his troupe before the Christmas holidays.

## Hayworth Drive-In Celebrates 3d Anni

CLINTON, N. C., Sept. 9.—C. B. (Seabee) Hayworth celebrated his third anniversary at his 300-car deluxer, Motor Park Drive-In, here August 27. Hayworth, who also operates the Motor Park Drive-In at Pink Hill, N. C., says that business at both spots has been good this season. Hal Stone, an old repertolre associate of Hayworth's, is resident manager of the open-airer here.

Both of the Hayworth drive-ins are equipped with kiddie playgrounds. The Pink Hill theater is going into its third year. It is a 300-car deluxer, with seats for 200 walk-in patrons. The drive-ins run seven nights weekly. Hayworth says that Stone is doing a commendable job in building good will in this area. The Pink Hill post of the Veterans of Foreign Wars recently presented Hayworth a citation for his patriotic services rendered veterans and the local community.

Hayworth reports that he is planning construction of stages at his spots to play road shows.

## Card Mgr. of R. I. Drive-In

HARTFORD, Conn., Sept. 9.—George Card, for many years in the outdoor amusement field, has been named manager of the newly opened Pike Drive-In Theater, Johnston, R. I., operated by Al Schuman, general manager, Hartford Theater Circuit, Hartford, and Lou Rogovoy, partner, Pike Drive-In Theater, Newington, Conn.

## For Free "Patrons" Are Drive-In Pests

HARTFORD, Conn., Sept. 9.—Non-paying patrons have been bothering the newly opened Claremont Drive-In Theater at Claremont, N. H.

The theater is located in a sunken area and the screen can be seen from the neighboring streets, where many "patrons" have been parking to see the show for nothing, altho they cannot hear much of the sound track.

Police have tried driving them away with an ordinance forbidding parking on one particular street in the area near the theater. No solution, however, has yet been found to deal with those patrons who have rights to lawns and private driveways, and choose to watch the pictures from there.

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## THE FINAL CURTAIN

**BATES**—James Clyde, 69, retired actor, September 6 in New York. For 18 years he was with Rube Bernstein's *Follies of Pleasure* on the American burly wheel. For the past six years Bates had been the stage doorman of the Fulton Theater, New York legit house. His widow, Lucille, survives.

**BECHTOL**—Louis W., 54, outdoor showman for many years, recently in Alton, O. He had trouped with the K. G. Barkoot and Jimmie Chanos shows, among others. Burial in Sunset Cemetery, Alton, August 29.

**BECK**—Emil H., 51, independent theater booker, killed in a train wreck at Milwaukee September 2. He was formerly manager of the Crescent, Strand, Globe and other Detroit theaters and a salesman for various film companies. He was a booker for Co-Operative Theaters of Michigan for many years but had operated his own booking business about 18 years. Survived by his widow, Margaret, and two sons, James and William. Interment in Johnsonburg, Pa.

**BONIFACE**—Symona, 56, actress and playwright, September 2 in Hollywood. She starred on Broadway in *Woman on the Jury* in the early 1920s, and appeared with the Henry Duffy Players in San Francisco and Los Angeles. Miss Boniface also wrote and produced many plays, including *The Viper's Fang*. She also appeared in films. Her husband, actor Frank Pharr Sims, survives.

**BROWN**—Tom, 68, former member of the Six Brown Brothers, saxophone artists in vaude and minstrels for half a century, August 29 in Illinois Masonic Hospital, Chicago. During the heyday of vaude the team had worked for the top producers, had appeared in *Ziegfeld Follies* and on the Orpheum Circuit. Survived by two brothers and a sister. Burial in Mount Hope Cemetery, Chicago.

**BURNS**—Alice M., 49, wife of Thomas (Pete) Burns, formerly with the Carl J. Lauther Shows, August 31 at her home in Washington of cancer. Burial in Arlington National Cemetery September 1.

**GALE**—Sigmund, 71, one of the founders and owners of Harlem's Savoy Ballroom, New York, September 7 in that city. His widow and four sons survive. (See Music Department for details.)

**GOULDING**—Mrs. Paul, 70, widow of Paul Goulding, Bridgeport, Conn., band leader and trumpet player, recently in that city. Survived by two sons, Paul, Fairfield, Conn.; Wesley, Old Lyme, Conn., and a daughter, Mrs. Earl C. Cooper, Trumbull, Conn. Burial in Mountain Grove Cemetery, Bridgeport.

which he and his partner, Van Des Autels, had developed and which they owned. Graham created the voices of cartoon characters for animated films for Walt Disney, Metro-Goldwyn-Mayer and Warner Bros. studios. He leaves his parents, Mr. and Mrs. Frank Graham, San Francisco; a brother, Jack, and a sister, Mrs. Janet Downs, both of Seattle. Services in West Hollywood, Calif., September 3.

### IN MEMORY

Of a Wonderful Husband  
and Pal

## F. J. (JACK) GRAVES

Who passed away September 15, 1948.  
"What we keep in memory is ours  
unchanged forever."

PATRIKIA GRAVES SUDAN

**HAGGERTY**—John S., 84, former member of the board of managers of the Michigan State Fair, September 3 at Plymouth, Mich. No immediate survivors. Interment in Grand Lawn Cemetery, Plymouth.

**HUTCHINS**—Richard, 74, retired movie, vaude and stock actor, September 5 in New York. He worked in early day films and was a member of National Variety Artists, Inc.

The Family of

### E. O. HALL

Wishes to express to their friends deep appreciation for the many floral tributes and expressions of sympathy received during their bereavement.

MRS. MARGARET HALL

**JACKSON**—William M., 66, widely known booking agent, September 6 in Brooklyn. For the past 20 years he maintained offices in the Palace Theater Building in New York, and in the heyday of vaude booked acts out of Chicago. Jackson was a member of the Catholic and the Jewish theatrical guilds. His widow, Rosalie; a son, Robert William, and two daughters, Jean and Edith, survive.

**JOHNSON**—Bruce S., 16, member of the Bo-Jons, juvenile Risley act with the Rogers Bros.' Circus, September 1 en route to Memphis of cerebral meningitis. The act played night clubs and theaters in the East before joining the circus July 30 for a 20-week tour. He was formerly a member of the Tumbling Nemos, who toured with the Horace Heldt roadshow. Survived by his parents, Mr. and Mrs. William A. Johnson, and two brothers, Robert and James, Allentown, Pa. Burial in Allentown.

### In Memory of Our Brother Finley Jackson Graves

who departed Sept. 15, 1948.

God, give us strength to carry on and  
courage to bear the blow until we find  
out what happened to you, is our only  
prayer.

Sisters and Brother,

EVELYN ARCHER HELEN JAMES  
MERTYLE CARROLL JOHNNIE GRAVES

**GRAHAM**—Frank, 35, radio actor known as the man of a thousand voices, September 2 in Hollywood. He went to Hollywood from Seattle in 1937 to join the CBS-KNX announcing staff. From 1938 thru 1942 he starred in *Night Cap Yarns*, over CBS; was announcer on many programs, including the *Ginny Simms*, *Rudy Vallee* and *Nelson Eddy* shows, was the star of the *Jeff Regan Show* and had just completed a successful dramatic series, *Satan's Waitin'*,

### IN LOVING MEMORY EDGAR CLAY MAY

Who Passed Away Sept. 12, 1949



MRS. LILLIAN MAY

**LaCAVA**—Mrs. Eva, 86, mother of Gregory LaCava, motion picture director, August 30 at her home in Beverly Hills, Calif. She also leaves a daughter, Mrs. Evelyn Styer, and another son, Lawrence.

**LENETSKA**—Mrs. Heloise, 45, wife of Harry Lenetska, New York theatrical agent, September 1 in New York. Lenetska was with the William Morris Agency, Beverly Hills, Calif., before going to New York about five years ago. She also leaves a sister, Mrs. Walter Samuels, and a daughter.

**MONTEI**—Mrs. Cecilia, wife of music publisher Herb Monte (Johnstone-Monte Music), September 7 in Los Angeles of a heart ailment. Services at the Wee Kirk o' the Heather, Forest Lawn Cemetery, Los Angeles.

**OSTERMAN**—Mrs. Mary Delores Daly, former Ziegfeld chorus girl and widow of Jack Osterman, former night club entertainer, September 7 in New York. A daughter, Kathryn, survives.

**PETTY**—Marle Rose, 60, former singer and dancer on the Orpheum and Pantages vaude circuits, known professionally as Rose LaRende, August 28 in Kirkland, Wash. She was a member of the White Rats, New York theatrical group. Survived by a sister, Mrs. Sidney Creston, of Kirkland, and a brother, Niel Andresen, Seattle. Burial in Seattle.

**RAGGIO**—Joseph, 56, who appeared at the New York World's Fair as the "world's fattest man," September 2 at his home in Philadelphia. Surviving are his mother, two brothers and four sisters. Burial in Philadelphia September 7.

**RIGGS**—Rose Stillman, 83, widow of Charles Riggs, show manager-producer and mother of Ralph Riggs, actor, September 4 in Minneapolis. Under the name of Rose Stillman she was a leading woman in stock companies in her youth. Her last engagement was with Otis Skinner in Mr. Antonio. Besides Ralph, another son and a sister survive. Burial in Minneapolis.

**SMITH**—Gus S., 70, retired concessionaire and showman, formerly associated with the Sky Clark Museum, Harry Seber and Charlie Smith in the operation of Girl Shows, August 26 in Los Angeles. Services August 30 in Inglewood, Calif.

**THERL**—Reppy, formerly of the contortionist and hand-balancing act of Genaro and Therl, at one time featured with the Ringling-Barnum circus, August 29 at her home in Oakland, Calif.

## Marriages

**GERSENE-ELIAS**—D. George Gersene, French theatrical producer and singer, and Rene Elias September 6 in New York.

**KENNEDY-SPRAGUE**—Pte. Lawrence Conrad Kennedy, son of the late screen actor, Edward Kennedy, and Mary Elizabeth Sprague, daughter of Ann Sprague, stage actress, September 6 in Beverly Hills, Calif.

**MILLER-FISHER**—Bill Miller and Goldie Fisher, concessionaires on the Crescent Canadian Shows, recently on the lot at Kamloops, B. C.

**MISKINIS-KUPSTAS**—Joseph Miskinis Jr., partner in the Detroit theater circuit founded by his father, and Helen Kupstas, Plymouth, Pa., in Detroit September 2.

**RIVERO-CANOVA**—Philip Rivero, non-pro, and Judy Canova, film and radio comedienne, in Mexico recently.

**SOMERS-HAYES**—E. W. (Slim) Somers, Waterbury, Conn., on J. C. Harlacker Circus dates prior to entering the army, and Cleone Hayes August 12 in Chicago.

**WARNER-PETERS**—W. H. G. (Bill) Warner and Johanna Peters, at the home of his parents in Edinboro, Pa., August 3. Both are with the Ringling-Barnum circus.

**WILMURT-SCHUMANN-HEINK**—Arthur Wilmurt, playwright and Carnegie Tech associate professor, and Zelda Schumann-Heink, granddaughter of Mme. Schumann-Heink, August 31 in La Jolla, Calif.

## Births

A daughter to Mr. and Mrs. David Hopkins August 23 in Hollywood. Father is an exec of Emerson Radio.

A son to Mr. and Mrs. Tony Martin August 29 in Hollywood. Father is the actor-singer; mother is Cyd Charisse, pic actress.

A daughter to Mr. and Mrs. Howard W. Maschmeier August 25 in Albany, N. Y. Father is news director at WPTR.

A daughter to Mr. and Mrs. Eddie Maxwell August 23 in Santa Monica, Calif. Father writes for Spike Jones, ork leader.

A daughter to Mr. and Mrs. Patrick McGuirk August 20 in San Francisco. Father is a writer-producer at KCBS.

A daughter to Mr. and Mrs. Johnny Monroe August 18 in Pittsburgh. Father is with the Everett Neill band.

A son to Mr. and Mrs. Charles Reader August 28 in New York. Mother is legit musical soprano, Patricia Windsor; father is a band leader.

A son to Mr. and Mrs. Victor A. Sholis August 19 in Louisville. Father is director of WHAS.

A son to Mr. and Mrs. Leopold Stokowski August 22 in New York. Father is the symphony conductor.

A daughter, Barbara, to Mr. and Mrs. Bert Smith recently in St. Luke Hospital, Davenport, Ia. Parents are concessionaires with Royal United Shows.

A son to Mr. and Mrs. B. M. Vickers August 20. Parents are with the McGee concessions on the Lawrence Greater Shows.

A daughter, Holly, to Mr. and Mrs. Ray Hartley, jewelry concessionaires with the Davis Amusement Company, recently in Salem, Ore., during the org's date there.

A son to Mr. and Mrs. Charles Lederer August 27 in Cedars of Lebanon Hospital, Hollywood. Mother is the former Anne Shirley, actress; father is a screen writer.

A son to Mr. and Mrs. Freddie King August 26 in Camden, N. J. Father is former manager of the Forge Room in the Chancellor Hall Hotel, Philadelphia, and at one time was on the record promotion staff of RCA Victor in Camden.

A daughter, Robin Elizabeth, to Mr. and Mrs. Roy Rogers August 25 in Hollywood Presbyterian Hospital, Hollywood. Mother is Dale Evans, actress; father is a Republic Pictures cowboy star and Victor recording artist.

A son, Timothy Roger, to Mr. and Mrs. Ron Ormond August 13 in Los Angeles. Mother is the former vaude actress June Carr; father is an independent film producer.

A son, Edwin Jr., to Mr. and Mrs. Eddie Burke August 22 in St. Francis Hospital, San Francisco. Mother is the former Marie Del Moure, dancer, tumbler and ventriloquist; father heads Eddie Burke Attractions.

A son, Lee, to Mr. and Mrs. C. R. Mozley August 25 in Lockwood (Mo.) Hospital. Parents are with Paul's Amusement Company.

A son to Mr. and Mrs. Robert Lerner September 3 in Hollywood. Mother is Jan Clayton, singer.

A daughter to Mr. and Mrs. George Rock September 2 in Hollywood. Father is a trumpeter-comic with Spike Jones's orchestra.

A son, Peter David, to Mr. and Mrs. Ziggy Lane September 3 in Brooklyn. Father is the radio, stage and recording singer.

A son to Mr. and Mrs. Phil Brestoff September 7 in Detroit. Father is an orchestra leader and musical director at WXYZ; mother is a recording artist known professionally as Dee Parker.

A son, Richard Michael, to Mr. and Mrs. St. Goldman September 6 in WCA Hospital, Jamestown, N. Y. Father is vice-president and manager of WJTN and WJTN-FM, Jamestown.

A son to Mr. and Mrs. T. A. Stevens August 29 in Gadsden, Ala. Father is a concessionaire with the Royal Crown Shows.

Communications to 188 W. Randolph St., Chicago 1, Ill.

# COURT ENDS TAX ON RIDES

## Chi Fair Ends 73-Day Run With 1,709,004 Gate Count; Exec Visits CNE for Ideas

CHICAGO, Sept. 9.—A strong probability that the Chicago Fair, which closed its 73-day run here Monday (4), will be continued in '51 was seen this week by the Wednesday (6) visit to the Canadian National Exhibition, Toronto, of Kent Chandler, fair president, and representatives of the two top backers of this year's Windy City exposition. Visit to the big Canadian event was for the purpose of obtaining new ideas that might be incorporated in the fair here. Accompanying Chandler, in addition to Frank Duffield of the Thearle-Duffield Fireworks, Inc., Chicago, were Donald Palmer, president of Marshall Field & Company and W. Donald Maxwell, assistant managing editor of the Chicago Tribune. The Trib and the State Street department store were two of the '50 fair's strongest sponsors and each kicked in with \$50,000 toward the \$780,000 raised last winter to finance the lakefront expo.

Altho official word regarding the fair's future is being withheld until after a board meeting later this month, Chandler this week termed the run gratifying and said the expo had earned all operating costs. He said it is too early to say whether any money will be left to apply against the \$780,000 initial fund but pointed out that seldom does a business venture show profits its first year.

Fair's most disappointing feature this year was the four-a-day pageant, *Frontiers of Freedom*, which operated at a loss according to Helen Tleken Geraghty, its producer. Despite at-

(See *Chi Fair Winds Up* on page 60)

## Drys Ride High On War's Coattail

(Continued from page 3)

mail and petitions all year, but the number has greatly increased since the fighting started.

The issue of banning radio-TV ads of liquor and beer is dead for this session, but is certain to be revived next year. The sponsor will again be Sen. William Langer, of North Dakota, who picked up the title of the dry's congressional spokesman from former Sen. Arthur Capper, of Kansas.

Under the Defense Production Act, the President can allocate grain and place top priorities on industrial alcohol. The latter step may be taken by the end of the year, but grain allocations are not planned at present. Liquor and beer production are

## Rules 20% Amusement Levy Does Not Apply to Devices

**Upholds Fritz in suit against Internal Revenue Dept.—maintains charges are for "privilege of riding," not for admission to "a place"—orders refund to park op**

CHICAGO, Sept. 9.—Tickets to riding devices are not subject to the federal 20 per cent admission tax, a U. S. court ruled here this week.

The far-reaching decision was made by Federal Judge Michael L. Igoe, of District Court, who held that charges for such devices are "made for the privilege of riding" and that the charges are not for "admission to a place" within the meaning of the Internal Revenue Code, prescribing the 20 per cent admission tax.

Igoe's decision was made in a suit brought by Arthur E. Fritz and his wife, pioneer kiddieland operators of suburban Melrose Park, against the Bureau of Internal Revenue.

high, and consumption has been tailing off since the end of World War II, so there appears to be little danger of immediate shortages affecting breweries. A shift of a portion of the distilling industry to the making of industrial alcohol would have little effect on production, according to industry's trade associations.

In handing down his decision, Igoe ordered the Bureau of Internal Revenue to refund to Fritz \$9,515.20 he had paid under protest as taxes for eight months in 1948.

The court's ruling was as follows: "Under the facts of this case, the charges assessed by the plaintiffs (Fritz) were not charges for admission to a place within the meaning of Section 1700 (A) of the Internal Revenue Code, but were charges for the privilege of riding upon the devices furnished by the plaintiff."

Fritz and his attorney, John E. Green, of this city, maintained that the ride charges were solely for the locomotion of the ride, not for admission to "a place."

The court's ruling will, it is believed, have far-reaching effect upon (See *Court Rules 20%* on page 60)

## Unit Takes High At Conn. Annual

PLAINVILLE, Conn., Sept. 9.—Take for shows and concessions at the Plainville Fair & Exposition, held on the Stadium grounds here Friday (1) thru Tuesday (5), was substantial, altho Sunday (3) revenue was held down by rain.

Fred Pittera, managing director of the event, which is a revival of the old Charter Oak Fair, said that business was good for burlesque star Georgia Sothern and a Girl Show presented on the midway. De Luxe Shows provided midway rides. A Kid's Day, Saturday (2), featured a pie-eating contest.

Early response to space subscription gave the event an exhibit area larger than had been expected.

Attractions at the fair included Ted Weems' ork and a revue Labor Day (4). Bobby Byrne's band, a Miss America beauty pageant and fashion revue drew a capacity audience of 5,000 to the Stadium closing night. Stock car races were held Saturday night, but rained out Sunday. Free attractions at the event included Emmanuel Zaccchini's cannon act and Stanley Beebe's Hollywood bears.

Proposed record airplane endurance flight, slated for opening day, was canceled. Fair officials said that the refueling system to be used, from plane to car, was too hazardous. Pilots John Brooks and Vincent Campisa said the flight would take place at a later date.

Admiral Chester W. Nimitz and Dr. John Myun Chang, South Korean ambassador to this country, were present Sunday at ceremonies marking the call to active duty of the 43d Division of the United States Army. A parade and review of the troops which was to have taken place in the Stadium was canceled because of rain. The program was held in a tent seating 500 persons, with a radio broadcast of the proceedings being aired over the Connecticut State Network.

# St. Paul Records Shattered

## Pulls 905,563 In 10-Day Run

**Daytime grandstand sets new peak—Royal American gets 233G gross**

ST. PAUL, Sept. 9.—The Minnesota State Fair wound up here Labor Day (4) in a blaze of glory, setting a new all-time attendance mark of 905,563 for 10 days and new peak daytime grandstand receipts and attendance records.

The final figure thru the "everybody pays" 50-cent outer gates eclipsed the previous record of 902,693 set in 1947 and was substantially higher than the 830,040 of 1949.

Raymond A. Lee, fair secretary, released the following officially audited day-by-day outer-gate figures:

	1950	1949	1947
Saturday (28) ..	83,309	75,711	64,831
Sunday (27) ..	127,647	125,337	112,199
Monday (28) ..	34,656	57,815	68,425
Tuesday (29) ..	77,684	59,366	74,314
Wednesday (30) ..	82,780	63,053	75,370
Thursday (31) ..	95,295	82,286	74,827
Friday (1) ..	72,270	75,377	88,855
Saturday (2) ..	100,891	99,397	111,254
Sunday (3) ..	143,193	77,931	139,162
Monday (4) ..	87,951	113,327	96,646
Totals .....	905,563	830,040	902,693

Lee said that new all-time records were set for the first Saturday, first (See *St. Paul Records* on page 68)

## History's Mightiest Med Show Plays to 329,500 First 18 Days

(Continued from page 3)

amazing draw in smaller communities, leading him to believe that future Hadaacol caravans might play more of the smaller cities. He pointed out that cities such as Monroe and Lafayette, La., and Lufkin, Tex., produced crowds which equalled or bettered the entire population of the town. While areas such as Dallas and Houston produced larger crowds, reaction in the smaller burgs was stronger. Leblanc said he is resting the idea of another Hadaacol trek for about two months, while production facilities are expended to meet sales expansion.

### Preps One-Nighter

The Hadaacol showbiz experiment will take on a one-night concert aspect in November. Senator Leblanc has commissioned Sid Epstein, chief of the William Morris office in Chicago, who booked the first tour exclusively and will handle all future bookings, to set up at least one-night date in Detroit and possibly several other Midwest metropolises. Senator Leblanc said he feels that a different type of show might be more successful before Northern audiences. Senator Leblanc has told Epstein to go after the biggest names. He specifically mentioned such celebs as Milton

Berle and Hopalong Cassidy for the Detroit date.

The Hadaacol troupe and its promotional campaign set the medicine (See *History's Mightiest* on page 63)

## Showers Dilute Boston Grosses

BOSTON, Sept. 9.—Heavy showers all day Sunday (3) washed out an anticipated heavy take at funspots here over the Labor Day week-end. Beaches and parks were virtually deserted and rides and concessions drew a blank for the day. Excursion boats were fog-bound. Those who entrained for resorts over the holiday spent most of their money in restaurants and bars.

Labor Day (4) was clear and cool. Ops hoped to recoup their losses but got lean takes, as the bad weather had dampened enthusiasm. Pyro shows rained out were staged Monday.

As the season ended for Revere, Salisbury, Nantasket and Hampton, operators agreed that crowds had been heavy but spending light. Weather on the whole was good but the tight money cut into the big season that had been forecast.



## BULGY, The Whale

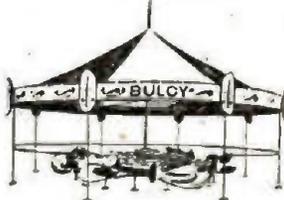
### A First Attraction

with the mop-pet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

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We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Chariots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards. Robert L. Cochran." De Luxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

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- CHAIR RIDE
- SKY ROCKET RIDE
- SILVER STREAK TRAIN RIDE

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## Close-Ups:

# Potential Midway Riches Lured Sam Prell From 14G Sales Job

By Jim McHugh

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

BACK IN 1912, when a handful of change would buy the day's staples, Sam Prell gave up a \$14,000-a-year job to go into the carnival business. Sam got involved in the usual way, by loaning money to an incumbent, in this instance his brother Paul. A week later the \$500 loan had been expended and this, quite naturally, called for an additional sum to protect the initial investment—just like the stock market, Sam says.

The follow-up investment resulted in a "helluva week" and Sam quit the ranks of the haberdashery salesmen even though he was handling a hot item, the first practical raincoat, to follow the midway route.

### First Try a Real One

Sam opened with his own stand, quickly became proficient with the familiar chant, "one a dime, three a quarter," and friends and neighbors in his home town of Paterson, N. J., where he was born in 1886, gave his stand a big play. His brother quit the Walter K. Sibley Shows and then joined Joe Ferrari's outfit in Butler, Pa. Sam recalls that Frank Bergen, current owner of the World of Mirth Shows, had the Ferrari Side Show, featuring Minnie Ha Ha.

In the fall after the season had closed Sam again hit the road selling merchandise but he could no longer work up enthusiasm for the work. He wanted only to get back with a carnival and in the spring he bought a new concession top, loaded up with plush bears, and joined the J. F. Murphy Shows in Hagerstown, Md. He had a terrific week and his love for the business was consummated.

A year later, in 1914, while partners with his brother Paul, he joined the Rubin & Cherry Shows, which were then small. They had 18 big stands, all paddles. They later joined John Brunan and then Hirst and Lohman. In succession, the brothers became affiliated with Lohman and Robinson and the Bennie Krause shows.

In 1918 Sam joined the merchandise house of F. J. Schneck as a partner and opened a branch in Richmond, Va. Business was not good, however, and he closed shop and joined Schneck in New York. In 1919 the Schneck Company started the James Bell Company in Newark. Sam went on the road to peddle the merchandise, gave it a good try for a year and a half, and then pronounced it no good.

Rides and games were then added to supply organized bazaars. With the coming of bingo, business boomed. The firm got rich with as many as 57 doings going in a single week under the sponsorship of churches and various civic and fraternal groups. More equipment was added until the company could supply and equip 400 booths at one time and care for the largest tent rentals in the East.

### Travels on 52 Trucks

In 1939 the partners separated. Two years later, 1941, Sam mobilized the carnival end of the business. He started with 27 trucks and since then has added 25 for a total of 52 to form what he claims to be the biggest truck show in the country.

Prell's Broadway Shows are a family enterprise. His son, Abe, joined in 1939 and Joe in 1942. Ben joined in 1946 to complete the family picture. Each has a specific job to do and each has partner status but Sam is the patriarch and final decisions rest with him.

### Combines With Endy

In 1942 Sam was run over by an automobile in Baltimore and remained hospitalized for more than a year. In 1943, while convalescing in Miami, he combined his World's Fair Shows with Endy Bros.' Shows, owned by Ralph and Dave Endy. Their combined equipment required 68 trucks.

Banner seasons were registered in 1943 and 1944 and the amalgamation was to continue in 1945 until, Sam says, Dave insisted on going on rails against the advice of his partners. As a result, the combination was broken up. Sam continued on his own and did right well, principally as the result of putting together a notable fair route which this year totals 36 annuals necessitating a second unit. For the past several years Sam's unit has gone into the barn for only six weeks in the winter.

Born of poor parents, Sam started (See Potential Midway on page 74)



SAM PRELL

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## PICTURES PROVE IT!

Send for photos of our Portable Rides. We now produce 4 models of our Kiddie Ferris Wheels, 2 models of our Airplane Ride, 2 of our Fire Truck Trailer 24-passenger unit, 2 of our Horse and Buggy Ride and 1 each of our four other Rides. Terms: **KENMORE KIDDIE RIDES** Attn. JACK E. OUNN Box 13, Hotel Station Buffalo, N. Y.

## 36 PASSENGER

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# Talent Topics

Los Aeros, high act, will open for eight weeks with the Harry Burke Shows at Plaquemine, La. . . . Talent line-up for the new Jaycee Fair at Coleman, Tex., September 28-30, will include Art and Marie Henry, dogs and ponies; Winlos, bicycles; Two Ayers, juggling; Roberta and Mac, comedy, and Maximo, wire. . . . Counters, high dive, will be a feature at the sports show at Sheboygan, Wis., October 12-14. . . . Sonny Moore and his dogs will make the Shrine Circus at Kansas City, October 30, preceded by dates at the Police Circus in Sioux City, Ia., October 9, and the Grotto circus, Columbus, O., October 23.

Cortello's dog act, playing central Wisconsin State Fair, Marshfield, September 4-7, will move to the Wilmar (Minn.) Fair, September 14-16 and Chatham, Ont., for the week of September 18. . . . Sam Howard's water show will be supplemented by the following at the Allegan (Mich.) County Fair, September 18-23: Florida Trio, comedy; Alvers, perch; Jacques Gordon, bicycles; Winlos, bicycles; Pina Troupe, teeterboard, and Jimmy Rae, emcee and comedy act.

Harry Froboess, high performer, was unhurt in an automobile accident August 28 while en route from Wauconda, Wis., to Sturgeon Bay, Wis. Considerable damage, however, was done to the Froboess house trailer. . . . Captain Roy Sims, high act, has signed for six weeks with Peck Amusement Company and will appear as the carnival's free act at Southern fair dates. . . . Hollywood Skyrockets, high performers, will be the free act at Preble County Fair, Eaton, O., September 11-16.

Act line-up at the State Hospital Show, Elgin, Ill., Thursday (7), included Happy Maxwell, clown; Wilbur's dogs and ponies; Will H. Hill, elephants; Eric Fillmore, jugglers; Mike Gaska, roly-poly; Vagabonders, trampoline; Royal Rockets, roller skates; Roberta and Mac, comedy; Jane Meredith, trapeze; Winlos, bicycles, and Flying Lavals. Show was booked thru Charles Zemerer Agency, Chicago.

Henry (Curly) Ducharme, who suffered head and neck injuries July 13 while performing with the Fearless Greggs cannon act at Adrian, Mich., is recuperating at Plymouth, Wis., and expects to be back in the act in another month, according to F. O. Gregg. The injuries were received when Ducharme, shot from a cannon, landed in the net but bounded out. . . . Free acts appearing at the recent Essex County Fair, Westport, N. Y., included the Kosch Brothers, horizontal bars; Will Brown, rope spinning and baton juggling; Al Libby and Betty, cyclists; Balzar Sisters, and G. Gillette, emcee and comedy. . . . Murry Pickford, dove and fan dance act, recently completed an engagement at Club Riviera, Pittsburgh.

Grandstand show at the Wilmar (Minn.) Fair, September 14-16, will include Chuck Brown and Rita, bars; Chase and Parks, trampoline; Cortello's Dogs; the Klein's, comedy; the Winlos, bicycles, and the Farias Duo. Ralph Krause's radio revue has signed for the Firemen's Festival, Ripon, Wis., September 17; Farmer's Festival, Jackson, Wis., September 23, and the Tomah, Wis., Farmer's Festival October 7.

Franklinton (La.) Fair, October 11-14, has signed a show made up of Enricos, head balancing; Eric Fillmore, juggler; Rollini, roly-poly; Great Franco, trampoline; Darvis and Arletta, songs, and Miss Luxem,

swaypole. . . . Tennessee Valley Fair, Knoxville, will have the following line-up before the grandstand September 11-16: Songsmiths; Pansy the Horse; Sonny Moore, dogs; Jerry Jerome, comedy xylophone; Novak and Faye, comedy; James Evans and Company, upside-down, and the Ricarnas.

Smiley Burnette is back home in North Hollywood, Calif., following a trip to Beulah, N. D., where he played the Cowboy Reunion Rodeo. Burnette said the event, held in a town with 1,100 population, pulled 10,000. This figure is 4,000 above the top record to date and overflown the 4,500-seat grandstand.

Three Fearless Stars, high act, following appearances at J. C. Harlacher shows in Lynn and Norwood, Mass., are skedded to fill four drive-in theater dates, starting at Clarksburg, W. Va., September 18. Act is also slated for Greenville, S. C., the week of October 16-21. . . . St. Leon Troupe, teeterboard and Risley, will appear on ABC's "Super Circus" television show September 17.

T. Jay Quincy, former high diver, is rehearsing a two-fem aqua number for sportsmen's shows, park and fair dates. . . . The Juvelys, equilibrist, and the Morocans (4), acrobats, are at the Palace Theater, New York.

Irah B. Watkins and his chimp act were back on familiar ground last week when they played the Rutland (Vt.) Fair. Watkins once lived on Nichols Street in the city. . . . Manon Trio, Tien Tai Liu troupe, Gaudsmith Brothers, Chef Nelson's circus band and Jack Olson, emcee, staged a benefit performance September 6 for patients at the U. S. Veterans' Hospital in Northampton, Mass., where they were playing a fair date.

## L. A. Rodeo Sets New Gate Mark

LOS ANGELES, Sept. 9.—An estimated 105,000 persons were on hand at the annual Sheriff's Rodeo in the Coliseum here Sunday (27) to set an all-time record. Previous high mark was 102,270 in 1948.

Taps was sounded in memory of Sheriff Eugene Biscailuz's wife, Willette, who died last week. In the absence of the sheriff, who sparked the event, Leo Carrillo was host.

Roy Rogers and his horse, Trigger, were featured with June Haver, film actress, serving as rodeo queen. Joel McCrea, film actor, was the grand marshal, riding with massed horsemen, estimated at 1,100.

Among those attending were Governor and Mrs. Earl Warren, Lt. Gov. Goodwin Knight, Mayor Fletcher Bowron and Jack Dempsey.

General manager and producer of the show was John R. Moss. Capt. Frank L. Coe was chairman of rodeo arrangements committee. Parade judges were Elton Fairbanks, Col. J. K. Brown and Capt. Art Manning.

## 25,000 at Ellensburg Rodeo

ELLENSBURG, Wash., Sept. 9.—An estimated 25,000 persons saw Vern Castro, Richmond, Calif., take top honors at the 27th annual Ellensburg Rodeo, which closed its three-day run here Sunday (3). Castro scored a total of 654 points to edge Casey Tibbs, of Fort Pierre, S. D.

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World's largest manufacturers of amusement rides

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### CADET MODEL 51

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Size: 18"x24"x28" high



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No. 1 Cards, heavy white, black back, 5 1/4 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4.75; 75 cards, \$4.50; 100 cards, \$3.50. All cards from 100 to 3000. \$1 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1. Printed Tally Card, 18 1/2 Colored Heavy Cards, \$3. Same weight as #1. In Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS, No. 1 size, 5 1/2 x 7 1/4. \$1.00 each**

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards Tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3000 size \$3.75, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 1/4 Set Numbered Ping Pong Balls, \$15.00. Replacements, Numbered Balls, ea. .40. 7,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 .125. Middleweight Cards, 5 1/4 x 7 1/4. White, Green, Red Salim., Yellow, Per 100 2.00. 3,000 Small, Thin, Cardboard Markers, Sheets, 5 colors, loose only, no pads. Size 4 1/2 x 5 .150. Plastic Markers, Red or Green, Round or square, 3/4 Diameter, \$1.50. Scalloped Edge, Green only, M .200. Smaller Size, 3/4" Diam., Red or Green Plastic, \$1.50. Adv. Display Posters, size 24x36, Each Cardboard Strip Markers, 10 M for .75. Rubber Covered Wire Cage, with Chain, Wood Ball Markers, Master Board; 3-piece layout for 15.00. Thin, Transparent Plastic Markers, Brown, 3/4 inch, per M .100. Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M .200. Round White N. J. Cardboard Markers, 2 sizes; 3/4 inch dia., 1800 to lb.; larger size 1/2 dia., 1000 to lb. Either size, lb. Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢. Send for illustrated circular. For .135.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## Court Rules 20% Amusement Tax Doesn't Apply to Rides

(Continued from page 57)

carnivals, amusement parks, kiddielands, etc. An appeal, however, by the Bureau of Internal Revenue to the U. S. Court of Appeals is expected.

Wednesday (6), the day after Igoe's ruling, Fritz ceased to have the Federal admission tax included in his kiddie ride tickets.

History of the Fritz case began in the winter of 1948 when Fritz visited California and discovered that pony ride operators in that district of the Internal Revenue Bureau were not collecting and paying admission taxes. Upon his return to Illinois, Fritz who had been collecting the tax on his pony ride, asked D. S. Bliss, deputy commissioner of Internal Revenue, Washington, for a ruling.

Bliss replied that the tax did not apply to pony rides. The pony ride did not come within the definition of "Place," according to Bliss letter. It pointed out that persons without tickets were admitted to the pony ride enclosure and that only those who rode the ponies were charged. The charge then, according to the letter, was not an admission.

Next Fritz questioned the Bureau as to whether his miniature gasoline-powered automobiles came under the tax law. The Bureau conceded that the cars, like the ponies, were in an enclosure to which no admission was charged and that the ticket was only for riding in the cars. Thus, it

held, no tax was required on the car ride tickets.

In the second letter the Bureau said that all other rides in the Fritz kiddieland were taxable, and that the amounts should be collected.

### Pays Under Protest

However, Fritz believed the other rides were not different from the pony and gasoline automobile devices. In order to get the matter before a court, Fritz stopped collection of the tax on all his rides from April thru November, 1948, but paid an amount equivalent to the tax under protest.

On January 31, 1949, Fritz filed a claim for refund of the protested payments, which amounted to \$8,515.88.

Two days short of the six-month time limit, or July 27, 1947, the Bureau denied the refund claim. Legal requirements then forced Fritz to wait an additional six months before he could bring suit against the government, but after that time the complaint was filed in Federal Court.

### Stresses 25% Increase

Both sides entered into a stipulation of facts. Fritz added oral testimony before Judge Igoe during the trial and argument on May 19, 1950. Briefs were filed, and the court handed down its decision Tuesday (5).

Fritz has continued to charge the same rates, 13 cents or two for 25 cents.

## Fritz Is Pioneer In Kid Park Biz; Green Was Park Op

CHICAGO, Sept. 9.—Arthur E. Fritz, Middieand operator whose suit against the government resulted in a far-reaching decision affecting admission tax on ride devices, is one of the pioneers in kiddieland operation. He began in the business 21 years ago. Joseph E. Green, Chicago attorney who represented Fritz in the case, was called into the army mid-way in the proceedings and the firm of Winston, Strawn, Shaw & Black took over.

Green is a former park manager and ride operator. For four years, until 1931, he was manager of Terrace Park, Lake Okoboji, Ia.

## Milwaukee Mag Devotes Issue To Circus Biz

MILWAUKEE, Sept. 9.—Publication of a circus issue of *Ideals* magazine by the Ideal Publishing Company here has attracted much attention among show people and circus fans. Cellophaned color cover features photos from the Ringling-Barnum show. Elaborate art work includes color pictures from Ringling, color reproductions of lithographs from many old and recent shows and copies of circus paintings.

One section utilizes heavier paper to reprint a Ringling courier of 1895 and several antique circus sketches. An old children's book of circus animals also is reproduced as a part of the publication.

Photographs ranging from early Ringling parade views to 1950 pictures of famous clowns are included, with several poems about the circus.

Carnivals come in for one picture, a Merry-Go-Round, and several pages are devoted to model circuses.

Special credit is given to Charles P. Fox, circus fan of Oconomowoc, Wis.; Joe Taggart, Rockford, Ill., model builder; Orwin Burmeister, circus fan, and B. J. Palmer, owner of the Two Hemispheres bandwagon.

## Chi Fair Winds Up With 1,709,004 Gate

(Continued from page 57)

tempts to hypo the spec, it wound up with total attendance of 604,440, only one out of every three front-gate patrons seeing it. This compared with one out of every two fair customers who saw the '49 Railroad Fair's pageant.

Outside gate attendance count for the first edition of the Chicago Fair was 1,709,004 for the 73 days. The '49 Railroad expo, in the first 75 days of its 100-day run, drew 2,074,084. Lower attendance this year was blamed in part on the 30 days of rain.

The Cypress Gardens water ski show, Voorhees-Fleekles icer and Music-in-the-Round ended up winners according to the fair management. The two-bit gate Avenue of American Homes, off the nut before the gate opened, came out well ahead of all other units. Narrow gauge railroad also did big business.

With few exceptions, Dixieland Village fun zone units operated at or near a loss.

the Showmen's League of America; Rex Billings, manager of Belmont Park, Montreal; Ida (Insurance) Cohen, Charles Yule, manager of the Calgary Stampede, and Herb McElroy, of the Central Canadian Exhibition, Ottawa, were among the visitors to the Canadian National Exhibition, Toronto.

## Out in the Open

Thomas Arenz, of Benton, Ark., reports he caught the Kelly & Morris show when it played his town recently and also saw the Hadacol show in Little Rock. Arenz, who sold his trailer and moved into a new home, has recently been visited by Bob Stevens, of Bailey Bros., and Manuel King.

Irish Horan, auto thrill show op, suffered a bruised arm when the auto he was driving collided with one driven by his wife while en route to the Indiana State Fair, Indianapolis. Mrs. Horan was not injured. . . . Paul M. Massmann, general manager of the Washington Sesquicentennial was a recent Chicago visitor.

Elsie and Harry Suker, operators of Suker & Suker Amusement Park, Los Angeles, are on a five-week vacation in Minnesota. While there, they will visit friends and also take time out for fishing trips. . . . Dan Stover, novelty concessionaire at Suker & Suker Park, soon returns to the May Company Downtown at Santa Claus. Starting in November, Stover will mark his seventh year with department store.

Ernie Young, of the Chicago agency bearing his name, left Saturday (9) for a month's trip to include Nashville and Knoxville, Tenn., and Abilene and Dallas, Tex. . . . Visitors at the Indiana State Fair, Indianapolis, included Hubert H. McElroy, Central Canada Exhibition, Ottawa; Charles Yeager, State

Fair of Texas, Dallas; Hubert W. Elliott and Roy Young, Illinois State Fair, Springfield, and Jack Reynolds, Wisconsin State Fair, Milwaukee.

Ed Kelmans, operator of Indian Point Park, Peekskill, N. Y., and a group of concessionaires motored to New York State Fair, Syracuse, Wednesday (6). Kelmans, who revived Indian Point this season, is mulling the possibility of staging a fair as a seasonal wind-up at the plant next year. . . . Fred C. Murray, boss of International Fireworks Company, and his crew were cast adrift on a barge with a pyro show for New York's Rockaways when a tow rope attached to a tug parted.

Frank Wirth, head of the New York booking office bearing his name, recently returned from a business trip to St. Louis.

Sam Burgdorf will be director general of the Doylestown (Pa.) Fair, which opens September 11, featuring a Cook & Rose-booked girl revue and vaude acts. Burgdorf and the same talent also were part of the Garden State Fair, Mount Holly, N. J., which ended September 9. . . . Article written by L. B. Skeffington for The Rochester Democrat and Chronicle last week traces the history of the New York State Fair, which wound up today at Syracuse, relating how the event started in 1841 at Syracuse, was staged annually at different cities in the State before landing permanently at its present location.

Jack Duffield planned to fly Wednesday (13) from Chicago to El Salvador in San Salvador, Central America, to supervise the fireworks shows the Thearle-Duffield Fireworks Company will have for three nights there in connection with the celebration marking the introduction of a new constitution and the inauguration of a new president.

Mrs. Annie Gruberg, wife of the late carnival owner; Carl J. Sedlmayr Jr., of the Royal American Shows; Joe Streibich, secretary of

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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

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Cones—Candy Apple Equipment and Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. **SEND FOR FREE CATALOGUE!**

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## Revived Garden State Opens to Big Attendance

MOUNT HOLLY, N. J., Sept. 9.—Favored with ideal weather, Garden State Fair here, under new management, opened to heavy attendance on September 4 for six days and nights of operation. Originated in 1850 as Burlington County Fair, the event continued until 1923 when it was discontinued.

Sam Burgdorf, director-general secretary, expects the fair to develop into one of the best annuals in Southern New Jersey. A veteran showman with experience in fair management, he was one of the pioneer promoters of the Miss America beauty pageant at Atlantic City, managed the Pageant of Progress at Milwaukee and the Bridgeton (N. J.) Fair. In re-activating the local fair, Burgdorf enlisted the co-operation of county business men and sponsorship of the Becker-Krag-Caldwell Post, Veterans of Foreign Wars.

An extensive publicity campaign heralded the new set-up. Outdoor advertising, directed by C. Edward Rood, included posters and other advertising material in a 100-mile radius. A sound truck covered the same area. Newspaper and radio tie-ups were used liberally, with papers using daily stories and pictures before and during the event. Local papers had 16-page fair editions before the opening. Station WTTM had a studio on the grounds in charge of Fred L. Bernstein, manager, and Harry Barnam, announcer, for daily broadcasts featuring grand stand and midway talent, visiting celebrities and fair officials. Walter D. Nealand, publicity director, handled press and radio announcements.

Grandstand attractions booked by Harry Cook and Harry Rose, Lancaster, Pa., included *Swing Time Revue*, featuring the Catherine Behrneys line and augmented by Smiley, magician; Kotch Brothers, horizontal bars; Jimmy Applegate, Hammond organist, and the Hillbilly Heller Ramblers. Shows were staged twice daily. A portable grandstand of aluminum with capacity of 3,500 was utilized. Four harness races, two free for alls and trotting and pacing events were staged Friday afternoon.

Tuesday was Children's Day and a fine crowd thronged the Ross Manning midway. A beauty queen coronation was staged in front of the grandstand Wednesday night. Program for remainder of the week included a firemen's parade and competitive drills for cash prizes and trophies and an auto giveaway tonight.

Fair officials include John Richardson, president; Seymour Dubrow, treasurer; James A. Winters, managing director, and Capt. William Applegate, George Shellen and William Carpenter, directors.

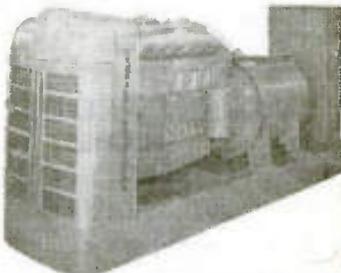
More than 260 exhibits were housed in a large tent. They included autos, flowers, farm products, pigeons, poultry, dairy and cattle entries, home economics and army and navy displays.

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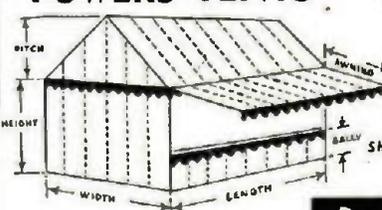
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4 1/2 inch 24/10; 5 1/2 inch 29/10; 6 1/2 inch 34/10; 7 1/2 inch 39/10; 8 1/2 inch 44/10; 9 1/2 inch 49/10; 10 1/2 inch 54/10; 11 1/2 inch 59/10; 12 1/2 inch 64/10; 13 1/2 inch 69/10; 14 1/2 inch 74/10; 15 1/2 inch 79/10; 16 1/2 inch 84/10; 17 1/2 inch 89/10; 18 1/2 inch 94/10; 19 1/2 inch 99/10; 20 1/2 inch 104/10; 21 1/2 inch 109/10; 22 1/2 inch 114/10; 23 1/2 inch 119/10; 24 1/2 inch 124/10; 25 1/2 inch 129/10; 26 1/2 inch 134/10; 27 1/2 inch 139/10; 28 1/2 inch 144/10; 29 1/2 inch 149/10; 30 1/2 inch 154/10; 31 1/2 inch 159/10; 32 1/2 inch 164/10; 33 1/2 inch 169/10; 34 1/2 inch 174/10; 35 1/2 inch 179/10; 36 1/2 inch 184/10; 37 1/2 inch 189/10; 38 1/2 inch 194/10; 39 1/2 inch 199/10; 40 1/2 inch 204/10; 41 1/2 inch 209/10; 42 1/2 inch 214/10; 43 1/2 inch 219/10; 44 1/2 inch 224/10; 45 1/2 inch 229/10; 46 1/2 inch 234/10; 47 1/2 inch 239/10; 48 1/2 inch 244/10; 49 1/2 inch 249/10; 50 1/2 inch 254/10; 51 1/2 inch 259/10; 52 1/2 inch 264/10; 53 1/2 inch 269/10; 54 1/2 inch 274/10; 55 1/2 inch 279/10; 56 1/2 inch 284/10; 57 1/2 inch 289/10; 58 1/2 inch 294/10; 59 1/2 inch 299/10; 60 1/2 inch 304/10; 61 1/2 inch 309/10; 62 1/2 inch 314/10; 63 1/2 inch 319/10; 64 1/2 inch 324/10; 65 1/2 inch 329/10; 66 1/2 inch 334/10; 67 1/2 inch 339/10; 68 1/2 inch 344/10; 69 1/2 inch 349/10; 70 1/2 inch 354/10; 71 1/2 inch 359/10; 72 1/2 inch 364/10; 73 1/2 inch 369/10; 74 1/2 inch 374/10; 75 1/2 inch 379/10; 76 1/2 inch 384/10; 77 1/2 inch 389/10; 78 1/2 inch 394/10; 79 1/2 inch 399/10; 80 1/2 inch 404/10; 81 1/2 inch 409/10; 82 1/2 inch 414/10; 83 1/2 inch 419/10; 84 1/2 inch 424/10; 85 1/2 inch 429/10; 86 1/2 inch 434/10; 87 1/2 inch 439/10; 88 1/2 inch 444/10; 89 1/2 inch 449/10; 90 1/2 inch 454/10; 91 1/2 inch 459/10; 92 1/2 inch 464/10; 93 1/2 inch 469/10; 94 1/2 inch 474/10; 95 1/2 inch 479/10; 96 1/2 inch 484/10; 97 1/2 inch 489/10; 98 1/2 inch 494/10; 99 1/2 inch 499/10; 100 1/2 inch 504/10.

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**Conn. Solons Set  
Gaming Hearing**

BRIDGEPORT, Conn., Sept. 9.—  
Public Welfare and Humane Institution  
Committee of the Connecticut  
Legislature has called a meeting this  
week on proposals to liberalize gam-  
ing laws to permit games of chance  
and raffles to be held in connection  
with non-profit benefit bazaars and  
carnivals.

Carnival bill has been a legislative  
issue since State prosecuting officials  
banned raffles and games of chance  
at such affairs more than a year  
ago.

Bill now under consideration would  
permit charitable, veterans, church  
and civic organizations and volun-  
teer firemen to conduct benefit ba-  
zaars with raffles and games of  
chance under local option with police  
regulation and for specified periods.

**Carnival  
Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates  
are given. In some instances possibly  
mailing points are listed.)

- A-1 Am. Co.: Malden, Mo.
- Alamo Expo.: (Fair) Miami, Okla.; (Fair)  
Denton, Tex., 19-23.
- American Beauty: (Fair) Paris, Ark.; (Fair)  
Russellville 19-23.
- American Eagle: Baldwin, Miss.; (Fair) New  
Albany 18-23.
- American Funland: El Paso, Tex.; Fabens 18-  
23.
- American Midway: Denton, Tex.; Bowie 18-23,  
B. & C. Expo.: (Fair) Trumansburg, N. Y.
- Bea's Old Reliable: Horse Cave, Ky.
- Bernard & Barry: Welland, Ont., Can.; Strat-  
ford 18-20; Galt 21-23.
- B. & H.: Johnsonville, S. C.
- Big Four Am.: Blofield, Mo.
- Big State: (Fair) Lovington, N. M.; (Fair)  
Ralls, Tex., 18-23.
- Blue Grass: (Fair) Pulaski, Tenn. Jasper, Ala.,  
19-23.
- Bogie, K. C.: Butler, Mo.; Webb City 18-23.
- Borland: Taylor, Tex.
- Broderick & Schrader, No. 1: (Fair) Black-  
well, Okla.; (Fair) Hutchinson, Kan., 16-23
- Broderick: Watonga, Okla.; Conway Springs,  
Kan., 18-23.
- Brewer's United: (Fair) Tomball, Tex. (Fair)  
Burg 19-23.
- Buck, O. C.: (Fair) Great Barrington, Mass.
- Burdick's Greater: (Fair) Seguin, Tex.; Flores-  
ville 18-23.
- Burke, Harry: Fort Allen, La.
- Burkhardt: Pocatontos, Ark.
- Crafts Expo.: (Fair) Bristol, Okla.; (Fair)  
Okmulgee 18-25.
- Capital City: Dalton, Ga.; La Orange 18-23.
- Carr, Lawrence: Needham, Mass.
- Cassey, E. J.: (Fair) Sterling, Ont., Can.,  
18-19; (Fair) Elmira 18-20; Norwich 22-23.
- Carnivale of Amusements: Nashville, Tenn.,  
11-23.
- Central Am. Co.: (Fair) Clarkston, N. C.;  
(Fair) Pembroke 18-23.
- Central States: Pawhuska, Okla., 11-14.
- Celia & Wilson: (Fair) Reading, Pa.; (Fair)  
Hagerstown, Md., 18-23.
- Cherokee Am. Co.: (Fair) Perry, Okla.
- Coleman Bros.: (Fair) Greenfield, Mass.
- Collmer, Les: Castor, La.
- Collins United: Arnold, Neb., 13-16; Gothen-  
burg 20-22.
- Collins, Wm. T.: (Fair) Bird Island, Minn.,  
11-13; (Fair) Willmar 14-16.
- Concy Island Expo.: Malden, Mo.; Popular  
Bluff 18-23.
- Crafts Expo.: (Fair) Orland, Calif.
- Craigs 20 Big: (Fair) Pomona, Calif., Oct. 1.
- Crescent Am. Co.: Monticello, Ark.; (Fair)  
Marshall, Tex., 18-23.
- Crystal: Dunganon, Va.

**Circus Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

- Barker Bros.: (Fair) Marlow, Okla., 12; Nor-  
man 13-14.
- Beatty, Clyde: Richmond, Va., 12; Portsmouth  
13-14; Suffolk 15; Greenville, N. C., 16.
- Bider Bros.: Monroe, N. C., 13.
- Brady Dixie Unit: (Fair) Pulaski, Tenn., 11-16;  
(Fair) Greenville, Miss., 16-23.
- Brady Southern Unit: (Fair) Fayetteville,  
Tenn., 11-16; (Fair) Florence, Ala., 18-23.
- Capell Bros.: Martin, Ky., 12; Prestonburg  
13; Wheelwright 14; Jenkins 15; Pikeville 16.
- Cole & Walters: Waukegan, Kan., 12; Holly,  
Colo., 13; Lamar 14; Las Animas 15.
- Dalley Bros.: Mexico, Mo., 12; Marshall 13;  
Nevada 14; Carthage 15; Rogers, Ark., 16.
- Davis, Ayres & Kathryn: Rockford, Ill., 13.
- Flamante: Reedley, Calif., 12; Selma 13;  
Fresno 14-16.
- Kelly, Al G. & Miller Bros.: Rockport, Ind.,  
12; Doonville 13; Mt. Vernon 14; Mt. Carmel,  
Ill., 15; Jasper, Ind., 16; Petersburg 17.
- King Bros.: Modesto, Calif., 13; Fresno 13;  
Coalinga 14; Hanford 15; Porterville 16.
- Wasco 17; San Fernando 18; Burbank 19;  
Culter City 20; Redondo 21; Long Beach 22-  
23; Santa Ana 24; San Bernardino 25.
- Mills Bros.: State College, Pa., 12; Lewis-  
town 13; Harrisburg 14; Pottstown 15;  
Norristown 16; Upper Darby 18; Camden,  
N. J., 19; New Brunswick 20; Madison 21;  
Irvington 22; Bloomfield 23.
- Poalack Bros. (Eastern): (Fairgrounds) Peters-  
burg, Va., 11-13.
- Poalack Bros. (Western): (Sanders Field)  
Kennewick, Wash., 15-16; (Armory) Elamath  
Falls, Ore., 21-23.
- Ringling Bros. and Barnum & Bailey: St.  
Joseph, Mo., 12; North Kansas City 13-14;  
Manhattan, Kan., 15; Concordia 16; Ballina  
18; Great Bend 19; Dodge City 20; Wichita  
21; Independence 22; Tulsa, Okla., 23; Ada  
24.
- Rogers Bros.: Middleboro, Ky., 12; Marris-  
town, Tenn., 13; Kingsport 14; Bristol 15;  
Elizabethon 16; Greenville 18.

**Misc. Routes**

Send to  
2160 Patterson St. Cincinnati 22, O.

- Cowboy Mac's Texas Rangers: Salt Lake City,  
Utah 13; Las Vegas, Nev., 13.
- Pan-American Animal Exhibit: Tarboro, N. C.,  
12; Oak City, 13; Rich Square 14-18; Au-  
lander 16; Jackson 17-19; Murfreesboro 20-21.
- Stout Players Tent Show: Pittsfield, Ill.,  
11-16.

**A. C. Tabs Big  
On Labor Day**

ATLANTIC CITY, Sept. 9.—  
"Biggest Labor Day week-end yet,"  
was the way local interests char-  
acterized the holiday turnout this  
year, with similar comments from  
the surrounding resorts.

Despite cloudy weather and scat-  
tered showers, Atlantic City reported  
150,000 persons on the beaches alone.  
Wildwood's beach crowd exceeded  
130,000. With the Boardwalk throngs,  
the Atlantic City total was about  
200,000 for the holiday week-end and  
better than 150,000 in Wildwood. The  
return of one-day excursions helped  
swell the turnout.

Biggest talent array was offered by  
George A. Hamid at his Stee' Pier,  
where Frank Sinatra was the top  
attraction, with a stage show aug-  
mented by Eddie White, Narda and  
Mandrake, Roy Benson, the Taylor  
Brothers and Hal Sand's Girls. The  
orks of Art Mooney and Charlie  
Spivak split week-end chores in the  
pier's Marine Ballroom, while two  
film plays were also offered.

BRIDGETON, N. J., Sept. 9.—Bil-  
ler Bros.' Circus played to a half-  
house matinee and three-quarter  
night house here Thursday (31).

**YOU GET  
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WIDE  
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popper — does  
work of \$500 ma-  
chine. Can pay for  
itself in a few  
days because of  
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FULLY GUARAN-  
TEED. New Gray  
Metallic finish, gleaming nickel trim, electric  
lighted, beautifully decorated with multi-  
colored popcorn signs. Uses less current—AC or  
DC, any cycle, connect anywhere. 17"x17"x26",  
high Wt. 30 lbs.

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Middles, White Flameproofed Deluxe  
Red and Blue Trim. 10-Ft. Sidewalls.

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cial Units— Caramel Corn  
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BOB AYERS	R. E. GOETTYS	W. J. (High Pockets)
E. M. BOOME	SIDNEY GRONER	LINDSEY
ROY CAREY	WILLIE HARMON	HOWARD PIERCY
GENE DRUMM	JACK HALEY	JAMES PERRY

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Dept. 9-16-R

## Transportation Fair Inks Fanchon-Marco To Produce Pageant

ARCADIA, Calif., Sept. 9.—Fanchon & Marco, Inc., will produce a giant musical pageant, *Adam to Atom*, as a feature of the World Transportation Fair set to open at the Santa Anita race track May 30, 1951. The premiere will be held the opening day of the event and be staged twice daily during the 103-day run.

Ira W. Curry, producer of the fair, said that the company is already at work preparing the over-all entertainment format. The extravaganza will feature a wide diversity of entertainment and have a cast of several hundred performers, the fair manager declared.

## Honolulu Aqua Show Ends Up a 31G Loser

HONOLULU, Sept. 9. — Buster Crabbe's Aquaparaide, which played two weeks in Honolulu Stadium in January, ended up \$31,945.44 in the red, according to figures released by the Hawaiian Government Employee's Association, sponsoring organization.

Under terms of the contract, \$9,269.85 of the loss is to be assumed by the association and the show promoter is to foot the additional \$22,675.59.

## Nu-Pike Tops S. Calif. Season With 12% Overall Gross Hike; Other Spots Near 1949 Totals

LOS ANGELES, Sept. 9.—Nu Pike, operation of the Long Beach Amusement Company, showed business increases of 147 per cent for its Kiddieland and 12 per cent on the overall project, according to July and August figures. Other parks in the area were running close to 1949 figures or behind, mainly because of bad weather that has plagued the area all season.

Labor Day reports were varying. A freak thunderstorm Sunday (3) cut down the mid-afternoon crowd in Long Beach. In Ocean Park the rain was not long enough to affect takes. Here in Los Angeles the rain dwindled to a handkerchief wetter.

Nu-Pike, despite its 12 per cent increase thruout the park, did not have all money-makers. The Merry-Go-Round, selling at 20 cents, was down 20 per cent, with the downward trend hitting the Kiddie Coaster, 18 per cent; Motordrome, 53 per cent; Diving Bell, 10 per cent, and the Sky Wheel, 5 per cent.

### Rides, Shows Up Takes

Rides and attractions showing an increase, L. P. (Pat) Murphy, manager, said, were the Tilt-a-Whirl, up 17 per cent; Funhouse (Laugh in the Dark), 10 per cent; Caterpillar, 5 per cent, and pony ride, 35 per cent. Hiked takes also were turned in by the Skooter, 7 per cent, and Mirror Maze, 4 per cent. Concessions, taken generally, did better in 1950 than in 1949.

Murphy said that an agreement had been made with the Greater Los Angeles Press Club for that organization to take over the Nu-Pike for the week beginning October 2. Receipts of the week will go to the Los Angeles Orphanage, a 84-year-old institution now campaigning for funds for a new building.

Nu-Pike during the year increased the size of its Kiddieland and also installed the Sky Ride, the basket-device that had been located in Virginia Park.

### Virginia Park Down

Also in the Long Beach area, Virginia Park reported its season's take 20 per cent under 1949. The Labor Day crowd was the smallest in years.

The Roller Coaster, located between the two Long Beach zones, fared well over the Labor Day week-end. Lou Manly, who has had a puppet show at the Coaster entrance for 20 years, said that Sunday's take was only 5 per cent under the comparative day last year.

In San Diego the Mission Beach Amusement Center reported business about 35 per cent under 1949. This was blamed on bad weather, the last two weeks of which have not been conducive to resort crowds. With the camps receiving new men for training now, this area is expecting good winter crowds.

Ocean Park Amusement Pier Corporation, headed by Roy C. Troeger, also suffered during the year because of bad weather. August was said to have been under July, which was a season's topper.

Labor Day on the West Coast means little or nothing as marking the end of the amusement zone season. Parks remain open thruout the year. Business is reported on the increase in the area and park operators are hoping for a winter comparing well with those of war years.

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## History's Mightiest Med Show Plays to 329,500 First 18 Days

(Continued from page 57)

firm back \$500,000, with half going for salaries of the 290 people in the troupe, including four variety acts, the names, Roy Acuff's h.b. band, a 14-piece house band, Sharkey Bonano's Kings of Dixieland, and a line of 16 Dorothy Dorben dancers. The remainder of the troupe was made up of stagehands, electricians, truck drivers, etc.

### Heavy Promotion

Promotion started early in July when 55 advance men were sent out to explain the med gimmick to 51,000 retail outlets. Two weeks previous to the opening of the show on August 21, Max Hedrick, of Hedrick & Townner, Houston ad agency, arranged with approximately 50 window decorating services on the caravan's itinerary to set up 8,000 retail store window displays. Coincidentally, Hedrick & Townner will probably become the top agency in the South in the point of billing, for the Hadaacol ad budget will probably exceed \$4,500,000 on the basis of the first nine months' expenditures.

Senator Leblanc said that the \$500,000 expenditure for the 19-day tour will be overshadowed by the \$3,000,000 worth of Hadaacol which the firm sold during the August tour. He expects sales for 1950 to hit \$21,000,000—a 1,000 per cent increase. Leblanc said that early penetration of test markets in the North indicate that Hadaacol will sell much faster than in the South and he is setting his Northern show budget proportionately.

### Box Top Admission

Admission to the show was a box-top from a bottle of the preparation which retails for \$1.25. Senator Leblanc said he was more interested in the terrific free promotion campaign which resulted from the tour than the actual attendance, which he felt was hurt by rainy weather and the fact that the last four days in major Texas cities were announced only a week before the dates.

A staff man from Look mag covered the tour and every newspaper in every town played gave the show front-page coverage. Leblanc said

that all wire and news pic services had men on duty at most of the shows. The cast appeared on a television show in Dallas.

### Plans Circus Style Show

Leblanc intends to stage his next caravan circus style, taking a specially painted streamlined train, which will carry at least six cars for personnel and three special cars, and 20 freight cars of Hadaacol. At each station stop, trucks from the local medicine jobber will rush to the station and take off part of the cargo. He will utilize the special cars to stage giant parties for ops of retail drug outlets and distrib reps. "I tried staging cocktail parties in hotels," Leblanc said, "but everyone's used to going to such parties, so I think it will be different to invite them to the train." The caravan ran up a \$2,800 cocktail party bill in Dallas, he said, and the troupe stayed in leading hotels, with Leblanc picking up the tab for a \$4,800 hotel bill at the Shamrock Hotel, Houston, for a single night's stay.

There were five airplanes, two air-conditioned buses, 25 Ford trucks and cars and 100 other trucks in the entourage. The Epstein and Gene Marshall, another WM rep, were the only people with previous show-biz experience, the show was never late and all performances were played.

The final lap of the 19-day tour showed the following crowds: Friday (1), Monroe, La., Auditorium (2 shows) 17,000; Saturday, Alexandria, La., Auditorium (2 shows) 14,000; Sunday, Lafayette High School field and stadium (2 shows) 40,000; Monday, Lake Charles, La., 14,000; Tuesday, Houston Auditorium (2 shows) 25,000; Wednesday, Lufkin, Tex., high school field, 12,000, and Thursday, Dallas Burnett Field, 14,000. At Lafayette, the first show was presented at the high school field to 14,000, but the overflow was so big that the show moved at 10 p.m. to the larger stadium, where 26,000 saw the second edition. Approximately 25,000 were expected to attend the closing night's performance Friday (8) at the Fort Worth ball park.

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# WEATHER BELTS LABOR DAY

## Sun Aids Few Midwest Ops

Most get cold; rain for long week-end — spending off — crowds equal 1949

CHICAGO, Sept. 9. — Cool, rainy weather belted Labor Day week-end business at most spots in the Middle West, but the picture was contrasted by sunshine and top turnouts elsewhere in the area, The Billboard's survey showed.

Harry Batt's Ponchartrain Beach, New Orleans, did its best Labor Day business since 1945. Joyland Park, Wichita, Kan., scored its all-time best Sunday (3). Riverview, Indianapolis, did "terrific" business Monday (4) and Chicago's Riverview enjoyed excellent business all week-end.

At St. Louis, park-goers found it too cool all three days and Chain of Rocks attendance was off 50 per cent from last year. The spot took in only \$4 on its pool Sunday (3), and Manager Carl Trippe said the park will operate on week-ends in the hope of getting the good weather this month that it missed last month.

Detroit spots found Labor Day biz only mediocre because of weather. It was the same story for Cleveland's Euclid Beach, where Manager H. C. Shannon reported weather okay on the first two days but too cool Monday, trimming business to below par.

### Held to '49 Levels

Puritas Springs Park, Cleveland, bettered last year's holiday business by 15 per cent, according to Manager J. E. Gooding. He estimated attendance for the three days at about 20,000 persons, despite the cool weather.

From Chippewa Beach Park, Chippewa Beach, O., came a report that Sunday was good for a usual Sunday's business but that Saturday (2) was cold and rainy. Temperatures (See Sun Aids Midwest on page 96)

## 87,800 Patrons Ride Kid Train In 1st 34 Days

CHICAGO, Sept. 9.—Over 77,000 persons rode the miniature train in Lincoln Park during its first month of operation, ending Saturday (2), and 10,800 patrons over Labor Day boosted the score to 87,800.

The device, first to be located in the municipal park in decades, was put into operation August 2. For the first 28 days, average daily ticket sale was 2,640.

Operator Joe Materassi has been using two locomotives and four cars, giving the ride a capacity of 48 persons. Addition of two more cars is included in tentative plans for next spring. All equipment for the half-mile line was supplied by Miniature Train Company, Rennsalaer, Ind.

Installation of lighting equipment is under way and Materassi expects to start later night operations this week.

Most of the first month's business came from a steadily changing client-

## CONEY ISLAND, N. Y.

By UNO

Chamber of Commerce has provided for two extra fireworks displays. One took place September 9 and the other is to be held September 16 to replace skedded regulars in August that were washed out by rain. . . . A Labor Day week-end harvest was, in a measure, spoiled by rain falling for the most of Sunday (3). Most of the ops, now that they have two more nights of fireworks, will not call it a season until after September 17. For many the season has not been golden because of wet week-ends during April and May and the best part of June. Last year the dampener was polio.

Jaque Loughery was voted Cover Girl Queen in August 30 finals held on the open stage on Stillwell. Second choice went to Christine Vaughn and third, Jeanne Hament. Winner

## Detroit Biz Hit by Cold At Week-End

Jefferson, Bob-Lo Close

DETROIT, Sept. 9. — The Motor City season moved into its final stage this week, with Edgewater the only park still operating on a full-week schedule. Recent week-end business has been mediocre because of cool weather. Heavy patronage given the Michigan State Fair probably took much of the family trade.

The island parks, Jefferson and Bob-Lo (Bois Blanc), closed down Monday (4), while the three other major parks will work out a brief sked of week-end operations.

At Tashmoo, owner Nicholas M. Constans expressed satisfaction with a slow pick-up in business, altho patronage during the season never reached anything like prewar figures. Plans for a more extensive park promotion program with additional attractions are being made for next season.

Walled Lake, where Fred W. Pearce reported business just about even with 1949 for the season, was the most accurate barometer of local park business since others underwent change of ownership or polio sufficient to make comparisons difficult. Pearce will continue week-end operation thru September 17, making Walled Lake last to close.

Jefferson Beach, which enjoyed a good spurt in business this season, reopens today for a final two-day stand and then closes along with its sister park, Edgewater. The latter had satisfactory business but comparison with 1949 is lacking because of a change in ownership.

tele, he said, but in recent days residents of the many near-by apartment buildings have been making repeat trips on the train, especially during the evenings.

Lincoln Park Zoo is in the same area and each attraction draws patrons for the other, according to Materassi. Except for a pony ride in the park, the miniature train is the only amusement ride in the vicinity.

received a trip ticket to Hollywood for a screen test. Bess Myerson, "Miss America of 1945" was one of the judges and Joey Faye was emcee. . . . Members of Hebrew Lodge B'nai B'rith occupied most of the seats on fight night, September 4, at the Velodrome when Freddie Fulton, New York show producer, introduced Marilyn Miller, who sang (See Coney Island, N. Y., on page 97)

## Cincy's Coney Runs 8% Ahead Of Last Year

Pool Biz Down 13%

CINCINNATI, Sept. 9.—A rise in attendance and spending that started with the July 4 holiday and continued thru the remainder of the season put the 1950 gross for Coney Island here 7 to 8 per cent ahead of last year's figure, said Edward L. Schott, president and general manager, in reporting excellent business over the Labor Day week-end. On July 2 the park had been 10 per cent behind the corresponding 1949 mark.

September 2 was one of the worst Saturday's in the park's history, said Schott, with torrential rains making the day a complete washout. However, good weather Sunday and Labor Day gave the park what Schott called "very big" business.

With the exception of Sunlite Pool, which showed a 13 per cent decline on the season because of numerous rains and cool weather, every department of the park registered a gain, Schott reported. Typical are these figures: Gate, 10 per cent; club house restaurant, 3 per cent; refreshments, 10 per cent; Moonlite Ballroom, 3 to 4 per cent; rides, 15 per cent, and miscellaneous, 11 per cent.

The gain in ride business was helped along considerably by Land of Oz, park kiddieland, which registered a 22 per cent hike in receipts. Schott attributes the heavy gain in children's business to lack of a polio scare this year. Last year the epidemic cut kiddie attendance to the bone.

## A. C. Luxury Levy Collections Tumble

ATLANTIC CITY, Sept. 9.—Luxury tax collections, this resort's barometer of business conditions, show that this year's income until August 1 was \$88,578.46 behind that for the same seven months in 1949. Allen Weisenthal, luxury tax bureau administrator, said that collections for July dropped \$10,000 as compared with the same month last year. In June bad weather forced a drop of \$25,000.

July's collections totaled \$258,329.97, while \$268,409.84 was collected during the same month last year. The first seven months of this year saw \$781,599.59 collected in luxury taxes, as compared with \$870,178.05 for the comparable period in 1949.

## Weather Cuts Gotham Take

Overcast sky, all-day rain limits week-end crowds—Labor Day good

NEW YORK, Sept. 9.—Labor Day week-end brought only one big day for the sunspots in this area. Altho the weather most of Saturday (2) was fair, overcast skies in the morning resulted in meager turnouts at practically all spots.

Sunday (3) came up with an all-day rain which killed off business all along the coast, but Monday (4) was sunny with ideal temperature and attendance hit its peak at practically all sunspots in the area. Extremely rough seas made ocean bathing dangerous over the holiday week-end. Surf bathing was banned at several New Jersey coast spots Labor Day (4), due to the heavy undertow.

### Coney Holiday Big

Coney Island beaches, sheltered to a large extent from rough seas, drew only a modest turnout Saturday afternoon (2) but got a larger crowd at night. Sunday (3) was a near-blank but Labor Day (4) brought an invasion of 1,250,000, which was good but far below July 4 attendance.

Other beaches in the New York area did not fare as well as Coney Island, most of them being affected by the heavy surf which held beach crowds down. Saturday's turnout at Rockaway Beach was light. Sunday (3) was a washout but Labor Day (4) drew a turnout of 800,000, a big dip under July 4 attendance.

Jones Beach was also hard hit. While Saturday's (2) attendance was fair, the gate Sunday (3) was only 23,000, against a high of 144,000 on the Sunday of the Fourth of July week-end. Labor Day (4) brought out only 63,000.

Orchard Beach, on Long Island (See Rain Hurts Gotham on page 96)

## Rock's Playland Holiday Handle Tops '49 Figure

NEW YORK, Sept. 9. — Grosses at Rockways' Playland here were far ahead of those registered last year over Labor Day, according to park management, with the difference attributable to the fact that it was not necessary to contend this year with the polio scare of 1949.

Saturday (2) proved to be a good day at the spot, but Sunday (3) was lost to rain, as was the case with most other metropolitan area parks. Free aerial act playing the park was the Ortons.

Rockaways was host to an outing of 3,000 children from the Police Athletic League of Queens Borough, New York, Tuesday (5). Wednesday night (6), the park's fourth annual Miss Sweater Girl contest was held, with cash prizes going to the three top contestants. Judges for the event were Martin Block, disk jockey of WNEW; Walter Thornton, head of the model agency bearing his name; and Bruno, Hollywood glamour photographer.

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**Labor Day \$\$ Reach Zenith At Palisades**

**Top Postwar Concession Biz**

NEW YORK, Sept. 9.—Labor Day (4) outgrossed July 4th at Palisades (N. J.) Park, according to Irving Rosenthal, who termed this year's Labor Day the best he and his brother, Jack, had experienced since assuming operation of the spot.

Concessionaires, likewise, were enthusiastic, Rosenthal claimed, with ops reporting their best scores since the war. Saturday (2) proved profitable, and altho the Sunday take was only 40 per cent of normal, due to rain, the holiday throng more than made up for it.

In a money-making off-season move, Palisades' outside electric sign, which draws New Yorkers from (See Palisades Clicks on page 96)

**Olympic Tabs Strong Score Over Holiday**

**Slight Biz Drop Seen**

IRVINGTON, N. J., Sept. 9.—Labor Day (4) at Olympic Park here resulted in the best take for the day since the war, according to park treasurer, Robert Guenther. A crowd of 20,000 spent well on the holiday, he said. The gross for Saturday (2) was good. Sunday (3) was lost to rain, Guenther reported.

Guenther felt the park, which has been running a bit behind last year's pace, might have made up the difference over the holiday week-end if the weather had held good. As it was, he said that business would probably show about a 2 per cent (See Olympic Biz Big on page 96)



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THE BILLBOARD CINCINNATI 22, O.

## Rail Troubles Cause Loss Of Three Matinees in Six Days on Clyde Beatty Org

Good Houses Precede String of Late Arrivals

CUMBERLAND, Md., Sept. 9.—Railroad difficulties battered the Clyde Beatty Circus this week, causing loss of three matinees in six days. At other stands, however, business showed some increase over recent weeks.

Matinee was lost here Thursday (7) following a delay in the move from Morgantown, W. Va. Show arrived here in the afternoon, and night performance started at 9 p. m. to a three-quarter house.

Derailment of a single car on the move to Morgantown forced cancellation of the matinee there Wednesday (6). The car remained upright and no one was injured. The show pulled in there at 11 a. m. A three-quarter house saw the delayed night show.

First of the trio of losses came at East Liverpool, O., Saturday (2), when late arrival also was the cause. Show officials said defense priority shipments were the reason. Railroad officials said a four-hour delay was caused by a broken air hose on the show train in the Conway, Pa., yards en route. Night show at East Liver-

pool drew a three-quarter house. Weather was cloudy after rain the day before.

Labor Day business Monday (4) at Fairmont, W. Va., started with a full matinee but dropped to the half mark for the night show. Menagerie was side-walled there and a tie-in was worked to allow solicitation of funds for a small zoo operated by the Fairmont newspaper.

The show played to a full night show and a half matinee at Warren, O., Thursday (31). Matinee there was two hours late and rain fell all day. Wooster, O., Wednesday (30), filled the top at night and gave a three-quarter house for the matinee despite more rain.

## King Biz Okay In Calif., Ore.

Straw, full houses mark West Coast biz for org—breaks in airport lot

CRESCENT CITY, Calif., Sept. 9.—Straw-house business greeted King Bros. for the night performance here Friday (1) and the matinee drew a three-quarter house. Weather was good.

At Coquille, Ore., Wednesday (30), the circus played to a full house at night and a three-quarter matinee to continue a run of good business on the Oregon coast.

Dallas, Ore. (26), however, put only a half house in for the matinee and the night show was three-quarters filled. A new lot at the airport there was used and proved satisfactory.

## Ink Longer Polack Run for Vancouver

VANCOUVER, B. C., Sept. 9.—Polack Bros.' Circus, Western Unit, has been contracted for the entire 11-day run of the Pacific National Exhibition here in 1951. The date is under joint auspices of the Shrine and PNE, and this year ran only for the last seven days.

Four shows were necessary to handle crowds Saturday and Monday (2 and 4) and the large attendance set new highs for the Forum building. A stagematinee appeared during the first four days of the exhibition this year.

## Dailey Tags Fairs, Gets Mediocre Biz

Slow Move to Fairbault

MARSHALLTOWN, Ia., Sept. 9.—Dailey Bros.' Circus, following the Central Iowa Fair by only two days, took a buster for the matinee here Thursday (7), when about 200 persons turned up. The evening show, however, netted a three-quarter house. Weather was okay.

At Albert Lea, Minn., the Dailey org played to a pair of three-quarter houses on the fairgrounds lot after a complex haul from the train which took the show thru a bottleneck between two lakes. In Albert Lea, Dailey followed a fair by one week and business was considered good.

A delay in the rail move to Fairbault, Minn., Friday (1) postponed arrival until 1 p. m., and the matinee there was delayed until 4 p. m., when a half house was on hand. The night show drew a three-quarter house.

At Winona, Minn., the circus drew a half-house matinee and a three-quarter night show. Top is smaller than earlier this year.

Paul Nelson, equestrian director, closed recently.

## Ringling Biz In S. Dakota Off Slightly

Night Turnouts Smaller

YANKTON, S. D., Sept. 9.—South Dakota business for Ringling Bros. and Barnum & Bailey wavered between the half and three-quarter marks this week, with good weather the rule in the wheat country.

The circus played to a three-quarter matinee and half night crowd here Sunday (3).

Huron, S. D., Friday (1), gave a three-quarter matinee and a two-thirds night audience.

Watertown, S. D., Thursday (31), saw a half house for the matinee and a three-quarter night house. The lot was adjacent to a stadium where a five-day State baseball tournament was being held and that event may have affected the circus turnout.

## Full, Straw Biz On Kelly-Miller Despite Rains

RUSHVILLE, Ind., Sept. 9.—Business continued good for the Al G. Kelly & Miller Bros.' Circus in Indiana this week, although heavy rains continued.

The show attracted a full house for the matinee here Saturday (2) and the night show was 85 per cent of capacity, despite the all-day rain. Lot was muddy after five days of rain.

Connersville, Ind., Thursday (31), where rain also continued all day, produced a full house for the matinee and a straw house at the night show.

## Hamid-Morton Sets Early Hub Advance

BOSTON, Sept. 9.—Hamid-Morton will present its 10th anniversary circus at Boston Garden the week of September 24, and Carl Sonitz, advance, has set up in Alcpo Temple headquarters of the Shriners.

Announcement of the stand was made by Judge Robert Gardiner Wilson, circus chairman, at a meeting with Walter A. Brown, Boston Garden head, and Bob Morton, circus owner.

Show, under Shrine auspices, works on a \$1.20 to \$3.60 scale and a coupon deal. In the past this date has been good for a \$125,000 gross, and a larger sum is expected this year. Receipts go to the Shriners' charitable activities.

## Mills Bros.' Org Gets Full Holiday Matinee

PAINESVILLE, O., Sept. 9.—Mills Bros.' Circus played to a full house for the matinee here Labor Day (4), and attracted a three-quarter night audience.

At Marion, O., Thursday (31) the show had a half house for the matinee and three-quarter evening performance, with rain threatening all day and falling at night.

Oberlin, O., Wednesday (30), produced two half houses in overcast weather. A hospital show was given in the morning by some performers.

## Labor Day Biz Weak for Biller

CHARLOTTEVILLE, Va., Sept. 9.—Labor Day produced only two half houses for Biller Bros.' Circus here Monday (4). Hot weather turned to cool and cloudy by night-fall. Blame for weak business was laid to competition of a local ball game and trek of many residents to other points for the holiday. In addition, the show faced Clyde Beatty Circus paper for the latter's appearance Saturday (9).

At Camden, N. J. (29), the show ran into hot weather and a night electrical storm. Matinee was a light half house.

## Cliff Darling Hurt In Ky. Auto Crash

FRANKFORT, Ky., Sept. 9.—Clifford H. Darling, promotional director for the Hamid-Morton Circus, is undergoing treatment in King's Daughter's Hospital here for a fractured hip and leg, back injury and a deep cut over the left eye sustained in an auto accident near Lawrenceburg, Ky., Saturday 2; reports Mrs. Darling, who flew here when informed of the accident.

Darling's car was demolished when it skidded on wet pavement going around a curve and went over a 15-foot embankment.

## R-B Sets Payment Terms On Hartford Fire Claims

HARTFORD, Conn., Sept. 9.—Ringling-Barnum circus has agreed to pay the \$630,612.43 balance due claimants of the fire here in 194 if they all waive payment of interest, due at the rate of 4 per cent per annum, starting December 1, 1947.

Attorney Robert Butler, chairman of the bar committee on circus claims, said that the circus had borrowed about \$350,000 and provided the remainder of the sum owed by itself.

J. C. Admire, veteran agent, will be in advance of Middle States Assemblies this fall and winter. The organization furnishes assembly programs for high schools. He is also representing the High Schools Press Publishing Company, supplier of school annuals.

Indoor circus saltcase promoter claims he was down to his last shoestring before getting laced.

Dambou Dhotre, former Ringling-Barnum and Sparks animal trainer, winds up a tour of France with Cirque Amar October 1, and then moves with it to North Africa for a four-month tour of Morocco, Algeria and Tunisia. He informs Robert Good, Allentown, Pa., that the act now includes a leopard which leaps to Dhotre's head and a black leopard which walks on its hind legs.

A grouchy circus manager is a guy who grumbles because steady rains don't cut down his water bill.

George Hubler made the Labor Day celebration at Soldier Field with his trampoline act and visited The Billboard's Chicago office. . . . Bob Bishop (Bozo, the Clown) began work for East Texas Fair at Tyler September 1 and will continue

thru the fair dates, September 11-16. . . . Frank Kindler St. Cloud, Minn., visited J. C. Thomas, of Royal American Shows, and the Walleads family at Minnesota State Fair, St. Paul. . . . Bruce Peacock, Regina, Sask., caught Ringling at Minot, S. D., and visited Allen Lester, Dave Murphy, Merle Evans, Mike Doyle and Emmett and Percilla.

Visitors on the lot during Biller Bros.' stand August 29 at Camden, N. J., included Ed Schuster, owner of Bond Bros.' Circus, who announced that his show may tour again in 1951; Warren Buck, animal importer; Sam Chapman, J. Rudolph Conway, Philadelphia showman; Herbert A. Douglas, correspondent for The Billboard; Tony Gudanowski and Jim Hassan.

Jack Karen, promotion man for Barker Bros.' Circus, opened offices in Norman, Okla., last week for the show's appearance there September 13-14. . . . Circus fans attending Biller Bros.' Circus at Frederick, Md., September 2 included Dr. and Mrs. William Mann, Melvin D. Hildreth and son, and Claire Fawcett, all of Washington, and J. L. Harshman, Hagerstown, Md.

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### Polack Western

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Circus Cook, Family Acts doing two or more. Buck Lucas wants Ride Show Help. Want Big Top Help, useful Circus People in all departments. Reply Drumright, 117, Cushing, 17; Pekin, 13; Coyle, 14; Crescent, 15; Menessay, 16; Okeana, 18; Canton, 19; Selling, 20; Thomas, 21; Custer City, 22; Cordell, 23. All Oklahoma.

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of the people spent their time fishing and taking boat rides. The Freemans visited Stanley Park, a place we had visited so often when we came from Australia.

The Ward-Bell Flyers came up with new wardrobe made by Betty Bell. Eddie Kohl could put in for a customs service job; he went thru there enough while we were in Vancouver. Evette, his wife, stayed on the States side and Eddie drove back and forth each day. Walter Majeski is on the road to recovery. Polly, his wife, took over his concession stands during his illness.

Our performers are not taking any money out of Canada. They spent it on blankets, silverware and other things. Billy Griffin, Flo Newbury, Harry Dann and Polly Majeski came out with a menagerie and, after playing the races all week, some of our folks just came out. The only ones I know who beat the bangtails were Louis Stern and Ross Paul.

Visitors: Mrs. Casey from Chicago; Betty McVey, Opal Killoran, Shorty Louis, Ted Cherrick; Arthur McMartin, of The Billboard; Roy McCloud and A. W. King—FREDDIE FREEMAN.

### Mills Bros.

We're back in Ohio and there is much running around Cleveland, with the Mills families' friends and relatives visiting at several spots. Margie Butcher, Steve Crowe, Proctor Baughman and Ray and Jay Goody visited their homes, and their families came on to catch the show. Baughman brought back a new trailer.

Art McCall, of the Sandusky Register-News, joined clown alley at Port Clinton, where we broke 'n a new and larger lot. Carleton Smith, of Cuyahoga Falls, clowning at several Ohio spots. Murray Powers, Akron Beacon-Journal managing editor, spent several days of his vacation on the show, as did Mr. and Mrs. Fred Timon, Oswego, N. Y., fans, and Dr. and Mrs. O. C. Schlack, of Chicago. Mr. and Mrs. Adam Boryczka, Robert Pickering and party, all of Bucyrus, O., and magician George Marquis and Jack (Leeston) Lee caught the night show at Port Clinton.

A large group of children from a home in Lorain county attended at Oberlin. Bob Chalmers, 24-hour man here last season and now an airline pilot, flew in from Alaska to spend four days renewing acquaintances. Orphans and crippled children attended at Maple Heights.

### Siebrand Bros.

Filer, Idaho, turned out to be a busy week due to the many birthdays being celebrated. A first-of-the-week picnic by, for and with the entire circus personnel held at Shoshone Falls, Idaho, was a big success. Clara Hoffmann was rushed the next day, giving a small-fry party for son Iaro's birthday in the afternoon and a gala shindig for husband Eugene after the night show. These were followed closely by the children's party for Patsy Siebrand and the birthday barbeque Norman Prather gave for wife, Marion.

Temporarily on the sick list, due to intestinal flu, was Tommy Patine. Whitney Summers again visited the Hoffmanns during our Filer stand. Alvis Tangen, our ticket seller, always seems to be on the go from the ticket box back to a ride or vice versa. Helen Ravell's Mexican hat dance and Clara Hoffmann's rendition of Balalaika in Czech were both outstanding entertainment at one of the recent parties. Betty Hodgini finds washing a pleasure since getting a portable washer. Harty Ross's ad libs in the "motion picture" gag almost break up the back-end. Tom Hodgini is thinking of chaining the prop platter to trampolines since it turned up missing last week. Panchito Roche is repainting trailer. — JOE HODGES HODGINI.

## Ringling-Barnum

Our big event of the season was held Labor Day. The Fourth of July party given by Henry (Buddy) North was postponed until Labor Day because North was not on the show July 4 in Canada.

Games started at 5:30 p.m. with North officiating. Dave Murphy announced; Doc Henderson was official starter; Pat Valdo and Frank McClosky were judges, and Freddy Bennett and Bob Dover were linesmen. Merle Evans and his band started the program with a selection of peppy tunes.

Two tee-agers, Astrid Franklin and Dita Chaludis, did a web number, their first aerial appearance. This was followed by Irv Romig, who appeared as Al Jolson and got a big hand for his clever impersonation and the three songs he sang. Rita Schroeder and Beverlee Page came forth with a clever dance routine called "Symphony in Black and White."

Our youngest entertainer, Linda Lawson, 3½, sang her alphabet song and rated a big hand. The next entertainer came as a big surprise; Hazel Brown, otherwise known as Miss Kay of the canvas department, gave an exotic dance number. Red Grumley received his usual big hand when he came in the ring as Unus and did the one-finger stand. Last, but not least, was Hollywood Rosen of the candy top, who impersonated Frankie Laine.

Games and winners, who received cash prizes from Buddy North, were:

Midget race—Mickey Gutis, first; Jackie Gerlick, second, and Jimmy Armstrong, third. Sack race—Rusty Parent, first; Norma Wright, second, and Lorraine Russo, third. Children's race—Curtis Genders, first; Alfred, second, and Corrine Adus, third. Men's race—Norbert Gutis, first; Hermanos, second, and Freddy Dubsy, third. Women's race—Rusty Parent, first; Hilda Alzana, second, and Lucia Chaludis, third. Wheelbarrow—Rusty Parent and Norbert Gutis, first; Hilda and Andre Pinceman, second, and Mr. and Mrs. Charley Gutis, third. Stake driving—Big top team took honors; time, 21 seconds. Web climbing—Johnny Logan, first; Jackie Bostock, second, and Hermanos, third. Three-legged race—Mr. and Mrs. Charley Gutis, first; Rusty Parent and Norbert Gutis, second, and Antoinette Concello and Aldo Cristiani, third. —MARY JANE MILLER.

### Clyde Beatty

Fall rains seem to have set in early this year, but business has held up in spite of it. Mrs. Beatty has recovered from her recent illness and again is working her act in the show. Word has been received that Frank Doyle has been released from the hospital and is recuperating in California. He still has a cast on his left wrist. News also has been received that George Voise will have the cast removed from his ankle this week.

At Massillon, O., Bill, Ruth and Jack Meinhardt and Arthur Underhill entertained 57 guests from the show at a spaghetti dinner. Dick Lewis, well-known hurdle mule rider of the nineties, was a guest of Oscar Lowanda. He had trouped on Oscar's show in South America. Carleton Smith donned clown white for a day and worked with the alley. At Warren, O., Jerry and Joan Lewis entertained relatives.

Bill Fontaine, Yellow Burnet, Mr. and Mrs. Frank Lee and Tom Plank who are ahead on publicity, dropped back to spend a day with us. Bobby Kay was lucky to spend Sunday in his home town and visited his family. The writer observed his birthday in the usual manner but declines to say which anniversary it was. Bill Temple is taking up ukulele playing. Recent visitors included Mr. and Mrs. Charles Jones, Charles Katz, Mr. Critchfield and Bertie Hodgini. —LAURENCE CROSS.



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## HIGH ACTS CIRCUS RIGGINGS

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ADEL, IOWA  
Order new white material is still available

# ST. PAUL RECORDS SHATTERED

## Pulls 905,563 In 10-Day Run

Daytime grandstand sets new peak—Royal American gets 233G gross

(Continued from page 57)

Sunday and Thursday. The second Sunday total was below the all-time single-day record of 144,894 set in 1948.

On both Sundays the crowds were so heavy in mid-afternoon that for 90 minutes on August 27 and two hours on September 3 gates had to be closed to automobile traffic coming into the grounds.

Doug Baldwin, assistant secretary, was pleased most with the new all-time day grandstand attendance count of 197,646 with a receipts total of \$155,000, also a new peak. After the decision a year ago to take harness horse racing off the program this year, there were skeptics who believed that daytime grandstand attendance would be affected. Last year on horse racing days the attendance for each day was, respectively, 5,080 for Monday, 5,925 for Tuesday and 5,354 for Wednesday.

This year Monday was lost because of a rainout. Attendance on Tuesday with Joie Chitwood's Thrill Show before the grandstand was 16,593, just about equal the three-day harness horse racing total. Wednesday, with a stock car dash as the offering, attendance was 16,147 which Baldwin termed "pure gravy."

The results prove conclusively, Baldwin believes, that harness horse racing saw its end at the Minnesota Fair in 1949. He said in past years farmers who came to the fair for the Monday-Tuesday-Wednesday stock judging complained they were not (See St. Paul Times Record on page 95)

## Crowds Drop In Midweek At Rutland, Vt.

### Opening Day Down 4,000

RUTLAND, Vt., Sept. 9.—Attendance at the Rutland Fair here stood at 65,000 as of Wednesday (6), when a slender throng of 14,000 visited the annual. Perfect weather failed to help Wednesday attendance, altho the total was above the figures for 1949-'48.

World of Mirth Shows, occupying the midway, suffered as a consequence, with rides and shows standing idle. The annual began its run Labor Day (4) and will close today. Opening day drew 35,000 persons, compared to 39,000 in 1949, but attendance dropped to 16,000 the second day, exclusive of 5,000 children admitted free for Kid's Day.

B. Ward Beam's thrill show Tuesday (5) and today drew 8,000 persons despite cold weather, and big car races were presented yesterday (8). Governor's Day was Thursday (7), with Governor Harold J. Arthur, his staff and local officials present for

## PNE Gate Is Down Only 26,000 Despite Eight-Day Rail Strike

VANCOUVER, B. C., Sept. 9.—Despite a strike of Canadian railroad workers that halted all passenger travel on the first eight days of the Pacific National Exhibition (PNE) the fair ended its 11-day run here Monday (4) with attendance only 26,000 below '49. With the exception of opening day, weather was ideal thruout. In view of the strike, which not only kept United States fairgoers from attending but also held down attendance from neighboring areas, the results were gratifying, according to V. Ben Williams, general manager. Comparative figures follow:

	1950	1949
Wednesday (23) . . . . .	35,952	43,410
Thursday (24) . . . . .	39,037	39,262
Friday (25) . . . . .	45,482	50,335
Saturday (26) . . . . .	70,158	82,415
Monday (28) . . . . .	67,538	65,255
Tuesday (29) . . . . .	51,053	50,000
Wednesday (30) . . . . .	49,965	49,331
Thursday (31) . . . . .	47,214	46,211
Friday (1) . . . . .	47,721	49,965
Saturday (2) . . . . .	57,846	71,850
Monday (4) . . . . .	92,106	90,373

613,890 639,387

Polack Bros.' Circus, Western Unit, which moved into the Forum Monday (28) for seven days, proved a strong attraction and broke last year's record by a wide margin. The org, which was forced to give four performances both Saturday and Monday (2-4) will probably come in for the entire 11 days next year. Circus was preceded into the big building by a four-day Western musical contest and hillbilly show, which drew few people.

An estimated 50,000 jammed the outdoor theater Monday night (4) to attend an advance ticket sale drawing and receive program prizes. An air show, put on by the Royal Canadian Air Force Thursday (31) attracted tremendous interest when a large number of various types of planes flew in tight formations 500 feet above the grounds. Direct hookup from the pilots to the ground p.a. system kept the throngs informed as to speeds, etc.

The fair's Hobby Show, with the Vancouver Magic Circle as an added attraction, registered its biggest paid attendance.

## Brockton Annual Spots Martha Raye

BROCKTON, Mass., Sept. 9.—Martha Raye headlines the grandstand show at the Brockton Fair which opens today and runs thru Saturday (16). She will appear matinee and night shows the first two days and nightly for the rest of the run.

British Day opened the fair, with Sir Harold Boulton, of the British Travel Association, on deck to be greeted by State and local officials. Children under 12 are admitted free. World of Mirth Shows is on the midway. Jimmy Lynch's thrill show is carded for performances the first two days of the fair, and square dancing will be held every afternoon and night.

ccremonies. Municipal and local business establishments closed at noon for the day.

George A. Hamid talent, which provided the grandstand show, included Irah Watkins' chimps; Sharkey, the Seal; Bob Parry, trampoline; Conchita, high-wire, and a Gae Foster line of girls. Grandstand show drew a capacity 10,000 Tuesday.

## Syracuse Gate Near 400,000 For New Mark

### To Beat High for 9-Day Run

SYRACUSE, Sept. 9.—The New York State Fair today (9) entered the final day of its eight-day run with assurances of a new all-time attendance record. Estimated count for the first seven days was put at 330,000. Today's gate was expected to hit about 70,000, enabling the event to top the previous peak of 382,000 registered in '41, when the fair ran nine days. Last year, the first postwar fair ran six days and pulled 354,000.

Generally good weather has prevailed during the current run, tho nights have been cool. Despite the cool nights, Jim Eskew's Rodeo, in for the first five nights, did business rated as good, and Irish Horan's thrill show which followed, played to standees Thursday and Friday and another sellout loomed for tonight.

Other closing day features are the 100-mile AAA national championship big car race this afternoon and Milton Berle, in for two Coliseum night performances, both of which are sellouts.

Midway business for the James E. Strates Shows is shattering all records here. Daily increases have been scored each day, and the Strates org has two more days to get it than it did last year, the previous peak year for the midway.

The Coliseum has been getting excellent patronage. Frances Langford, in with the horse show the first two nights, packed 'em in, and Jessica Dragonette, in for the following three nights along with the horse show, did the same. Eddie Arnold, sans the horses but supported by acts, played to an estimated 4,000 Thursday night and 6,000 Friday night.

## San Fernando Valley Exceeds 40,000 Mark

LOS ANGELES, Sept. 9.—San Fernando Valley Fair, Northridge, which closed its season Labor Day (4), reported attendance of between 40,000 and 50,000 for its five-day run. The three-day Inter-Mountain Fair of Shasta County at McArthur, also closing on Labor Day, turned in a total of 4,500, an increase of 500 over last year's event.

Lake County Fair, Lakeport, would up its run on the holiday and turned in a total attendance of 12,000, or 2,000 better than last year.

## Weather Cuts Indianapolis Gate 27,000

### Hope Show Grosses 71G

INDIANAPOLIS, Sept. 9.—Hampered by rain and cold weather or a combination of the two almost every day, the Indiana State Fair closed its nine-day run Friday (8) with total paid attendance 27,000 under '49. A week-end break in the weather brought out large crowds and Monday (4) yielded 132,786, top pay of the run but lacked some 30,000 of meeting the record 1946 Labor Day. Comparative figures follow:

	1950	1949
Thursday (31) . . . . .	21,763	21,537
Friday (1) . . . . .	35,219	34,560
Saturday (2) . . . . .	51,841	68,251
Sunday (3) . . . . .	121,209	88,537
Monday (4) . . . . .	132,786	128,284
Tuesday (5) . . . . .	60,419	61,847
Wednesday (6) . . . . .	72,522	80,514
Thursday (7) . . . . .	79,799	80,856
*Friday (8) . . . . .	30,000	36,862

600,630 627,573

\*Count estimated.

Attractions, topped by Bob Hope in the coliseum, all drew bigger daily averages than a year ago, but several programs were lost to the weather. The Hope show grossed approximately \$71,000 in its four performances, more than doubling the \$33,000 taken in by Spike Jones in the same number of shows last year. The fair's horse show, which took over the arena for the final six nights with Tex Beneke and his ork providing the music, drew capacity or near capacity for each show.

The grandstand revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, got off to a strong start Sunday night (3) and rang up '49-topping grosses the rest of the (See Rain Cuts Indiana on page 95)

## Contoocook, N. H., Draws Over 15,000

CONTOOCOOK, N. H., Sept. 9.—Despite two days of rain and cloudy weather, the Hopkinton Fair closed its three-day run here Monday (4) with attendance estimated at over 15,000.

Jack Kochman's auto thrill show, principal attraction in front of the grandstand, drew good crowds for its two performances. The horse show was again presented after a year's absence, this time in a specially built show ring in the center of the fairgrounds. Other attractions included horse and ox-pulling contests, a 4-H baseball game, harness racing and vaudeville acts.

## Woodland Builds Aud

WOODLAND, Calif., Sept. 9.—Construction has started on a 148 by 162-foot combination exhibit building and auditorium at the Yolo County Fair here. Plans call for the purchase of a portable floor so that the auditorium, which will seat 5,000, may also be used for basketball games. Stuart Waite, secretary-manager, says the structure will be completed by the end of the year.

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**BIGGER THAN EVER BEFORE**

beginning NOVEMBER 4

# First Day Hit By Elements At Charleston

## Burl Ives Heads Talent

CHARLESTON, W. Va., Sept. 9.—Early-run attendance at the West Virginia Agricultural and Industrial Fair reached a peak Tuesday (5), Children's Day, when crowds topped the 12,000 persons who visited the annual Labor Day (4).

Wednesday (6) was marked by matinee and night grandstand appearances of folk singer Burl Ives, who headed a parade thru downtown section before his afternoon performance. A pyro show also was staged Wednesday night.

Tuesday's large turnout was mainly occasioned by the first good weather this city had in a week. Opening day, Saturday (2), was hampered by morning rains, altho 6,794 persons turned out when the weather cleared in the afternoon.

Grandstand talent was supplied by George A. Hamid and included Greene and Dooley, ventriloquists; Ferdinand, the Bull; Charlie Frank, clown; Glen Henry Company, jugglers; Three Barretts, acros; Great Smetona, slack wire, and the Baranak Sisters, perch act. Jean Wilkins was at the organ, and dance numbers in the revue were directed by the Helen Cox Schraeder Studio. Matinee and night grandstand shows were presented from Sunday (3) thru today.

Endy Bros.' Shows, on the midway, did brisk business thru the week. Units of the org took part in the parade Wednesday. Rides went at half price on Children's Day for the kiddies.

Stock car races were staged afternoon and night of Thursday (7) and Friday (8).

EAGLE PASS, Tex., Sept. 9.—Eagle Pass International Fair Association, which has not held a fair since 1941, is making plans to reactivate its annual in 1951, J. J. Schick, secretary of the Chamber of Commerce, announced. Fair board has remained organized.

# Weather Agin It, Peoria's First Run Gets 64,283 Gate

PEORIA, Ill., Sept. 9.—Hit by rain and cold the first five days of its initial seven-day run, the Heart of Illinois Fair here got good week-end weather and closed Monday (4) with a total attendance of 64,283. Sunday's gate was estimated at 14,000, Monday's at 15,000.

When weather permitted, which was seldom, grandstand patronage was good. National Speedways, Inc., stock car races Monday afternoon (4) drew an overflow crowd of 7,344. Motorcycle races were delayed by the weather Saturday afternoon (2) and were raced to a meager crowd. Horse show patronage Sunday afternoon and evening and Monday night was held down by the cold.

Revue, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, played to a small stand Saturday night due to the cold but came up with strong attendance in its final Sunday night performance. Talent line-up included Aida, trapeze; LeBrac & Bernice, unicycle; Lowe, Hite & Stanley, comedy knockabout; Will and Gladys Ahern, dance and ropes; Vic Hyde, trumpets; Larry Griswold, trampoline; Ridoias, ladder balancing, and Novelios, ladders and trapeze.

Royal Crown Shows on the midway were jolted by the unfavorable weather.

Exhibitors were well pleased with the fair, according to L. M. Huckstead, secretary, and many have doubled their space reservations for next year.

## 45,000 at Parkersburg Event

PARKERSBURG, W. Va., Sept. 9.—Estimated attendance of 45,000 made the recent four-day Wood County Fair here a big success, according to W. E. Vandegrift, of the Queen City Shows, which played the fair and registered big business. Profits from the fair will be used to establish a permanent plant. Profits not to exceed \$2,000 will be distributed equally between the co-operating Kiwanis Club and five farm groups.

# Sacramento Handle Off 15% First Five of 11-Day Run; Opener Up, Other Days Down

## Labor Day's 95,008 Turnout Is 30,000 Below 1949

SACRAMENTO, Sept. 9.—The 1950 California State Fair, honoring the State's 100 years of statehood, at the end of the fifth day was running 55,428 behind 1949. Last year, at the end of a comparative time, the fair had pulled 382,879 and this year 307,451 for a drop of about 15 per cent. Annual closes tomorrow (10). The fair opened Thursday (31) with an attendance of 34,362, beating the 1949 mark of 33,158. The next four days were under last year, with the pre-Labor Day Sunday dropping from 125,701 to 95,008. Pari-mutuel handle opening day was like the attendance—up. The windows took in \$170,077, or \$17,346 over the same 1949 day. Wagers the second day totaled \$158,973, against \$156,989 last year. Labor Day's races brought the first decrease in betting when the figure was \$452,007, as against \$467,476.

# Bethany Annual Sets New Highs

## Attendance passes 100,000 to assure 30% increase at Northwest Missouri State

BETHANY, Mo., Sept. 9.—New records for attendance and receipts were set here this week at the Northwest Missouri State Fair. Attendance of well over 100,000 persons, with a 50-cent gate, will be scored by closing time today (9), to assure the annual of more than a 30 per cent increase over last year, according to L. M. Maple, secretary-manager.

Grandstand receipts also will beat the 30 per cent increase mark, he said. Barnes-Carruthers revue and acts will close a six-day run today.

Roy Acuff and his troupe were grandstand attractions for opening day, Sunday (3), and played to sell-outs at both shows. Big car races by National Speedways, Inc., played to a sellout Monday. Harness and running races were on the track Tuesday thru Friday for the afternoons. Jimmy Lynch's thrill show is the final afternoon attraction.

Equalling the 30 per cent increase rate were the 20th Century Shows on the midway. Managers Albert (See Bethany Hits High on page 82)

With the race track raised eight inches, removal of the dirt from the infield created a lake. Taking advantage of this situation, motor boat races were held last Sunday and will be a closing feature tomorrow. At the event Sunday (3), when outboards were featured, 87 drivers competed for laurels in the annuals initial event of this kind. Inboards are skedded to vie tomorrow.

Prior to the opening of the annual the board of directors met and decided to admit all military personnel in uniform free. The fair had an attendance of 698,235 last year and is shooting for 700,000 this time.

Four persons were injured Sunday (3), two seriously; when a show horse broke away from its trainer and ran into the crowd. The saddle horse apparently was frightened by the fireworks display in front of the grandstand. The animal ran into a brick wall and suffered cuts on its head but was not injured seriously.

This year's fair was officially opened by Gov. Earl Warren and W. C. Wright, fair board president, at a ceremony which included the re-enactment of the historic delivery in 1850 of the federal document which made California the 31st State in the Union.

Following its policy of entertaining the press, Ralph Bell, press director, was host to radio and publication representatives at a luncheon in the Press Radio Building Saturday (2). Governor Warren extolled the important part the press had played in the history and development of California.

The entertainment features of the fair include Crafts Exposition Shows on the midway, Frolics on Ice, the Andrews Sisters' revue, the Dick Haymes show and the Bob Crosby show in front of the grandstand. The ice show, starring Bellita, closed Monday night after a five-day run. The Andrews Sisters appeared Tuesday and Wednesday. The Haymes show closed tonight after three days, with Crosby on for one night, the closer.

# Lincoln Draws 275,000 To Set All-Time Gate Mark

LINCOLN, Neb., Sept. 9.—Aided by belated summer temperatures and a cloudless sky, the Nebraska State Fair closed a record-smashing six-day run here Friday (8) with an estimated attendance of 275,000 which topped the previous 1947 high by some 50,000 admissions. Biggest day attendance-wise was Labor Day (4) when 70,000 patrons poured thru the front gates.

Not only did the annual's front gate record go by the boards but grandstand attractions, with few exceptions, played to capacity crowds. National Speedways, Inc., big car races Sunday and Thursday afternoons (3-7) packed the 14,000-seat stand as did the org's stock car races closing day. Jimmie Lynch Death Dodgers, in for a Wednesday (6) matinee and Jolie Chitwood's Auto Daredevils Friday night (8), also played to a full stand. Sioux City White Horse Troupe supplemented by Barnes-Carruthers' variety acts, pulled capacity Monday afternoon but played to a light crowd the following matinee.

Revue, booked thru Barnes-Carruthers Theatrical Agency, Chicago, drew whopping crowds to every one of its five night performances, and topped '49 figures. Fireworks by Thearle-Duffield Fireworks, Inc., Chicago, ended each evening's program.

Midway grosses the first four days of the fair indicated a 30 per cent increase for Hennies Bros.' Shows.

Almost every class of exhibits were ahead of '49 and swine entries this year were the largest in the fair's history, according to Ed Schultz, secretary. Machinery and industrial exhibits also hit a new high and were 15 per cent ahead of last year.

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# CNE SIGHTS ALL-TIME HIGH

## Outpulls Peak 1949 in First 12 of 14 Days

Leads Record Year by 63,500

TORONTO, Sept. 9.—A new all-time attendance, eclipsing the 2,650,000 gate set last year, loomed for the Canadian National Exhibition here early Friday (8) as the mammoth expo entered the next to the last day of its 14-day run. Thru Thursday (7) the gate count stood at 2,292,500, up 63,500 from the corresponding point of last year's record-breaking run.

Comparative figures follow:

	1950	1949
Fri. (23)	\$107,500	163,000
Sat. (26)	267,000	261,000
Mon. (28)	172,000	197,500
Tues. (29)	167,000	174,000
Wed. (10)	227,000	187,500
Thurs. (31)	178,500	*181,500
Fri. (1)	169,000	*172,000
Sat. (2)	*283,000	277,000
Mon. (3)	*281,500	272,500
Tues. (5)	139,500	135,500
Wed. (6)	181,000	171,500
Thurs. (7)	189,500	189,500
<b>TOTAL</b>	<b>2,292,500</b>	<b>2,229,500</b>

\*Record for day

In setting its current record-smashing pace, the CNE registered six single-day records, including one of 283,000 Saturday (2), which was the largest single day in the exhibition's long history. Two days later, Labor Day, a whopping gate only 2,000 less than that all-time mark was chalked up for a new record on the holiday.

Kaye Packs 'Em In

The CNE's powerful pull this year is doubly impressive because the outside gate price is 50 cents, an increase of 15 cents over last year. Moreover, (See CNE Record Looms on page 95)

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**THRILLCADE?**

WATCH FOR ANNOUNCEMENT

## Mich. Outpacing '49 at Halfway Point; Labor Day Sparks Biz

DETROIT, Sept. 9.—Michigan State Fair's 101st edition, thru Wednesday (6), sixth of its 11 days, was outpacing its centennial predecessor gatewise, despite temperatures which rarely rose to about 70 degrees. Heavy week-end crowds, topped by a 112,994 paid gate Sunday and a 110,483 Labor Day turnout, sparked the increase in attendance of about 6 per cent thru Wednesday.

Paid gate count to that point was 364,025, as compared to 344,519 last year. Day-by-day attendance comparison with last year follows:

	1950	1949
Friday (1)	15,428	18,810
Saturday (2)	51,085	58,548
Sunday (3)	112,994	112,382
Monday (4)	110,483	105,709
Tuesday (5)	36,223	35,859
Wednesday (6)	37,814	9,204
<b>Totals</b>	<b>364,025</b>	<b>344,519</b>

Total attendance, both free and paid, thru Wednesday, was 554,694, as compared to 508,452 last year. Combined attendance, free, for Sunday (3) was 161,655.

Fair is mixing many cuff attractions with paid features. Free entertainment includes square dancing with Clayton Perry's old-time ork, 14 concerts by the U. S. Army Band, scores of contests, participation of many school and community bands, and the Anne Luzem high act, the last named presented in front of the Coliseum.

Business on the midway, where Al Wagner's Cavalcade of Amusements holds forth, is setting a record pace. (For details see story in the Carnival Department.) Grandstand and Coliseum biz, however, is down slightly.

First six Coliseum shows grossed \$41,033.50 on 45,407 paid admissions, as compared to \$55,201.50 on an estimated 61,000 admissions in the same period last year. Betty Hutton was the Coliseum headliner for the first two days, and registered a sell-out, with many turnaways at the Saturday night (2) show. She grossed \$11,778.50 on 13,104 paid admissions.

Carmen Miranda followed in the Coliseum the next four days and in six shows grossed \$29,277 on 32,303 paid admissions. Supporting acts for the Coliseum headliners remain unchanged for the 10 days, with the show produced and directed by Alf Sands; Dorothy Canova is choreographer and the Gus Suna Agency handled bookings. Acts include Harrison Carrol and Ross, comedy musical; Saul Grauman's Musical Stairway; Joe Wong Troupe, tumblers; Peg Leg Bates, Negro dancer; Emil and Evelyn, teeterboard; Nirska, featuring the Butterfly Dance; Hal Sands Manhattan Rockets, a 24-gal line; Boyd Heath, emcee-vocalist, and Harry Leib's ork.

Total production cost of the Coliseum show for the full run was reported at about \$85,000, with \$58,000

## Preston, Minn., Annual Chalks Up Good 4-Day Run

PRESTON, Minn., Sept. 9.—Fillmore County Fair closed its four-day run here Sunday (27) after one of the most successful fairs in its history from the standpoint of attendance, grandstand crowds and exhibits, according to Charles H. Utley, secretary.

Lucky Lott Hell Drivers, in for opening night, played to a capacity grandstand, as did three performances of the revue, booked thru the Boyle Woolfolk Agency, Chicago. Increased exhibits taxed space in all departments.

going for talent. Principal slices go to Betty Hutton, down for \$15,000; Carmen Miranda, \$12,000; Jerry Colonna, \$3,200 for the last four days, and Dick Contini, \$1,000 for the final day only.

Grandstand attractions are in on percentage, with the fair getting 60 per cent of the rodeo gross, one-third of the auto race Sunday (10) and one-half of Irish Horan's thrill show take Sunday night (10).

The Loyd Schermerhorn Indian Creek Ranch Rodeo, booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago, and Johnny Mack Brown, Western flecker star, booked in by the Sun office as an added attraction, played to 38,431 paid admissions in 11 performances for a gross of \$38,049.

## Rain Hits Du Quoin Race Sked; Record Day's Biz Scored

DU QUOIN, Ill., Sept. 9.—Du Quoin State Fair, which up until this year held the enviable distinction of never having lost a harness horse race program to rain, closed its seven-day run Labor Day (4) after having lost three days of sulky races, its scheduled Saturday (2) big car auto races, and its Sunday (3) motorcycle card to rain.

Labor Day, however, yielded ideal weather, and the fair racked up its biggest single day's attendance in its history, with a sellout both for the afternoon 100-mile stock car races and for Bob Hope at night.

In addition to the five afternoon grandstand programs dropped to the elements, the fair blew one night grandstand program to the elements, despite the stage covering which was new this year. The rain on this occasion lashed thru the open ends under the grandstand. The Hayes family, owners-operators of the fair, are mulling plans to set up protection from a similar rain in the future.

## Mt. Holly Event Starts Strong

MOUNT HOLLY, N. J., Sept. 9.—With the weather ideal, opening day attendance at the Garden State Fair, Monday (4), hit the 25,000 mark. The event, which last ran in 1923, closes today.

Fair director Samuel Burgdorf reported that all exhibit space had been sold out in advance of the fair's opening and utilization of overflow space was necessary. Exhibits were housed in an outside tent, separated into 300 booths.

Three fireworks displays were presented, and grandstand attractions, booked by Cook and Rose, of Lancaster, Pa., included Catherine Behrney's all-girl revue, Swingtime, plus vaude acts. The new stage measured 40 by 60 feet, and a new grandstand of aluminum construction accommodated 3,500 persons. Four harness racing events were conducted Thursday (7).

Ross Manning Shows held down the fair midway with 11 major rides and eight kid devices. Fair management indicated pleasure with the week's take, especially a Tuesday (5) Kid's Day that went over big. Special feature of the event was

## Mason City Tops '49 Gate With 43,300

Grandstand Up 5,500

MASON CITY, Ia., Sept. 9.—Aided by good weather thruout its seven-day run, the North Iowa Fair closed here Monday (4) after chalking up a paid attendance of 43,300 to top '49 by close to 11,000. In addition, approximately 10,000 children were admitted free on two kids' days.

Over-all grandstand attendance also was up 5,500 over '49, according to Millard C. Lawson, secretary. Top grandstand crowd was registered closing day for the Frank Winkley stock car races when 8,512 persons overflowed the 5,000-seat stand. The Winkley big car races Thursday (3) almost doubled the draw on the same day a year ago. Joie Chitwood's Auto Daredevils drew strong crowds in their two afternoon programs Saturday and Sunday (1-2). Irving Grossman's revue, in for five nights, did good business. Running races, Friday (1), was the only grandstand attraction to drop below '49 figures.

World of Today Shows' midway grosses were reported 60 per cent above those of a year ago.

Exhibit space was a sellout in all departments, according to Lawson, and premium payments this year are expected to exceed '49 by \$2,500. Annual increased its grandstand capacity this year by constructing all-steel permanent bleachers that seat 1,200. Other improvements include increased swine and calf facilities and complete rebuilding of the outside fence.

## Weather Slices Topfield Gate

TOPSFIELD, Mass., Sept. 9.—With Ralph Flanagan's ork and Big Brother Bob Emery carded for appearances at Topfield Fair today, a strong finish was assured for the event which opened Sunday (3).

Opening day was hit by an all-day rain, with an estimated 6,000 persons on hand. Attendance jumped to 23,000 for Labor day and an additional 10,000 were present for the inauguration of pari-mutuel greyhound racing.

Jack Flynn, Melford, Mass., booked the midway, which included a Girl Show, Animal Show and 10-in-1. Free acts were Sol Solomon in his death dive and lion trainer Gladys Gillem.

## Schaghticoke Close To Top Gate Mark

SCHAGHTICOKE, N. Y., Sept. 9.—Schaghticoke Fair concluded a four-day run Thursday (7) with a total of 45,019 paid admissions. The figure was slightly under the record-breaking total registered in 1947. Count for the final day was 6,318.

Jack Kochman's thrill show staged two performances closing day. A fireworks display capped Wednesday (6), when 4,589 attended. Figure for the first two days was 33,812. A dance revue and vaude acts were daily attractions.

An Avenue of Flags, which featured 48 State flags displayed on a main highway running past the fairgrounds.

# RAS ST. PAUL GROSS HITS 233G

## Wagner's Cavalcade Heads For Record Detroit Gross; Gets 96G First Half of Run

34G Sunday Believed Fair's All-Time Single-Day High

DETROIT, Sept. 9.—Al Wagner's Cavalcade of Amusements, first railroad show to play the Michigan State Fair since 1941, was well on its way to establishing a new record for midway business here. Thru Tuesday (5), half-way mark of the 10-day event, the Cavalcade had run up a \$96,000 gross. That figure compares with \$78,556 for the corresponding period last year, when the Gooding Greater Shows held down the midway. The 96G first five-day take also was substantially ahead of midway biz in '48. Then, the Gooding org, in the first six days, had grossed \$94,000, or \$2,000 less than the Wagner org amassed the first five days of the current run.

## Hennies Org, Rides Up 30% At Lincoln

Opener Tops '49 by 5G

LINCOLN, Neb., Sept. 9.—Hennies Bros.' Shows, aided by a whopping Labor Day week-end and record attendance at the Nebraska State Fair here, chalked up grosses that topped those of '49 by 30 per cent. The Sunday (3) gross alone was more than \$5,000 ahead of the same day a year ago.

Shows racked up big business thruout Sunday and the Side Show registered its biggest take since Charley Hodges has owned it. Del Crouch's Motordrome continued a top draw and Charles Taylor's Showboat was also among the top money winners.

Paul Olsen, concession manager, and Keith Chapman, business manager, had 32 stores open after a two-week vacation and garnered good biz. All the rides were not up for the big Sunday, due to a flat wheel on the car carrying the Scooter, Rocket and Merry-Go-Round, and all three rides were not set up until the following day.

Harry and Alice Hennies left here Tuesday (5) for a short visit to Hot Springs. Visitors here included W. E. (Bill) Preston, secretary of the Missouri State Fair, Sedalia, and Elbery Reynolds and Mr. and Mrs. Buck Reger.

## Cosentine's Crescent Goes Into Quarters; Calls Season Rugged

NEW WESTMINSTER, B. C., Sept. 9.—Frank Cosentine's Crescent Shows closed here Labor Day (4), a month earlier than usual, under Henry Meyerhoff, former owner. Early closing was due partly to the railway strike and also to the fact that the org will winter in Vancouver, rather than in the interior town of Penticton, as in the past.

The season was "rather rugged," Cosentine said. Territory played was strange to him, he pointed out. The rail strike forced the loss of several dates and caused the dropping of the Armstrong Fair.

## It's O'Brien's Oval

SYRACUSE, Sept. 9.—Midway area of the New York State Fair here has been tabbed and sign-posted O'Brien's Oval in honor of Dick O'Brien, manager of the James E. Strates Shows, suppliers of the midway attractions. Name was tacked to the layout in recognition of O'Brien's midway design, drawn up in advance upon the request of fair execs, preliminary to paving the area.

## Strates Gets New Syracuse Record Early

Will Close With Big Hike

SYRACUSE, Sept. 9.—The James E. Strates Shows entered the final day of the eight-day New York State Fair here with an all-time midway gross for the event already tucked securely in the bag.

Increases have been registered each day over the corresponding days in '49, previous peak year. Moreover, the fair runs two more days than last year, and the combination of upped daily biz and added days puts the show way out in front of last year.

Today figures to be one of the biggest on the midway, with a 100-mile national championship AAA big car auto race, always a huge crowd-puller here, skedded for the afternoon, and Milton Berle a sellout for two night performances.

Jack Norman's Broadway to Hollywood revue has been registering sock business to pace the Strates line-up. On most days the unit has racked up about a \$500 increase over the same days last year. In second spot, going strong, is Irving C. Miller's Brown-Skin Models.

## Hannum Hits At Lehigh

LEHIGHTON, Pa., Sept. 9.—Morris Hannum Shows made the jump from Mansfield, Pa., to this community smoothly and was ready to go in time to catch big Labor Day (4) crowds. Business here was good, with spenders staying until after midnight.

Four-day stand at the Mansfield Fair ending Saturday (2) proved successful for the shows, despite some rain the first three days and threatening weather the last day. With Maxwell Kane handling the midway, all concessions reported good business.

First three days of the date saw 4,000 persons on the lot, and the Saturday crowd hit the 9,000 mark. All shows and rides clicked, with the fair board co-operating all the way. Mrs. Hannum received a basket of flowers from the board members.

Buddy Wagner's thrill show and Hamid talent drew good grandstand crowds, as did the Hannum org's free act, Capt. Billy Shaffer.

## Surpasses '49 Total by 43G

Chalks up 40G Sunday for fair's all-time single day record—Lorows paces 'em

ST. PAUL, Sept. 9.—A whopping \$233,161.07, after taxes was piled up by rides and shows of the Royal American Shows here at the Minnesota State Fair, which ended its 10-day run Labor Day (4), with a gate attendance of 905,562, an increase of 75,000 over last year.

The RAS ride and show take was up \$43,000 from the '49 midway gross. All-time high midway total, registered by the Carl Sedlmayr-owned org, was established in the lush year of '47. Then, the fair pulled 902,000, some 3,000 less than this year, but spending was freer.

Biggest single day's midway business in the history of the fair was scored Sunday (3), when rides and shows came thru with \$40,907.37, after taxes. Last half of the stand was far stronger than the first half, which yielded \$84,000, as compared to \$149,000 for the last five days.

In running up its 233G gross, the RAS were paced by the Lorow brothers' Side Show, which registered a sock \$32,439.12, after taxes, Harry Frost, the fair's concession manager, disclosed. Trailing the Lorow unit were the Bonnie Baker show, Aquatease, and Leon Claxton's Harlem in Havana, in that order.

From here, the RAS railed to Topeka, where it was expected the shows would greatly surpass their take of last year, when the fair there encountered some of its worst weather in its history.

## C&W Grosses 20% Above '49 At Ind'polis

Biz Up Despite Weather

INDIANAPOLIS, Sept. 9.—Cetlin & Wilson Shows, dogged by rain and cold in its early days here at the Indiana State Fair got a break in the weather over the Labor Day week-end and this, followed by steady business the remainder of the week, pushed total grosses 20 per cent ahead of '49 figures.

Biggest day was Labor Day (4), when 132,786 people poured thru the front gates and crowded the midway from morning until late at night.

The Raynell Girl Show chalked up big grosses thruout the week to lead the backend, but the Minstrel and Side Shows were close behind and all back-end units got their share. The Scooter topped the ride line-up, with the triple Ferris Wheels, Rocket and Merry-Go-Round trailing, but not by much.

Izzy Cetlin and Jack Wilson, org's co-owners, played host to a large number of Shriners, here Friday and today for a five-State convention.

## PCSA Appoints Mush Ellison Banquet Head

LOS ANGELES, Sept. 9.—M. H. (Mush) Ellison has been named chairman of the annual Pacific Coast Showmen's Association (PCSA) banquet and ball to be held December 12 at the Elk's Club. Ellison is auditor for the C. F. Albright Enterprises, operators of concessions on the Foley & Burk Shows and other carnivals. Ellison was named to head the banquet committee by Joe Krug, PCSA president.

Following the usual custom, the club will hold its memorial services Sunday, December 10, with the Past-Presidents' Night the following evening.

With Al Flint, executive secretary, out of the city, no membership meeting was held Tuesday night (5). The board of governors held a brief session and voted on the membership applications of David Earl Wilson, James M. McCorkle, Paul L. Hobson, James K. Neff, Joe Martin Norman Jr., and Kenny W. Thorsnes. The board suggested that a letter of thanks be sent C. E. (Candy) Moore for sending in the new applications

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**MIDWAY CONFAB**

Babe Montana reports he and his "Broadway Scandals" made a personal appearance recently at the McKee Trade School Auditorium, Staten Island, N. Y. Other acts on the bill were John and Lynn Kaplans; Michael Merlino, clarinetist; Robert Sussman in a medley of songs; Martha Quinn, acro dancer, and Jay Rex, emcee. . . Willis M. Johnson, billposter, is now connected with the Central Watch Service, Chicago. . . After three months of club dates in San Antonio, Tom Midnite and Jerry King, impersonators, are spending a couple of weeks at the ranch of former rodeo performer Tex Conley and his wife before opening a three-month engagement at the Colonial Club, San Jose, Calif.

Swazette, annex attraction, attended the recent burial in Arlington Cemetery, Washington, of Alice Burns, who for many years appeared with the World of Mirth, Rubin & Cherry and the James E. Strates Shows and with Carl Lauther on the Johnny J. Jones Exposition. . . J. Lee (Buck) Smiley and Stella Ware will play Toledo night clubs when Cavalcade of Amusements close. . . George Amber West and Roxanna Fink of the United States Shows, report loss of their Jewel Box Casino and one truck by fire during the recent Kermit (W. Va.) Fair. The fire was caused by a smoldering cigarette. They plan to rebuild the show.

Billy Owens, billposter, and Rex Allen, Girl Show operator, closed with the Virginia Greater Shows at Franklin, Va. Lucky and Jim Harrington vacationed in Philadelphia recently with their grandchildren. Gladys Fitch, penny pitch agent, is back with the show after a trip to Delhi, N. Y., to attend the funeral of her brother. Mr. and Mrs. Buck Tughman, Salisbury, Md., spent a week's vacation on the show.

Doc Jones, operator of three shows on the Ross Manning Shows, reports the following line-up for his Side Show: Fred Hoyt, emcee and fire; Felicia Elagancia, electrical act; Irene Martin, iron tongue; Jack Bailey, tattooed man; Marie Vreeland, manager; Kaihey Allen, glass dancer; Phyllis Carpenter, sword box, and Paula Paul, annex. Jones recently bought a baby chimp and six young monkeys as a bally.

Among the guests of the Cetlin & Wilson Shows at the Indiana State Fair, Indianapolis, last week were Paul Black, president of the South Carolina Fair Association and the Piedmont Interstate Fair, Spartanburg, N. C.; Tom Moore Craig, secretary of the Piedmont annual; T. K. Huggins, member of the executive committee of the fair, and Mrs. George B. Moore, in charge of women's exhibits at the Spartanburg fair; Rose and Mary Sarlow, Ionia (Mich.) Free Fair; Orville Pratt, former secretary-manager of the Indiana State Fair and now handling his own promotions; Ken Smith, WLW, Cincinnati; Charles Byrnes, C. J. Latscha, E. Walter Evans and Bill Sachs, of The Billboard, and John Anderson, of the Enquirer Printing Company, Cincinnati.

Dick Dillon, whose Mechanical Working World was one of the top features on the midway at the Indiana State Fair, Indianapolis, last week, played host Tuesday afternoon (5) at a chickie party in his ornate \$15,000 home on wheels to John Anderson, of the Enquirer Printing Company, Cincinnati; Charley Sheesley, Cetlin & Wilson's crackerjack lot man; Richard W. Cox,

**RIDE OWNERS-SHOWS  
CONCESSIONAIRES-ACTS**

A Service for you:

**FREE WHILE THEY  
LAST... A NEW  
ROUTE BOOK  
AND DIARY  
FOR 1951!**

Get this handy route book with your name and address imprinted in gold FREE of charge and without obligation. Just send us your name and permanent address for 1951. Book will be mailed about Jan. 1, 1951.

**M. J. "MIKE" LAW** 135 South LaSalle Street  
Chicago 3, Illinois  
Insurance For Every Purpose

**ANCHOR TENTS**

CONCESSIONS, BINGO TENTS, RIDE TOPS,  
MOTORDROMES, SHOW TENTS  
**-ANYTHING IN CANVAS-**

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP  
5 DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC. EVANSVILLE INDIANA**

**BAKER'S GAME SHOP**

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright, Skilloc, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Midw. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razles, Roll Downs, Charts and Marble, Steel and Aluminum Milk Bottles, Soup Pops, Chuck Logs, Penny Pitches, Pea Pool End Board On fits, Wheel Laydowns, Under and Over Cloths, Best the Dealer Cloth; new Country Store Slum Spindles, size 28x28 inches; new Pine Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

8108 DESOTO DETROIT, MICHIGAN

**Kernel Prunty Says:**

"I can offer you my famous 'RUSH HOUR' MAMMOTH YELLOW

**POPCORN**

@ \$8.95 per 100 pounds. St. Louis. Can also offer SILVER Hulless and Golden Hulless Popcorns. Seasoning Oils. Jumbo Peanuts in shell, Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

Write for price list of interested items

**Prunty Seed & Grain Co.**  
620 N. 2nd St. St. Louis 2, Mo.  
Popcorn Processors—In Our 76th Year

**WANT FOR HOBOKEN, N. J.**

Sept. 15 to 24th Inclusive  
(Two Saturdays and Two Sundays)  
Better than most Fairs.

Bingo, Cookhouse or Grab, Honky Tonks of all kinds, Ball Games. For Sale: Frozen Custard Truck. One of finest on the road. Can be seen in Hoboken.

**J. F. Marlin Amusement Co.**  
383 Broadway Bayonne, N. J.  
Tel.: Bayonne 3-0345

**J. L. (Jimmie) Henson Shows**

Want for Ashley Co. Fair, Hamburg, Ark., week Sept. 18th  
And balance of season.

Help who drive for Wheel, Merry-Go-Round, Roll-a-Plane and YIP. If you drink, don't answer. Concessions: Place legitimate Stock Concessions of all kinds; no racket or Gypies. Place any clean Shows with own equipment. Louisiana Fair, follow Hamburg. Booked till Armistice Day. All reply!

**J. L. HENSON**  
HAMBURG, ARK.

**WANTED**

For De Queen, Ark., Fair and Other Arkansas and Louisiana Fairs Through October.

Stock Concessions of all kinds, 2 Flat Rides. Low percentage. Can use sober Ride Help and Stock Concession Agents.

**RAINES AMUSEMENT CO.**  
Berryville, Arkansas, this week; De Queen, Arkansas, Sept. 18-22.

**WANTED**

COOKHOUSE HELP  
CAN USE TWO COUNTER MEN

**JUNIOR LANTZ**  
c/o AMERICAN MIDWAY SHOWS  
Denison, Tex., this week; Bowie, Tex., next week.

**FOR SALE OR LEASE**

COMPLETE CARNIVAL

Octopus, \$3,500; Special Trailer for same, \$350; 22 Wheel, \$3,150; Trailer for it, \$350; Allan Mershall Auto, \$1,200; Funhouse, \$1,000; 1941 Diamond T 7 1/2 KVA Transformer Wagon, \$500; 22' Freshcut Van, new rubber, \$400; 1948 Chevrolet Deluxe Tractor, \$450; 1942 Chevrolet C.O.E. Tractor, needs motor, \$150; 22' Flat Trailer, \$100. Sell as unit for \$10,000 or will lease to responsible party with \$1,000 deposit for \$250 a week.

KEN MURRAY  
Box 264, Bloomington, Ill. Phone 89030

**WANTED**

**Burdick's Greater Shows**

Want for some of the best Fairs in Texas. Will place independent Shows for committee men, place Concessions of all kinds. Tilt or any flat Ride. Place one or two more Kiddie Rides, Auto and Train, use Flaky Park, Ageria, Contact Floresville, Texas, Peanut Festival, Sept. 18-23; Clifton, Texas, Fair, Sept. 27-30. Give for mile 25 foot Merry-Go-Round, new Top, \$2500.00 cash; Smith & Smith Airplane Ride, \$800.00 cash.

new and aggressive C. & W. press agent, and Bill Sachs, of The Billboard. Dillon, veteran concessionaire, related his experiences in vaudeville with the late Larry Boyd, and Sheesley regaled those present with stories on such old-timers as Ice Water Wilson, Whitey With the Googs and Reach-Over Sweeney, as well as those masters of the auction and jam pitch, Sam Jones, Harry Corry and Morris Kahnroff. Locale for many of the yarns spun by the veteran Charley was the Old 79, the historic beer wagon on the old Sheesley Mighty Midway. It was the consensus of those present that the Old 79 was the last of the old-time carnival beer wagons on the road. Does anyone know for sure?

John Lash will be back as legal adjuster with the Pioneer Shows in 1951 and has booked his stores with the show, reports Harry LaMartel. Wally Glenn will also be back as electrician and have his revue on the midway. Al Bydark has purchased two new semi-trailers.

Frankie Hamilton reported good business on his cigarette game on the Cavalcade of Amusements' mid-

way at the Michigan State Fair, Detroit. . . . Joe Bevans, scale man of the World of Pleasure Shows, was the winner in a car giveaway at the Calhoun County Fair, Marshall, Mich., and presented the new Pontiac to Mrs. Bevans as a Hebrew New Year's present.

Mimi Garneau, who went to Hawaii in 1946 to work her sword act in the E. K. Fernandez Side Show, has abandoned the act and is now working concession row on the Fernandez shows with ball game. She plans to return to the States in December. . . . Gilbert, hypnotist, is showing his wares in Hawaii with the E. K. Fernandez Side Show. This is his second visit to the Islands. Gilbert is set for the Maui County Fair opening the middle of October.

Visitors to the midway at the Michigan State Fair, Detroit, included Ned Torti, Wisconsin De Luxe Company; Bill Carsky, Casco Concessions; Elmer and Curtis Velare, West Coast ride operators; Lloyd Westerman, Rosenthal Company; Leo Lipps, retired carnival owner; Harold (Buddy) Paddock and Harry Ross, Johnny J. Jones Shows; Paul Greeley, secretary, Michigan Showmen's Association; Roy Yung, Illinois director of agriculture; Charles Yule, manager of the Calgary Stampede; Bessie Gallagher, Playland Shows co-owner; Dr. Wade, agent of W. G. Wade Shows; Mayme Wade, co-owner, Joyland Midway Attractions; John Anderson, Enquirer Printing Company, and Ralph Wilkerson, Haas & Wilkerson.

Goldie Fisher and Bill Miller, concessionaires on the Crescent Canadian Shows, were married recently on the lot when the shows played Kemloops, B. C. Jack McGee, veteran with the org, gave the bride away. A high-jinks followed under one of the tops, with the bride receiving many gifts. . . . Buck Williams handled the talking chore on four different shows on the PNE midway, Vancouver. . . . Henry and Helen Patterson visited at the Benjamin Riding Academy, Hickman Mills, Mo., where Curley and Minnie McBrien operate the clubhouse. While there they took delivery on two trailers, a Pacemaker and a Shultz. . . . Henry and Helen Patterson, cookhouse operators on the Klausen Shows, picked up a Shultz trailer while playing the fair at Herington, Kan.

**WANT for WANT**  
**NORTH ALABAMA FAIR-FLORENCE, ALA.**  
 SEPTEMBER 18TH THRU 23D  
 Followed With Lawrenceburg, Tenn., Fair and Caruthersville, Mo., Fair.

<b>CONCESSIONS</b>	Scales, Age, Novelties, Jewelry, Snow, Floss, Grab, Ball Games, Fish Ponds or any Hanky Pank Concession.
<b>RIDES</b>	Will book Caterpillar, Dark Ride, Rock-O-Plane or any ride not conflicting.
<b>SHOWS</b>	Drome, Midgets or any worthwhile well-framed Grind Show.

**All replies to: E. L. YOUNG, Mgr.**  
**ROYAL CROWN SHOWS**  
 Dyersburg, Tenn., this week.

**BIG SIX WHEEL**  
 For Your FAIR SEASON



Special Big Six Dice Wheel, 48" in diameter, made of 1 1/2" Marine Plywood. Beautifully finished. Strong combination. Good money maker. Made with a metal stand, and a large crate is included in the price.

Price **\$95.00**  
 Immediate Delivery

**CARDINAL MFG. CORP.**  
 430 Keap St. Brooklyn 11, N. Y.  
 Tel: Ver-green 7-5927

**WANT-AGENTS-WANT**  
 FOR TEN WEEKS OF FAIRS  
 3 Fla Store Agents, 4 Sltm Store Agents, 2 P.C. Agents, 1 Truck Driver.

**SAM WEINTROUB**  
 Care Grand American Shows  
 This week Carrollton, Mo.; next week Columbia, Mo.

**ENDY BROS.' SHOWS, INC.**

<p><b>BLOOMSBURG, PA. FAIR</b>                  SEPT. 25-30</p> <p><b>WILSON COUNTY FAIR</b>                  WILSON, N. C.                  OCT. 9-14</p>	<p><b>ALBEMARLE COUNTY FAIR</b>                  CHARLOTTESVILLE, VA.                  OCT. 2-7</p> <p><b>ATLANTIC COASTAL FAIR (EXCHANGE CLUB)</b>                  SAVANNAH, GA.                  OCT. 16-21</p>
--	--

Can place outstanding legitimate Concessions for the above Fairs. Also Eats and Drinks.

**CAN PLACE**

Girls for Revue, also Organist	Rides, Tilt-a-Whirl	Shows, Arcade, Monkey and Fun House
--------------------------------	---------------------	-------------------------------------

Want Leaper Foreman, Ride and Train Help.  
 Address: **DAVID B. ENDY, Mgr.**  
 Uniontown, Pa., this week.

P.S.: Can place extra set of Rides and Shows for Bloomsburg, Pa.

**MAX SHARP**

**WANTS WANTS WANTS**

FOR PRELL'S WORLD FAIR SHOWS AND 10 BONA-FIDE FAIRS

**AGENTS**

FOR COUNT STORE, PEEK STORE AND WHEELS

Contact Rutherfordordton, North Carolina

**MODEL SHOW, INC.**

Want Drome Riders and Managers to handle complete Drome. We have machines, etc. Join Neotho, Mo., Fair, Sept. 18. 50-50 deal as salary. Travis Ward, wire or come on. Want Ride Help, namely Spiffire, Foreman and Second Man. Second Man for Caterpillar. Must drive. Join Audubon, Ia., this week; then South. Will book Shows that are well flushed. Few more Stock Concessions. All address:

**JOHN L. ROBINSON, Model Shows, Inc.**  
 Audubon, Iowa, this week.

**W.G. WADE Shows**

<b>WESTERN MICH. FAIR</b> LUDINGTON, MICHIGAN 5-DAYS & NIGHTS-3 TUES., SEPT. 19 THROUGH SAT., SEPT. 23	<b>KALAMAZOO CO. FAIR</b> KALAMAZOO, MICHIGAN 6-SOLID DAYS & NIGHTS-6 MON., SEPT. 25 THROUGH SAT., SEPT. 30
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NOTE!—There is a limited amount of show and concession space on the Kalamazoo Midway. Suggest all old space holders contact us immediately if you wish your old location held. We are still taking reservations for legitimate Concession space for this gigantic 6 day event. ALL FOODS, GAMES, NOVELTIES and other HANKY PANKS still available.

**Write or wire now!** **W. G. WADE SHOWS**  
 HARRISON, MICH. (FAIR)  
 ALL THIS WEEK

**J. A. GENTSCH SHOWS**  
 WANTS YOU

Come on down where the money is. Best cotton crops in years. Cotton pickers are getting paid the best prices in years and there has positively been no other show in any of our spots this year, so we will get the cream of it.

Want capable Ride Men who drive semi, Second Man on Merry-Go-Round, Ferris Wheel and Scooter.

Want Stock Concessions all kinds that work for 10%. Sell X on Novelties. Pat Mitchell, wire me. Want Motordrome, Illusion, Fun House and Glass House.

Cuy Peterson wants Bucket and Coke Bottle Agents; will close the season with this show, 10 more good spots.

No time to write, wire me and come on.

**J. A. GENTSCH**  
 Shaw, Miss., this week; Kosciusko, Miss. (one of the biggest Fairs in the State), Sept. 18 to 23.

**WANTED WANTED WANTED**

**Texarkana 4-State Fair**

TEXAS — ARKANSAS — OKLAHOMA — LOUISIANA  
 SEPTEMBER 16-23 — 2 SATURDAYS

ALL KINDS OF CONCESSIONS — INDEPENDENT SHOWS  
 2 Big Kid Days — Opening Saturday, September 16.  
 WIRE DEPOSIT FOR SPACE

Contact Max White, c/o Western Union, Texarkana, Texas

**WANTED! OUTSTANDING HUMAN FREAK SHOW**

Entire winter's work. Must be an attraction and have real outfit for lot located in heart of Mexico City. 16 weeks or more. Opening November. Write to

**L. Bautista, ramos Ariste 15-2, Mexico City, D.F., Mexico**

Can also place for theatric, high class Colored Show that can put on fast two-hour performance.

**SATAN'S CHILDREN**

A PLAY ON THE EVILS OF DOPE

Can use Girls, another Second Man. Join now. Fayetteville, Tenn., or Nashville, Tenn., September 18.

Wire. Don't Call to  
**NORMAN WOLF, MGR.**

**HAGERSTOWN INTERSTATE FAIR**

September 18th to 23d Inclusive, Hagerstown, Md.

**ATLANTIC RURAL EXPOSITION**

September 28th to October 7th Inclusive, Richmond, Va.

**PIEDMONT INTERSTATE FAIR**

October 9th to 14th Inclusive, Spartanburg, S. C.

WILL BOOK—Legitimate Merchandise Concessions and Eating and Drinking Stands. We hold exclusive concession contracts.

CAN PLACE—Foreman for Caterpillar. Also experienced Workmen in all departments.

CAN PLACE EXCLUSIVE NOVELTIES STARTING NOW AND FOR THE BALANCE OF THE SEASON.

All address this week

**CETLIN & WILSON SHOWS**

READING FAIR, READING, PA.

**American Legion National Convention****FUN FAIR**

9 BIG DAYS . . . OCTOBER 6-14 INCLUSIVE  
AT WASHINGTON AND HILL STREETS  
DOWNTOWN LOS ANGELES

WANTED: Skill Games — Concessionaires — Pitchmen.  
What Have You? Contact

**TOM WYCKOFF**

Convention Headquarters

1001 W. 7 Street Los Angeles 17, Calif.  
Madison 9-2221

**JIMMIE CHANOS SHOWS****WANT**

FOR BROOKVILLE, OHIO, CENTENNIAL—SIX DAYS AND NIGHTS

Want Legitimate Concessions of all kinds. Jewelry, Photo, Custard, Novelties, flashy Popcorn, Ball Games of all kinds, Basket Ball.

Any Show that does not conflict with ours, Penny Arcade.

Three more good spots to follow: Winchester, Ind., around the Court House; St. Paris, on streets. and New Madison, Ohio, on streets.

All Replies to JIMMIE CHANOS, Eaton, Ohio, Fair Grounds.

**FLOYD O. KILE SHOWS****WANT FOR**

PITKIN, LA., COMMUNITY FAIR, SEPT. 18-23, followed by GRANT PARISH FAIR, VERDA, LA., then WINN PARISH FAIR, WINNFIELD

CONCESSIONS: Stock Stores, Hanky Panks of all kinds, Custard, Novelties, etc. RIDES: Tilt, Octopus, Chairplane, low percentage Funhouse, Roll-a-Whirl, Herb Mace, can place your Comet. SHOWS: Grind Shows of all kinds, Jack Orr, have ideal route for you. HELP: Bingo Help, Second Men for Merry-Go-Round and Ell. Sober, please. Out till Dec. 17. All replies:

FLOYD O. KILE, MGR., Mana, Ark., Fair now.

**DUE TO ILLNESS**

Want High Aerial Act for 8 weeks work. Must be outstanding. State ill Help: Ride Help who drives. Good opening for Hanky Panks. All replies

**L. J. HETH SHOWS**

LEBANON, TENN.

**DRAGO AMUSEMENTS**

WANT FOR AKROM 4-H FREE FAIR, SEPT. 12-14

Cookhouse, Long Range Shooting Gallery, Cork Gallery and any Concession that works for stock. Any show on small P.C. and another big Celebration to follow at Edinburg, Sept. 18-23, 30,000 soldiers at Camp Axtelburg. This show carries 6 rides. No drunks or gypsies wanted. Come to Akrom.

**PAUL DRAGO, DRAGO AMUSEMENTS**

1711 E. MARKLAND

KOKOMO, INDIANA

**Potential Midway Riches Lured Sam Prell From 14G Sales Job**

(Continued from page 58)

at the age of 10 as a baker's apprentice at \$2.50 a week. He started by cutting apples and preparing berries for pies. At the age of 15 he was an accomplished baker earning \$8 a week while working 12 hours a day.

**Married at 17**

Tiring of the baking business, Sam went to work for the Manhattan Shirt Mills, New York, working on a pressing machine at piece rates. He put his money away, he says, and started to play a little cards, horses, etc. His luck was poor, however, and when he married at 17 he had exactly \$3.65. Luckily, the judge was a friend and performed the ceremony for nothing. The happy couple spent two dollars of their total capital to celebrate.

Faced with family responsibilities, Sam went to work in a furniture store and toiled six days a week from 8 a.m. until 9 p.m. for \$8 a week. At the age of 26 he had fathered six children and was earning \$12 a week as the manager of a clothing store. Despite the executive title his chores included washing the windows and writing window cards.

**14G Annual Earnings**

Because of increasing household expenses, Sam went on the road to better himself. Working on commission he soon was earning \$14,000 a year. The company for which he worked hired him on straight commission and wouldn't advance the necessary \$50 a week for expenses with the result that Sam had to hustle. As he prospered the company wanted to put him on a straight \$125 a week salary but this held no allure for Sam who was then making \$250 in commissions.

When Sam left the Bell Company, which last year did a reported gross business of over \$7,000,000, he had a bundle of dough. He had \$250,000 in show equipment and in 1940 he invested \$100,000 in new trucks. Treatment and hospitalization resulting from his automobile injuries cost \$42,000, all of which was covered by insurance policies. His son, Abe, handled the show during his hospitalization.

**Always Paid Off**

Sam has encountered the usual trials and tribulations plaguing all outdoor show ops. He is proudest of the fact that in all of his experience he has never missed a pay day. Money for salaries was not always forthcoming from winnings and it was frequently necessary to go home for a bankroll, but Sam notes that he always made it.

With the exception of one daughter, Gertrude Goodman, whose husband is an executive with the National Shirt Shops, all of his children and the progeny are on the show. His other daughter, Lillian Sylvester, and her daughter, Lois, are on the show.

**Stable Personnel**

There is little changeover of key personnel.

Sam's brother Paul, who predates him in the business with 42 years experience, is a key man. Jack (Red) Russell, who handles the office, has been with Sam and the show for 32 years. Patrick (Patty) Finnerty has been handling the front end for 25 years. Another brother, Mack, is also on the show.

Mrs. Prell visits the show two or three times a year but prefers her home in Newark where she awaits the numerous visits of her husband, children and nine grandchildren.

In addition to providing for his large family Sam has for 30 years supported a bedridden sister at an average cost of about \$300 a month. Everything possible has been done to relieve her of arthritis which struck

her as a young girl, but to no avail.

Sam attributes his success in part to the fact that he has always minded his own business and has never tried to take a contract after the signing.

Sam helped organize and named the Greater Tampa Showmen's Association. He also helped organize and is a charter member of the Miami Showmen's Association. He belongs to the Showmen's League of America and the National Showmen's Association.

**INSURANCE****IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**FOR SALE**

Flashiest Horse Race Derby on the road. (16) Unit Metro electronic make, completely flashed with bronze horses, etc., enclosed in 28 ft. all steel trailer. Can be ready for operation ten minutes after on location. Tandem wheel trailer. All perfect condition. Also 1949 one ton Chevrolet panel truck, with hitch to pull same. 16,000 actual miles, perfect thruout. Will sell separate or both, good price for cash. ALL WIRE

**SCOTT LAMB**

EADS, COLO., THIS WEEK

P.S.: Reason for selling, Uncle Sam is calling.

**CONCESSION TRAILER**

22 Foot

**FOR SALE**

With Taylor Ice Cream Machine, Hot Dog Steamer, Steel Cabinets, A-1 condition, \$2,700.00.

**LEO. RODGERS**

R.R. 21, Box 643 Osceola, Indiana  
Ph. 643

**FOR LEASE**

BALANCE OF THIS SEASON AND FOR 1951  
**COMPLETE CARNIVAL:**

Wheel, Tilt, Swing, Mix-Up, Kid Ride, Fun House, three Shows, Office Trailer. Plenty good cable and good transportation for all 25 Concessions now booked. Will give possession Sept. 18th at Eads, Colo. Wire SCOTT LAMB. Will also consider selling good deal either way, as I have got my neck full. Also have one of the best framed Derbys mounted in 28 ft. all steel trailer, completely flashed, very reasonable, priced right to sell for cash. All wire SCOTT LAMB, Eads, Colo.

**HOBBY SHOWS**

Can place Hand Writing, Kitchen Gadgets, Jewelry, Plastic, Pets, Weaving, Needle Work, Wood-Working, Hunting and Fishing Gadgets; in fact, anything that can be classed as a hobby. Shows run 4 days. For spots and information

**Write SLOUT, Manager**

Vermontville, Mich. Phone 2137  
Also can place good Program Salesman who works clean on high-class program deal.  
L. VERNE SLOUT, Vermontville, Mich.

**AGENTS WANTED**

FOR SKILLO, COUNT STORE, PIN STORE  
All Fairs until Nov. 11. We work every day. Jimmy Morgan, Wally Griggs, others I know, come on, will place you. All replies:  
**HARRY SMILEY**  
c/o Western Union Whiteakers, N. C.

**WANTED**

Colored Musicians, Performers, A-1 Trumpet, A-1 Line Girl, Pisce A-1 Drummer. Wire  
**JIMMY SIMPSON**  
c/o World of Mirth Shows  
Brockton, Mass., this week; Allentown, Pa., next week.

# PENN PREMIER SHOWS

*Worlds • Cleanest • Midway*

**WANTED** **WANTED**  
**DURHAM COUNTY (White) FAIR**  
 Durham, North Carolina, September 18-23

**CONCESSIONS** Can place all legitimate Concessions. Especially Novelties, Glass Pitches, Water Games, Long Range Gallery, Hoop-La and any other kinds of Concessions. Can place Demonstrators.

**SHOWS** Can place Wild Life, Arcade, Minstrel or any other Show not conflicting.

**RIDES** Can place Spitfire, Caterpillar or Fly-o-Plane or Train.

**HELP** Can place Ride Help in all departments who drive.

**AGENTS** Can also place Free Act; must be high. State all in letter. Low Bernstein can place Razzle, Alley and Pin Store Agents.

Remember, we have 10 more bona fide North Carolina Fairs. This Show closes Armistice Day week. All joining now receive the benefit. Address all mail and wires to

**LLOYD D. SERFASS, Penn Premier Shows**  
 Troy, N. C., this week.

## MARKS SHOWS

**MILE LONG PLEASURE TRAIL**  
**FREDRICKSBURG TEN COUNTY FAIR**  
 Fredricksburg, Virginia, Week of September 18th

**HICKORY, NORTH CAROLINA, FAIR**  
 Week of September 25th

**FAYETTEVILLE, NORTH CAROLINA, FAIR**  
 Week of October 2d

**All Fairs Until Middle of November**

Concessions: Will book legitimate Merchandise Concessions of all kinds. No exclusives. Have good opening for 2 Stock Wheels to reliable Operator.

Shows: Motordrome, Wild Life, Fun House, Glass House, Dark Ride or any money getting Show.

Can always use experienced Ride Help: Semi Drivers given preference.

All replies to MARKS SHOWS, Burlington, N. C., this week; Fredricksburg, Va., next.

## WANT DOWNRIVER AMUSEMENT COMPANY

For RIVER ROUGE, MICH., ANNUAL FALL FESTIVAL, Sept. 12 thru 24; NORTH BRANCH FAIR, Sept. 26-30; CHELSEA FREE FAIR, Oct. 4-7

THEN THE BIG ONE

ECORSE—ON STEEL MILL LOT, October 9 UNTIL ? ? ? ?

WANT A FEW MORE HANKY PANKS. SHOWS OF ALL KINDS (except Girl Shows) RIDES—Can use Spitfire, Octopus or any feature ride not conflicting.

Write or Wire 10138 West Jefferson, River Rouge, Mich.

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation  
**WANT AT ONCE**

Frozen Custard, French Fries, American Mitt Camp, Photo Gallery, Long and Short Range Gallery, Popcorn and Candy Apples. Want Girl Show Manager with two or more girls. Want Fun House, Glass House and Snake Show.

West Point, Va., Fair this week; followed by Nash County Fair, Spring Hope, North Carolina.

## T. J. TIDWELL SHOW

**WANTS FOR WEST TEXAS FAIRS**

SHAMROCK, SEPT. 11-16; LEVELLAND, SEPT. 18-23; LAMESA, SEPT. 25-30; OTHER FAIRS TO FOLLOW

Hanky Panks, Foreman for Little Dipper and other Ride Men who drive semis. Shows that do not conflict. Show stays out till Nov. 15.

All answer T. J. TIDWELL, Mgr.

## SUNSET AMUSEMENT CO.

Want for Kennett, Mo., Fair, September 18 to 23, and 3rd District Fair, Hope, Arkansas, September 25 to 30.

Concessions and Independent Shows. Southeast Missouri Fair, Cape Girardeau, Mo., this week. P.S.: Want to buy for cash—Merry-Go-Round, 2 Abreast in good running order.

# C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANT WANT WANT**

**FOR THE NORTHWEST ALABAMA FAIR, JASPER, ALA., WEEK SEPT. 18TH; FOLLOWED BY THE COBB COUNTY FAIR, MARIETTA, GA., WEEK SEPT. 25TH, AND A CONTINUOUS ROUTE OF BONA FIDE SOUTHERN FAIRS UNTIL ARMISTICE DAY**

**CONCESSIONS**— Legitimate Concessions of all kinds: High Striker, Ball Games, Balloon Dart, Glass Pitch, Coke Bottle, Hot Dog on Stick, Slum Spindle, Country Store, Short Range and any other Hanky Panks.

**SHOWS**— Shows of all kinds with own equipment: Fat Girl, Motordrome, Crime, Glass or Fun House, Mechanical or any other non-conflicting shows.

**RIDES**— Can place any non-conflicting rides: Spitfire, Roll-A-Whirl, Auto Scooter. Bert Britt, advise if joining at Jasper.

Address: C. C. GROSCURTH, Pulaski, Tenn.

## O.C. BUCK SHOWS

### THE GREAT CUMBERLAND COUNTY FAIR

Bridgeton, N. J., September 19-23

Will Book Photos, Scales, Age, French Fries, Cook House, Grab, Pop Corn, Candy Floss.

Also Legitimate Merchandise Concessions.

Will Place Arcade.

Wire O. C. BUCK

Great Barrington Fair, Great Barrington, Mass.

## Chesterfield County Fair

Chesterfield, Va., 10 Miles South of Richmond, Va. September 20, 21, 22, 23—Four Nights and Three Days

Crewe, Va., to Follow.

Can place Fish Pond, Cork Gallery, Pitch-Tilt-You-Win, Glass Pitch, Rotaries, High Striker, Balloon Darts or any other slum stores that work for stock. Good opportunity for one medium size Cook House.

HAVE FOR SALE—French Fry complete with two large Fry-a-Lators in 16 ft. trailer with fluorescent lighting, or will place man and wife to operate same. Will book Rides and Shows not conflicting with what we have.

All replies to HAYES & FLYNN

LEXINGTON PARK, MD.

P.S.—Can place Demonstrators of all kinds.

## CONCESSIONS WANTED

GAHANNA, OHIO, SEPT. 14, 15, 16; RENDVILLE, OHIO, SEPT. 20, 21, 22, 23; GROVE CITY, OHIO, SEPT. 28, 29, 30; GRATIOT, OHIO, OCT. 4, 5, 6, 7. ALL ANNUAL STREET CELEBRATIONS

Wanted—Stock Concessions, Floss, Popcorn, Novelties, Mitt Camp, Lead Gallery, Ball Games, Percentage Games, etc., Frank Johnson, contact me.

FRED NOLAN, MOXAHALA PARK

SOUTH ZANESVILLE, OHIO PHONE 28232

## WANT

FOR NEVADA COUNTY FAIR, PRESCOTT, ARKANSAS, SEPT. 19 TO 23

And more Fairs to follow with December closing. SHOWS: Snake, Mechanical, Life, Midget, Iron Lung, any not conflicting. Manager for Fun House, Girl and Athletic Show with talent. CONCESSIONS: Cook House or Grab, French Fry, Photo, Hanky Panks. No exclusive. Reliable Ride Help on all Rides. Must drive semi. Wire, please do not phone. no time to wait on calls.

Holdenville, Okla., Fair now then Prescott, Ark. Contact

MIDWAY EXPOSITION SHOWS

**AMERICAN BEAUTY SHOWS****WANT**

Long Range Gallery, Short Range Gallery, Mag Outfit, Stock Concessions of all kinds for the following fairs:  
Paris, Ark.; Russellville, Ark.; Newport, Ark.; Imboden, Ark.; Stele, Mo.

**Contact**

**JOE SHARP OR HAROLD EITAN**

Paris, Ark., this week then per route.  
P.S.: Walter Marco and Bill Demore, contact at once.

**CRYSTAL SHOWS****CAN PLACE**

For Ottway-Greene County, Tennessee, Fair, Greeneville, Tennessee, Girl Show with own equipment, Hanky Panks, Concessions of all kinds, No exclusives, Want Photo, Age and Weight, Novelties, Custard, Crab, one Mitt Camp, Want Fun House Operator, Octopus and Tilt Foreman.

**W. E. BUNTS**  
DUNCANNON, VIRGINIA

**ROYAL MIDWEST SHOW**

Owensville, Bath County Fair, Sept. 20-27; Greenup, Ky., Fair, Sept. 14-16.

**WANT**

Stock Concessions, Hanky Panks of all kinds, Long Range, Photo Gallery, Jewelry, Crab. Come in, we'll take care of you.

**ROXIE HARRIS**  
GREENUP, KY.

**CARNIVAL****WANTED**

CHANUTE, KANSAS, SEPT. 28, 29, 30

Show with our Fall Festival. Desire about three Rides, possibly four. No Side Shows. WRITER: CHANUTE JUNIOR CHAMBER OF COMMERCE, CHANUTE, KANSAS

**HARRY LEWISTON****WANTS FOR HIS****ODDITIES CONGRESS**

Best in Side Show Acts; Grace McDaniels, Geraldine and Carl, Irene Ferrel, Jack Donahue and your people. Want real Musical Act; Sipes, wire. First-class Tattooer, must have nice booth. Will pay cash for good Broom Illusion. Bally Girls, working acts. Any real Freak. Best of treatment. All to join now, Springfield, Tenn.; then Tennessee State Fair, Nashville, September 18-23; week September 25, Laurel, Miss.; then the big one, Texas State Fair, Dallas, October 7-23, to be followed by 2 weeks downtown Houston; then all winter's work in world's finest museum. All reply

**HARRY LEWISTON**

Now showing Springfield, Tenn., and as per route.

**SOUTHERN STATE SHOWS**

WANT FOR BLAKELY, GA., LIONS' CLUB FESTIVAL, SEPTEMBER 18TH THROUGH 23D, AND A STRING OF BEST GEORGIA AND FLORIDA DATES TO FOLLOW

Stock Concessions of all kinds, especially Cook House. Want first-class Ferris Wheel Men to join at once. All addresses:

**JOHN B. DAVIS, Mgr. Southern State Shows**  
PANAMA CITY, FLA., UNTIL SEPTEMBER 16TH

**GATTIS AMUSEMENTS**

Want Hanky Panks of all kinds, \$12.50 a week. We have seven Rides. Will sell ex two nice Mitt Camps. Will book two or three nice Shows for committed money. Dick Hyland or Hedy Jo Starr, come on. Can use good Ride Help.

All apply to **JIMMIE GATTIS**, Wewaka, Okla., Hill 15th.

**JIMMIE GATTIS, Manager and Legal Adjuster**

P.S.: Charles Griggs no longer connected with this show. Long season in cotton country.

**AMERICAN FUNLAND SHOWS**

OPENING AT COTTON CARNIVAL, FABENS, TEX., SEPT. 16-23

Want legitimate Concessions of all kinds—Hanky Panks. Can place several Shows not conflicting. Top salaries to capable Ride Men who drive.

All address A. (Bonny) **OBADAL, Mgr.**

c/o Washington Park, El Paso, Texas, until Sept. 15; then Fabens, Tex.

**Biz on Lean Side  
For Alaskan Org**

**PALMER, Alaska, Sept. 9.**—A. E. Stein, manager of the B. and B. Alaska Shows, which calls itself the "farthest north carnival," reports the organization closed a moderately successful season here September 4 at the Alaska Territorial Fair. Equipment will be stored on the local fairgrounds until next year.

The B. and B. outfit came from California over the Alcan Highway to play a total of eight weeks at three stands. Previously the shows played four weeks in Anchorage and three weeks in Fairbanks.

Stein says that the group came to Alaska with the impression that the country was loaded with gold, to be had for the trouble of picking the nuggets off the streets. "However, it seems that the natives had picked up the nuggets before we arrived," Stein says. "We have had to scratch beneath the surface and are getting only a little of the dust."

The show line-up consists of a Merry-Go-Round, George Augustine, Bobby Schoonover; Ferris Wheel, Carl Dunsing, Jimmie Mercer; kiddie ride, James A. Parker, and Kiddie Airplane, Eddie Oakes.

Concessionaires include E. F. Nixon, K. Y. DeBusk, Gary Garrett, Jack Littlefield, Lee Skeels, Robert Milam, Randy Ellington, Willie Honor, Fay Garrett, Golda Honor, Billie Ellington, Art Monroe, Bee Stein, Mattie Bybee, Mr. and Mrs. Andy Camaleri, Mr. and Mrs. Lester Pruitt and Ruth Nixon, Billie Camaleri has the Snake Show. Mrs. Betty Schoonover is secretary.

**PNE Midway  
20% Under '49;  
Layout Blamed**

**VANCOUVER, B. C., Sept. 9.**—Midway business at the Pacific National Exhibition, which closed its 11-day run here Monday (4), was 20 per cent below '49. Independent shows and concession operators blamed the decrease on the isolated layout. Concessionaires ascribed drop in their biz to fair's policy of permitting merchandise payoffs only during the first seven days.

Action by the fair board to remedy the situation on both counts failed, however, to bolster biz. On Sunday (27), after four days of operation, two shows were moved to the East End of the zone and a main roadway, which had been blocked off to steer customers to the West, was reopened. Following a one hour and 15 minute strike of independent shows and concessions Wednesday (30) (The Billboard, September 9), the fair management nassed the word along to the strikers that money play would be reinstated for a maximum play of 50 cents.

The number of bingo games and their proximity to each other created confusion among players who were placing their beans on numbers called out at a neighboring stand. Pacific Northwest Shows did good business with its kiddie and major rides.

The shows, five of them booked thru the Bert Levey Seattle office, did not do expected biz. Zornia's Girl Show, with a 50-cent gate, topped the grosses. Roy Naples' ice show pleased those who saw it but ended a loser. Stan Kamien's magic unit suffered from competition with the magic show held in the Hobby Exhibit.

**Down River Mich.  
Biz Tops '49 by 10%**

**WAYNE, Mich., Sept. 9.**—Business of Down River Amusement Company has been topping 1949 in most cases and as a whole is 10 per cent above that of a year ago, according to Severin Hilo, owner-manager. Org will wind up a two-week stand under Moose auspices here Sunday (10).

Despite cool weather and the fact that the org is in here for its second stand this season, the Labor Day week-end proved better than anticipated.

Show will move from here to its winter quarters lot at River Rouge for 13 days, followed by Michigan fair dates at North Branch and Chelsea before its final stand at the Detroit suburb, Ecorse, where it will set up on the steel mill lot for an indefinite period.

Thomas Fitzpatrick, formerly of Cole Bros' Circus, has joined to take over the Diesel and electric departments. Boots Huckaba, bride of Jim Huckaba, Ferris Wheel foreman, joined to take over the guess-you-arge from William Postelwalte.

**Pan-American Contracts  
Anaheim, Calif., Midway**

**ANAHEIM, Calif., Sept. 9.**—Louis Goebel's Pan-American Shows has been signed for the 27th annual Halloween Festival and fair here October 26-31.

Sponsored by the Chamber of Commerce, the event will feature a parade followed by the fair in La Palma Park. Merchant displays, hobby shows and auto and home shows will be held in the 280 by 80 big top supplied by the carnival.

**American Carnivals  
Association, Inc.**

By Max Cohen

**ROCHESTER, N. Y., Sept. 9.**—Our visitation program was continued with visits to B. & C. Exposition Shows, Holman rides and Al Boxall concessions, all combined to play the Hemlock, N. Y., fair. Labor Day we visited the O. C. Buck Exposition Shows at the Steuben County Fair, Bath, N. Y., and issued 100 memberships.

Standings in the personnel membership rate are as follows: James E. Strates Shows, 252; O. C. Buck Shows, 100; I. T. Shows '70; Carl Ferris Shows, 69; B. & C. Exposition Shows, 52. The second division includes Gaiety Shows, 35; Al Boxall concessions, 30; H. W. Jones concessions, 22; Holman's rides, 11, and Jermain's rides, 6.

Annual meeting will be held November 27-30 at the Hotel Sherman, Chicago, with no night sessions scheduled.

**Det. Concessions**

**DETROIT, Sept. 9.**—Concessionaires at the Michigan State Fair here included:

General: Bert E. Thomas, Detroit Sound Engineering; Frank A. Harter, Murdick's Famous Fudge; Ralph Williams, Nicolai-Barney; Meyer Jewelry Company; Swedish Rosettes, John Branscombe, Walter W. Thomas Company; Art Braver, James Veror, Gus A. Forsyth, McLean Specialties; Latimer & Barly, Ceramics by Catherine Drake's Fry-Mix.

Wholesale: Detroit Coca-Cola Bottling Company; Detroit Popcorn Company; L. W. Carpenter, Michigan Popcorn Company; Fred Silber Company, Velvet Peanuts.

Pond concessions: Ralph Williams, Jimmy Tucker, Pauline Teier, Alfred Wood, Wanda Sadowski, William Sager, Albert Saxton, Fred Stevens, Charles Swain, Richard Swain, W. C. Rattich, Hubert Park, Harry Naizman, W. B. Myers, Frank Martin, John Michael, Cecelia Lohse, Victor Johnston, Julia Hovey, Sam Moran, Gordon Hovey, Sidney Gray, Fred Elias, Worth Davis, Fred Dain, Gwendolyn Dombrowski, Daskalov and Kolchagoff, Sam Cooper, Warren Chalton, Donald Conrad, Harry Cohen, Briggs and Meneer, Annie Brown, William Baldwin, Brennan and McCormick, Sidney Ayles, Sam Adler, Walter Kosak, J. P. Magee, Richard Van Tien, Arthur Rosenberg, Arthur Hovey, Ethel Wickliff, W. W. Carpenter, C. E. Stevens, James Sebel and El Mercea, Berry Davis, Harold Kaufman, James Manso, Genevieve Dutkiewicz, Alexander Tracuk, A. J. Wilkowiak, Joseph F. Farham, T. E. Keating, Albert Rockland, Nig Lebadei, Detroit Federation of Musicians.

Popcorn: Hrabah Agabalian, Mr. and Mrs. Avedisian, Mrs. Ina Dunge, Albert Good-ballan, Vartkes Harountunian, Jake Good-ballan, Joe Johnson, Mrs. Mike Johnson, Gelaat May, John Makhobashian, Arthur Makhobashian, Dajad Nalbandian, Albert Ohanlian, Charles Obanlian, George Wilson, E. Zakarian, G. A. Yavruian, E. A. Yavruian, Henry May and Leo Oumedian.

Games: Douglas Brown, George Bartley, Fred Brown, Harry Boyler, Albert Clothier, Dan Evans, Michael Engerbrink, Paul Greeley, Lottie Johnson, W. O. King, Robert Kusen, Robert Kerner, Florence Kerner, Louis Malkin, Robert Morrison, Oscar Margolis, Faley O'Toole, Herbert Pance, Charles Rafal, Isadore Keiner, Harry Shelby, Walter Sala, Harry Shirk, Samuel Solof, Charles Service, Harry Stahl, Robert Templeton, Florence Williams, Louis Wish, Jack Zeman, E. F. Martin, V. E. Jameson, Marianne Corrigan, and Charles Meid.

Miscellaneous: Harold Slater, E. B. Reed, Stanley Powell, Tracy Owens, Paul Netterfield, Roy Butcher, Mrs. E. Anderson, W. S. Myers, William Loninger, Frederick Brown, Vincent Mail, Michael Haddad, Fred Mullen, Troy Grady, Fred Valle, Team-Mate Company, Charles Stapleton, Sam Siegel, Harold Oehler, Elmer Nagy, Herman Malkin, David Malkin, Randolph Mathura, Joseph Markay, J. W. Jordan, Leo Lippe, Gerald Levine, Fred Goldner, Samuel Field, Donald Elliott, Andrew Schlesinger, Charles Napolitano, George and Helen Frazer, George Young, Norman Zemer, Joseph Delmer, Beryle Walters and Robert Schwartz, Helen Amberson, Walter and Arline Morley, Joe Kury, J. Arthur McCool, Paul Moore, John Bluztons, Julius J. Herman, Clayton Perry, Glen Hosberg, Mary and Leo Schultz, Hassin Kohn and Richard Levelica.

**American Midway Shows****WANT**

Showmen in all departments. Can use People to operate Girls, Horse, Snake Shows. Will book Side Show end Motor-drome.

Ten Texas Fairs, starting Montague County Fair, Bowie, Tex., Sept. 18-23.

ALL WIRE: OON M. BRASHAR, MGR.  
Denton, Texas, this week.

# LAWRENCE GREATER SHOWS

## THE SHOW BEAUTIFUL

Want for Outstanding Route of Fairs. Look These Over.  
 Lynchburg, Va., Sept. 11 to 16; Mt. Airy, N. C., Sept. 18 to 23; Statesville, N. C., Sept. 25 to 30; Union, S. C., Oct. 2 to 7; Petersburg, Va., Oct. 9 to 14; Winston-Salem, N. C., Oct. 16 to 21; Marion, S. C., Oct. 23 to 28; Savannah, Ga., Oct. 30 to Nov. 4; Moultrie, Ga., Nov. 6 to 11.

### CONCESSIONS

Custard, Novelties, Guess Your Age, Scales, Ball Game, Buckets, Cookhouse, Derby Racers. All Eating and Drinking Stands, Photos, legitimate Merchandise Stores or any kind of Hanky Panks. Will book P.C. with Hanky Panks.

### SHOWS

Motorhome, Fat Show, Mechanical City, Wild Life, any Grind Show.

### RIDES

Dark Ride and Little Dipper.

### HELP

Can also use Ride Help who can drive semis. Talkers and Grinders, Mechanics, Hanky Pank, Bucket and P.C. Agents for office outfits.

All Replies to: **SAM LEVY, Mgr., Lynchburg, Virginia**

## SUFFOLK, VA., PEANUT FESTIVAL

5 DAYS AND NIGHTS — SEPTEMBER 19 TO 23

WITH THE FOLLOWING FAIRS TO FOLLOW: WASHINGTON, N. C.; JACKSONVILLE, N. C.; ROANOKE RAPIDS, N. C.; MANNING, S. C.; FOUR MORE TO FOLLOW.

CONCESSIONS: Open except Bingo. Want Novelty and Custard. Mitt Camp, Slum Stores, Candy Floss.

RIDES: Want Tilt and Rolloplane.

SHOWS: Drome, want Couple to operate Snake Show, want two Colored Girls for Girl Show. Want Ticket Seller to make second opening on Side Show. Fire Eater. Pin Cuchlos, two Girls for bally on Side Show. Side Show People wire "Doc" Jones. All others

### ROSS MANNING

FAIRGROUNDS, DOYLESTOWN, PA.  
 Watch for Puerto Rico announcement.

## WANT FOR THE GREAT SPALDING COUNTY FAIR

GRIFFIN, GA.

"The Biggest County Fair in Georgia"

SEPT. 18TH THRU 23RD. SIX BIG DAYS & NIGHTS.

Followed by the finest route of Fairs in Georgia and Alabama, ending Armistice Day.

SHOWS: Would like to have one or two more high class Entertaining Shows catering to ladies, gentlemen and children; especially interested in good Side Show.

RIDES: We do not need any Major Rides but offer splendid route for the following Kiddie Rides: Boat, Buggy, Train or Little Dipper.

CONCESSIONS: Can place legitimate Merchandise Concessions of all kinds—Long Range Gallery, Pronto Pups, Root Beer, Jewelry, Salt Water Taffy, etc.

MINSTREL SHOW PEOPLE: Willie Jones wants strong Trumpet and Sax for St. Louis Follies, also first class Jig Show Talker. All must be strictly sober at all times. (Tickets if I know you.)

## JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

## FOR SALE—1936 TILT-A-WHIRL

With or without two Semi Trailers; also Three-Room Office Semi Trailer complete, nicely finished.

Can be seen Needham, Mass., September 13th to 16th.

Contact

Lawrence Carr, 196 Wildwood St., Wilmington, Mass.

## GRAND AMERICAN SHOWS

Want for Columbia, Mo., Sept. 18-23; Portageville, Mo., Sept. 26-30; East Prairie, Mo., Oct. 2-7; Paragould, Jonesboro, Trumann, Stuttgart, Pine Bluff, Ark., thru Nov. 11th.

Want Arcade, Photo, Custard, Floss, Lead Gallery, High Striker, Scales, Age, Hoopla, Glass Pitch, Pin Bowl, any Hanky Pank that does not conflict, P.C. sold. No Flats. No Gypsies. Want any Grind Show with own equipment. Will book Kiddie Train or Airplane. Want Second Help who can drive semis. Want Side Show People for office-owned Show.

L. O. WEAVER, Owner-Manager

Carrollton, Mo., thru Sept. 14; then as per route.

## WANTED

Cook House or Crab, Grind Shows of Merit, Novelty Outfits for Following—All in Louisiana:

Amite Fair, October 2d to 9th; Pointe Coupee Fair, New Roads, October 9th to 16th; Yambillee, Opelousas, October 16th to 23d; Jeff Davis Fair and Oil Exhibition, Jennings, La., October 30th to November 5th. Address

HARRY BURKE SHOWS

Box 95, Baton Rouge, La., or per route.

# PRELL'S BROADWAY SHOWS

Get well with Prell

ELIZABETH CITY, N. C.

7 COUNTY FAIR

20,000 MARINES

PAY DAY

SEPT. 18-23

10 MORE FAIRS TO FOLLOW

ROCKY MT., N. C.

GREATEST TOBACCO

MARKET

SEPT. 25-30

Wanted—Novelties, Derby Racers, Rotaries, Grind Stores, Eat and Drink Stand. Want Shows—Fat Show, Midget, Mechanical City, Dark Ride, Unborn, Hillbilly or any Show of merit. Scandals want Dancing Girls. Posing Show wants Young Girls. Ride Men—Semi-drivers preferred. Assistant Electrician, Assistant Truck Mechanic.

All answer: SAM E. PRELL, Covington, Va. Elizabeth City, N. C., Sept. 18-23.

## PRELL'S WORLD FAIR SHOWS WANT

For Big Celebration at Hamlet, North Carolina, September 18 to 23, First Show Ends; Wayne County Fair, Goldsboro, N. C., to follow.

Eating and Drinking Stands, Derby Racer, Photo, Long Range Gallery, Hanky Pank, Merchandise Wheel. Can use Buckets.

Want Motorhome, Girl Show, Unborn Show. Jack Gallopo, contact.

Want Tilt-A-Whirl, Caterpillar, Rocket. Sober, reliable Ride Help. Semi drivers given preference. All answer

JOE PRELL or JOHN VIVONA

Rutherfordton, North Carolina.

# CENTRAL Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR ROBESON COUNTY FAIR, PEMBROKE, N. C., SEPTEMBER 18-23 AND BALANCE OF SEASON

Want Kiddie Rides. Want Shows with own outfit. All Hanky Panks open. Can place Motor Drome or what have you? We are booked solid to December 1st, playing fairs in tobacco, cotton and peanut territory.

All contact

SHERMAN HUSTED

CENTRAL AMUSEMENT CO., Clarkton, N. C., Fair this week; then Pembroke, N. C., Fair, September 18-23; then as per route.

## WANT O. C. Buck Shows WANT

Drome Operator for balance of season. Have complete outfit, including bikes. Can also place Arcade. If satisfactory, will book parties for 1951 season.

Cumberland County Fair, Bridgeton, N. J., Sept. 19-23

Great Danbury Fair, Danbury, Conn., Sept. 30-Oct. 8

Danbury is one of the best drome spots in the East.

Wire O. C. BUCK

GREAT BARRINGTON FAIR, GREAT BARRINGTON, MASS.

## FIDLER'S UNITED SHOWS

WANT WANT

Stock Concessions of all kinds. Shows with or without own equipment. Ride Foremen for two units going south.

Caterpillar Foreman, \$75.00. Fly-o-Plane Foreman, \$60.00.

Bill Stacy, contact me at once.

American Legion Annual Waterfront Celebration, Alton, Illinois, Sept. 13-16; Blytheville, Arkansas, Fair, Sept. 18-23. Join at Alton, Illinois, if possible.

SAM FIDLER, Mgr., Alton, Ill.

## ATTENTION, COMMITTEES

Have Two Open Weeks for Street Celebrations, Fairs or Homecomings, Show Carries Four Rides and Eight Legitimate Concessions.

## GAYLAND AMUSEMENTS

Care Western Union, Fort Wayne, Ind.

## HELLER'S ACME SHOWS

Tri-County Fair, Leaksville, N. C., then Reidsville, Madison, Carteret County Fair, Buford, N. C., and 3 others to be announced.

Want Eating and Drinking Stands. Guess-Your-Age and Novelties. Will book 3 Wheels and 3 Count Stoves. Prefer man who does his own legal adjusting. Have all Rides we want, but will book Kiddie Train and Boat Ride. All Bydark. holding space for your 2 Rides. Want Shows—Monkey, Motordrome, Slide Show and People for Slide Show; also Girl Show. Address: General Delivery, Leaksville, N. C., or phone Leaksville No. 8 between 6 and 8 p.m. I will be there personally. HARRY HELLER, MGR.

## F. M. SUTTON SR. Presents GULF COAST SHOWS

WANT FERRIS WHEEL. GET YOUR WINTER BANK ROLL HERE.

Want Concessions and Shows of all kinds. Will sell exclusive on Olivers, Popcorn, Floss, Candy. Charleston, Mo., Fall Festival, Sept. 18-23. Trumann, Ark., Fall Festival, Sept. 25-30. Osceola, Ark., Homecoming, Oct. 2-7. Marshall, Ark., Fair & Stock Show, Oct. 9-14. Manila, Ark., Cotton Carnival, Oct. 16-21.

ADDRESS: F. M. SUTTON SR., Ironton, Mo., Sept. 11-16.

## HARRISON GREATER SHOWS

WANT FOR ANGLIER FIREMEN'S AGRICULTURAL FAIR, SEPT. 18-23, ANGLIER, N. C.

All Eating and Drinking Stands open. Age, Scale, Novelties, Custard, Floss, all Slum Concessions open, with a few choice Concessions open. Good opening for Bingo for season. Have complete outfit for Girl Show, if you have 2 or more girls, sound outfit and wardrobe. Want Chairplans Foreman to join at once. Good opening for Electrician that can handle transformers. All Fairs to November 15, with winter work in Florida. All mail and wires to

FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr.  
BETHEL, N. C., THIS WEEK; THEN AS PER ROUTE.

## BUFF HOTTLE SHOWS

WANT FOR 9 LOUISIANA FAIRS, INCLUDING DONALDSONVILLE AND FRANKLINTON

CONCESSIONS THAT WORK FOR STOCK. ESPECIALLY WANT FROZEN CUSTARD AND RACE DERBY. CAN PLACE 10-IN-1, WHICH IS THE ONLY SHOW WE NEED (Whitney Sutton, contact). RIDES: LLOYD (BOGALUSA) BORCE, get in touch with mo.

Address B. W. HOTTLE, Mgr.  
PONTOTOC, MISS., THIS WEEK; THEN PER ROUTE.

## RUSSELL COUNTY FAIR HORSE SHOW

Sept. 19th to 23rd, Lebanon, Va.

Livingston, Va., Firemen's Carnival, This Week.

Want Grind Shows, Wild Life, Snake, Working World, Five-in-One, Old Show with own equipment. Low percentage, long season. Get your bank roll here. ALL CONCESSIONS OPEN (except Pop Corn, Candy Apples, French Fries). Want Bingo for balance season, small Cook House, Lon's Cafe, contact. Can place Ride Help on Wheel and Plane; Foremen and Second Men, write. May & Henry Corwin, writer Frank Johnson, can place you.

I. K. WALLACE SHOWS  
LIVINGSTON, VA. WIRES TO SHIPMAN, VA.

## YADKIN COUNTY FAIR

Sept. 25th to 30th, East Bend, N. C.

## WANT WANT WANT CENTRAL-EAST TEXAS FAIR AND LIVESTOCK EXPOSITION

Marshall, Texas, week opening Sept. 18 — 4 Days and 4 Nights

Sell X on Novelties, Ice Cream. Want large Cookhouse, Grab and Eating Stands, Hunky Panks, No P.C., no Gypsies, no Flies. Shows with own outfit; Monkey, Wild Life, Unicorn, Colored Musicals—Trumpet, Trombone, Feature Comic Dancer, Wire, Doc Anderson, Rides—Kiddie Boat, Little Dipper, Rockoplane, 6 weeks best East Texas Fair. Wire

CRESCENT AMUSEMENT CO.

Monticello, Ark., This week.

## A-I AMUSEMENT CO.

WANTED FOR MALDEN, MISSOURI  
WEEK OF SEPTEMBER 10 TO 16 AND THEN LONG SEASON  
SOUTH IN COTTON AND TOBACCO COUNTRY

Cookhouse, Bingo, Popcorn, Candy Pops, Sno, Fish Pond, Bowling Alley, Pitch Till You Win, Hoopla, Hi Striker, Bumper, Ball Games, Long or Short Range Lead Gallery, 6 Cats, Buckets, Mitt Camp and any non-conflicting Stock Store. Will place 10-in-1, Monkey or Wild Life Show. Will book Ball-a-Whirl. STRETCH LEWIS, contact.

All Reply John Hansen, Malden, Missouri

## RAY WILLIAMS SHOWS, INC.

Want Concessions, Demonstrators and Shows, except Girl Show, for Wakarusa Street Fair, September 13 to 16—Indiana's biggest little street fair. Address RAY WILLIAMS SHOWS, INC., Wakarusa, Ind.

## WANT

FOR WORLEY, IDAHO, RODEO, SEPT. 15-17; ROCKFORD, WASH., FAIR, SEPT. 22-24

Major Rides, Grind Stoves, Stock Concessions. Shows—Animal or any Grind Shows. Out of winter; working south to California. All contacts as per route.

NORTHWEST EXPOSITION SHOWS

## DICKERSON SHOWS

Want for Sharpburg, N. C., Tri-County Fair, September 18-23 and all Fairs to follow. This is the finest date in the South. 90,000 people to draw from in the suburb of Rocky Mount. Stock Concessions all open. Will furnish outfit for Shows. Always use Ride Help. No Rides, please, we have plenty. Howard Jalliet, come on. Bobbie Goffo, contact. Out all winter. All address:

DICKERSON SHOWS, EARL MILLER, Business Manager  
Fremont, N. C., this week; Sharpburg, N. C., next.

## FROM THE LOTS

### Mighty Hoosier State

SULLIVAN, Ind., Sept. 9.—After a week of rain in Columbus, Ind., shows came here and opened Labor Day on the streets around the public square. Shows, rides and concessions had a good week. Owner Bill Geren has signed for the spot next year. Geren recently took delivery on a Vagabond trailer. The Gayosos with their high sway pole act was set up on the Courthouse lawn. Speedy Sayres has joined with his Motordrome.

Concessions: Cookhouse, grab and penny pitch, Van Tankerley; bingo and two hanky panks, Bill Stacey; long and short range, Fred Selner; guess-your-age, six cats, balloon darts, big tom and hanky pank, Red Donnmyer; popcorn, candy apples and peanuts, L. A. Miller; basket ball, Alma Miller; popcorn, cotton candy and beat the dealer, Norman and Mrs. Rody; basket ball and cat rack, Mr. and Mrs. Jack Owens; pan joint and floss, H. Williams; diggers and slum spindle, Mr. and Mrs. Burt Lamont; three hanky panks, R. L. Franz and family; slum spindle, fishpond, duck pond and pea pool, Bert Woods and family; camp and high striker, Miller Stevens; two novelty stands; Marion and Billy Joe Lambert have photo studio and derby is operated by Charles Fent; Mrs. Geren's bingo, operated by H. B. Richards; ball game, Lionel Miller; Steve Costello, two concessions.

Howard Snyder is doing a good job lighting the midway. Org will remain on road six more weeks.—ROSIE ST. CLAIR.

### James H. Drew

MINGO JUNCTION, O., Sept. 9.—Shows returned to Ohio last week to play the Blanchester Harvest Festival after playing six fairs in Illinois and Indiana. Business to date is running ahead of 1949 figures, with 10 more weeks of fairs to go. Assistant Manager Frank T. Griffith has returned from a business trip thru the South.

Because the show has doubled in size since last year, Manager J. H. Drew Jr., is looking for larger winter quarters. The show has wintered in Shelby, N. C., since it was organized in 1948.

Following the Middleport (O.) Celebration next week and Morgan County Fair, West Liberty, Ky., the following week, the show moves South to play Georgia and Alabama fairs until mid-November. — MRS. EULA DREW.

### Virginia Greater

FRANKLIN, Va., Sept. 9.—Show pulled in here after a week at Eastern Shore Fair, Keller, Va., where business was poor. Grandstand attractions, including Bill Holland's thrill show, held the crowds in the afternoons and evenings. The appearance of Governor Battle, Thursday, August 31, helped boost the take, and biz Saturday (2) afternoon and night was good. Show had 51 concessions here.

Mr. and Mrs. Calvin Nelson are the parents of a daughter born at Salisbury, Md., August 26. Mrs. Nelson is the daughter of Mr. and Mrs. H. W. (Hap) Arnold, veteran concessionaires on the show.

Johnny Keeler, of Modernistic Shows; Commander E. Fleming, of the Pocomoke (Md.) Veterans of Foreign Wars post, and J. M. Watson of Olney, Va., a director of Eastern Shore Fair Association, were visitors.

### FOR SALE

Modern Cookhouse, 18x30, new Top and Frame. Top six weeks old. Also extra Top for same. Equipped with Butane Gas, Fluorescent Lighting, extra Coffee Urns, Steam Table, Ice Boxes, Deep Freeze, Coke Cases, Milk Cases, French Fry Outfit, new Bands with large Over two Griddles, front and back; hundreds of other items too numerous to mention. Also with this goes new 8x8 Grab, also equipped with butane gas and 18" 3" 3" 1/2" Down Grab. All equipped. Rolling Stock, 24 ft. Van, new rubber, and 1948 K-7 International with 500 tires, good rubber. This is and looks like new. This equipment booked on large show in Middle West and have 8 more Fairs. At any one of these Fairs you will more than net your investment. Reason for selling, opening cafe at army camp. Asking \$3,800.00. Address: BOX 5-432  
c/o Billboard, 2140 Patterson St., Cin 11 23, O.

## SMITH AMUSEMENT CO.

WANT WANT WANT

FOR SUGARLAND, TEXAS

Seven Big Days Mexican Fiesta, Sept. 12-18.

Concessions: Hunky Panks, Bingo, Grind

Shows: Snake Show all framed for man to

take same Girls for Girl Show, Funhouse,

Wild Life, Animal Show, No Sex Show,

Ride Help who can drive semi and stay

sober. This Show is playing Cotton Territory

where the Pickers are working.

Rides: Roll-a-Plane or Fly-o-Plane.

Want General Agent.

ROLAND SMITH

Sugarland, Texas

### FOR SALE

Concession Factory Trailer, 22 ft. real heavy Big money maker. Glass Front, Sleeping Quarters in back, equipped with Candy Apple outfit and Tray, Manley Electric Popcorn, International Deep Freeze, plenty fluorescent, also electric chrome Peanut Roaster, First \$2,000.00 takes it. Winter in Lenox, Iowa. 1951 bookings arranged if desired.

MRS. TED BRUNTON

c/o Hale's Shows, Humboldt, Neb., Sep. 12-15.

## Open For: Providence, Ky., Fair, Sept. 19-23

Custard, Candy Apples, Fish Ponds, Other Games.

MITCHELL, IND., PERSIMMON FESTIVAL, OCT. 3-7

Popcorn, Fish Pond, Other Legitimate Games.

GOODING AMUSEMENT CO. 1300 Norton, Columbus, Ohio

## RIDE HELP NOTICE

WANT AT ONCE

Merry-Go-Round Foreman and Fly-o-Plane Foreman, Second Men on all Rides. Concession Agents: Mrs. Mary Tinsley wants Ball Game Men for long release proven Fair Dates.

JOHNNY T. TINSLEY SHOWS

Rome, Ga., this week; Griffin, Ga., next week.

## Want—GOLD BOND SHOWS—Want

FOR ROCKFORD, ILLINOIS, ON 7TH STREET, SEPT. 19 THRU 22  
Want Concessions of all kinds, especially want Photos, Bumper, Jewelry, Fish Pond, Bowling Alley, Novelties, French Fries, Custard and Animal Dip. Want small Show suitable for streets. Will book Tilt, Merry-Go-Round and Kiddie Boat Ride.

Peru, Ill., this week; Rockford, Ill., Sept. 19 thru 21.

ALL REPLY BY PAID WIRE:

MICKEY STARK, Mgr. PER ROUTE

## 51ST ANNUAL ARK.-OKLA. LIVESTOCK EXPO. AND FAIR FT. SMITH, ARK., SEPTEMBER 25 THRU 30

Can place on Independent Midway 2 Cook Houses, Jewelry, Pitchman, Hat Machines, Candy Apples, Scales, Age, Photo. Contact  
C. G. LAUBE, Jayhawk Hotel, Topeka, Kan., until Sept. 16; Southern Hotel, Ft. Smith, Sept. 19 thru 23.

**WANT—  
IMMEDIATELY  
TO JOIN AT  
NASHVILLE, TENN.**

**FOREMAN—  
MERRY-GO-ROUND  
MUST UNDERSTAND  
PHILADELPHIA TOBACCO**

**FLY-O-PLANE  
OCTOPUS  
HI-BALL**

**WIRE:  
CAVALCADE OF AMUSEMENTS  
NASHVILLE, TENN.**

**AMERICAN EAGLE SHOWS  
WANT**

For one of Mississippi's largest County Fairs, New Albany, Miss., week Sept. 18. Concessions of all kinds. Can place Shows. Will book Roll-o-Plane, Tilt, Octopus or any Flat Ride. Will book two large Cook-houses. Alamo, Tennessee, Fair to follow. ADDRESS: **DANNY ARNETT, Mgr.** Per route.

**WANTED**

A big Carnival to play Enfield, North Carolina, October 2 to 7, 1950. Contact **FOSTER HOFFLER** V.F.W., c/o Harrison Drug Company

**WANT LOCATION**

Attention, Kiddielands and Drive-In Theaters of the South. New Streamlined Kiddie Train, capacity 90 passengers. Portable, with trailer, includes 800 ft. of track. Available after Nov. 1, 1950. Wire, write or telephone. **C. P. CONERTY** Mt. Holly Springs, Pa. Telephone: 43-R

**JAMES H. DREW SHOWS**

CAN PLACE FOR MORGAN COUNTY FAIR, WEST LIBERTY, KY., WEEK SEPT. 18; FOLLOWED BY COCKE COUNTY FAIR, NEWPORT, TENN., AND ALL FAIRS UNTIL NOVEMBER.

Will place Motordrome and Fun House for balance of season. Will place Stock Concessions of all kinds, Cookhouse or Grab, Ice Cream, Ball Games, High Striker, etc. Good opening for Derby Racer. Want Ride Help for Wheel and Spillfire, Working Men in all departments. Address this week: **JAMES H. DREW SHOWS**, Middleport, Ohio, or come on to the West Liberty, Ky., Fair.

**BILL HAMES SHOWS, INC.**

**RIDE HELP RIDE HELP**

Can place Help on following rides—Merry-Go-Round, Ferris Wheels, Loooper, Octopus, Caterpillar, Tilt-a-Whirl, Dipper, Roll-o-Plane, Pretzel, Dodgem, Spillfire, C-Cruise, Kiddie Auto, Kiddie Planes, Kiddie Buggy, Dipper, Sky Fighter, Kiddie Boats. Can also place other useful Show Help.

Address: **BILL HAMES, Mgr.**

Tyler, Sept. 11-16; Amarillo, Sept. 18-23; Abilene, Sept. 25-30; Lubbock, Oct. 2-7; Haskell, Oct. 9-14. All Texas Fairs.

**WANTED WANTED  
For STATE FAIR OF TEXAS  
OCTOBER 7-22**

All Slum Store Help who worked for me last year and anyone interested, write, wire or phone at once. (Humble Hallin, Ray Larson, Annabelle Hohlitt, contact me at once.)

**CHUCK MOSS**

STATE FAIR PARK, DALLAS, TEXAS (Phone) Harwood 1210

**PEEP SHOW**

**WITH DIANE ROSS AND HER MONKEY**

Wants to join at Nashville, Tenn., Sept. 18. Girls just to bally.

**ALL WIRE NOW PAT MURPHY**  
FAYETTEVILLE, TENN.

**WANTED WANTED WANTED**

Hanky Panks of all kinds, Long Range, Short Range, Milk Bottle, Fish Bowl, Novelties, etc. Bloomfield, Mo., Homecoming, Sept. 11 to 16; Cardwell, Mo., Fair, Sept. 18 to 23; New Madrid, Mo., Sept. 25 to 30; then per route.

**BIG FOUR AMUSEMENTS**

**Tivoli Expo.**

**DU QUOIN, Ill., Sept. 9.** — Org came here from the Georgetown (Ill.) Fair and everything was ready by Sunday noon (27) for the fair here. Engagement was good. C. W. Elder, lot superintendent, had compliments on appearance of the midway. There was rain Thursday, Friday and Saturday. Labor Day, with Bob Hope on the midway, made this the largest single day to date for the shows. Ice Revue of 1950 was top money on shows, with Spike Evans's Side Show running a close second. Caterpillar was tops on rides, Dark ride running a close second.

New arrivals here were Harry Beach with Dark ride; Bob Neely, Little Dipper; Floyd Matter, cook-house; Andy Rasmussen, five concessions. Manager H. V. Peterson states that altho biz was poor at most still dates due to bad weather, the org will wind up okay at the fairs. B. J. Collins, general agent, has returned from Arkansas and Mississippi booking fair dates. F. W. Paul, electrician, has decorated all show fronts with fluorescent lights. Rides were re-decorated. E. R. Ryder has the trucks in good shape. The writer is secretary.—W. H. GRANT.

**Blue Grass**

**CLARKSVILLE, Tenn., Sept. 9.**—Org moved into the South after successful Illinois and Indiana fair dates and will remain there until the close November 11 at Marianna, Fla. Illinois tour was the best on record and all spots, according to General Manager C. C. Groscurth, were up over '49.

Bill Allen joined at Carmi, Ill., as lot superintendent. Dick Roach also came on as electrician. Mrs. C. C. Groscurth, ill for some time, left recently for Owensboro, Ky., for a check-up. Mrs. Davis, of the bingo tent, has recovered from a recent illness.

**Don Franklin Shows, Unit #1**

**SEVEN CHOICE SOUTH TEXAS FAIRS, START NEXT WEEK IN THE FOLLOWING ORDER: NACOGDOCHES, WHARTON, ROSENBERG, ANGLETON; PORT LAVACA, Calhoun Co. Fair, Downtown Location, Six Days; BEEVILLE and REFUGIO Co. Fair.**

WANT SHOWS with own equipment, Motordrome (none on this route since before the war), Side Show or Illusion, Arch McAskill, contact; Monkey, Snake, Mechanical, Glass House, Mickey Mouse, Midget Cattle, freak Animal, any legitimate Show. No Girl Shows.

CONCESSIONS: Want large modern Cookhouse, privilege \$100.00

Jewelry, Novelties, Monogrammed Hats, Pitchmen, Gadget Workers, Country Store, Coke, Bumper, Cork, Hi Striker, Watchla, Fish Bowl Pitch, Slum Blower, Hoopla, Penny Pitch, Ball Games, Stock & Cash.

WANT HELP: Second Men on Rides who drive semis. Need Ticket Sellers, Concession Agents. Shag Hale wants Candy Floss Agent.

All Rides office owned, none needed. #2 Unit needs to book two Major Rides not conflicting. Contact Gus Tucker, mgr., Rising Star, Tex., Fair this week, with six more proven Fairs following.

We again have the San Antonio Livestock Exposition, Feb. 16-25, 1951.

**All Replies Please Wire: DON FRANKLIN, Mgr.**  
Enth, Texas, this week; Nacogdoches Fair starts Tuesday next week.



**WANTED**

**RIDES**—One or two Flat Rides, Caterpillar, Whip or Tilt. Following Gratz, Pa., comes a big one, Ephrata Farmers' Day on the Streets.

**SHOWS**—Unborn, Monkeys and Arade.

**CONCESSIONS**—Cook House, Diggers, Long Range, Derby Racer, Ball Games, Hanky Panks of all kinds.

**CAN PLACE** one choice Wheel and one Grind Store for Gratz only. Show now playing Elizabethtown, Pa., Street Fair.

**All replies to MORRIS HANNUM**

Penn-Harris Hotel, Harrisburg, Pa., now; Gratz, Pa., Fair, next week, September 19 to 23; then Ephrata, Pa., September 26 to 30.

**CONCESSIONS AND SHOWS WANTED**

**MASONIC ORDER (Colored)**

**BEACON LIGHT LODGE NO. 154 FESTIVAL, Sept. 19-24**

Stewart and Telford Avenues, Flint, Mich.

(FIRST CARNIVAL INSIDE FLINT CITY LIMITS IN YEARS)

**CONCESSIONS** — All legitimate Games—Merchandise Concessions that work for stock—no buy-backs. Grab Joints, Fish Ponds, Bowling Alleys, etc.

**SHOWS**—All kinds of small shows, except Girl Shows.

*Everybody is working in this great industrial town—it looks like a Gold Mine—Get With It!*

All FORMER CONCESSIONERS who worked with me before get in touch at once.

**ELMER F. COTE**

11728 Broadstreet  
Detroit 4, Michigan

**GOLDEN RULE SHOW**

**WANTS FOR DUPONTS FAIR AT PENNSGROVE, N. J., SEPT. 20-21-22-23**

French Files, any Stock Concessions, any Grind Show with own equipment. St. Vincent's Hospital, 70th & Woodland Ave., Camden, N. J., until Sept. 16.

**DAN-LOUIS SHOWS**

WANT CONCESSIONS. Ball Game, String Game, Coke Bottle, Pitch-Tilt-Win or others that we do not have for Fall Festivals on School Grounds and for balance of season.

Leitchfield, Ky., this week; Irvington, Ky., next week; then Vine Grove, Ky. Austin, Ind., and others to follow. Watch route.

Can use Ride Help on 3 Major Rides who can drive trucks and stay sober. Good pay and sure. **LOUIS T. RILEY, Gen. Mgr.; DAN C. STRATMAN, Concession Mgr.**

**WANTED**

**EXPERIENCED BINGO CALLER AND COUNTER MEN**

**JOHN MULDER**

2356 PARIS AVE., S. E.

GRAND RAPIDS, MICH.



### PENNY PITCH GAMES

Size 46x46"  
Price \$42.50  
Size 48x48"  
With 1 Jack  
P. & T. \$50.00

Size 48x48" With 5 Jack Pots. \$55.00  
**PARK SPECIAL WHEELS**  
36" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-30-number Wheels. Price ..... \$27.50

### BINGO GAMES

75-Player Bingo Complete ..... \$4.00  
100-Player Bingo, Complete ..... 8.00

1/3 Deposit on All Orders.

### SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

## PAUL H. MILLER WANTS AGENTS

For Six Cats, Buckets and Hanky Panks of All Kinds.

Alton, Ill., starting Wednesday this week; then Blytheville, Ark., to follow.

Contact: PAUL H. MILLER

c/o Fidler's United Shows.

Alton, Ill., until September 16; then Blytheville, Ark.

## MERRY MIDWAY SHOWS

Sept. 12-14, Trezevant, Tenn./ Sept. 19-22, Gleason, Tenn.

Want Concessions for Stock Stores only, Fish Pond, Pitch, Tilt U. Win, Glass Pitch, Coke, Cork Shooting Gallery, Ball Games, Balloon or Add Dart, Slum Spindle. Will book or buy Kid Auto Ride. Will book Fat Show, Blackie and Dolly, contact ALBERT BARKER, Trezevant, Tenn.

## REWARD

TO FIRST ANSWER

Information as to the whereabouts of HENRY "SPARKY THE CLOWN" SPANBURN operating a Roll-A-Whirl Ride. Wire or phone collect.

### R. G. DIETZEL

803 Oak St. California, Missouri

## FOR SALE

8 Car Lindy Loop ..... \$1,000  
48 Seat Flyer ..... 1,000  
12 Car Ride-O ..... 2,500  
All Rides in good condition and run by electric motors.

### H. H. AMUSEMENT

390 Seaside Blvd., Staten Island, N. Y. C.

## WANT

Couple for Mouse Game starting Neosho, Mo., Sept. 18 and balance of season. Want Agents for set Spindles and other Concessions to join this week in Audubon, Ia. Drivers given preference.

### FRANK ASCHY

## Frank J. (Brownie) Brown

OR ANYONE KNOWING HIS WHEREABOUTS CONTACT BY WIRE OR PHONE

### JOE KANE

VACABOND TRAILER COURT  
St. Petersburg, Fla. (Phone: 36-2811)

## WANT

COUNT STORE & SKILLO AGENTS at once. Wewoka, Okla., Fair. Four Fairs to follow. W. J. Lindsay, contact A. J. Harris by phone at once.

### GATTIS AMUSEMENTS

Wewoka, Okla., this week

## MIDWAY OF MIRTH SHOWS

### WANT

STOCK CONCESSIONS of all kinds.  
CAN PLACE POPCORN.

Address: Marked Tree, Ark., this week; Monette, Ark., next week.

## Big Carnival Wanted

### THE ROCK HILL COLORED FAIR ASSOCIATION

Wants a big Carnival (not less than 45 Concessions for the week of Oct. 23-28, 1950.  
Contact REV. B. J. ANDERSON, Sec.  
Rock Hill, S. C.

## CLUB ACTIVITIES

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Sept. 9.—President Mike Krekos called the regular meeting to order. On the rostrum were Mrs. Tony Soares, Mush Ellison, Mary Teixeira and Al Flint.

A silent prayer was offered for Jack E. (Goldie) Lewis, who died August 27.

Letters read from the Greater Tampa Showmen's Association, Joe Hart, Mrs. Rex Jewell, Helene DeCenzie, Opal Nadine Browning, Keith T. Crowe and Bill Kindel.

New members include Paul Vlasoff, W. E. Vannerson, Juanita Vannerson, Thomas A. Robertson, Hayden Harry Brown, Rudolph Barker, Dorothy Clark, Lewis F. Browning, Kay Harper, Saddle Powers, Hugh Randolph, Nick A. Ferrara and O. K. (Curly) Horn.

New members, guests and members who have been absent for some time include Rudi and Vivian Jacobi, Mr. and Mrs. Eddie Harris, Les Hart, Tommy Robertson, Swede Linsteadt, Lola Cox, Al and Marnette Anderson, John Provenzale, David A. Kahn, Mush E. Ellison, Teddy and Mary Teixeira, Lorin Kesterson, Leo (Cider Bill) Cavanaugh, John and Marie Munn, Harry and Grace Merkel and Bill Allman.

The sick list included Doris Monette's mother, Mrs. Lulu Giffen, and Mrs. Hazel Christenson. Marie Burke became the mother of a boy August 22. Fred Ferguson, in Marine Hospital, would like to hear from friends.

Pot of Gold was taken by Harry Lewis, who donated half to the Cemetery Fund. Fred Weidmann and Curly Horn each donated \$7.50 for club-room chairs.

### National

### Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 9.—Phil Cook, NSA representative on the World of Mirth Shows, sent in applications for membership this week sponsoring Abraham Fabricant and Everett G. Marquis. Morris Brown, NSA rep on Carnival Shows, Inc., turned in membership applications for Al Camin and Louis Williams, whom he is sponsoring. Both Phil Cook and Morris Brown are working hard for life membership cards.

On the sick list is Barney Rodnick at Kingsbridge Hospital No. 81, 130 Kingsbridge Road, Bronx, N. Y. Others recuperating are Murray Zand, General Hospital, Boston, and Jack Gallagher, Harper Hospital, Detroit.

Joseph A. McKee, general chairman of the banquet committee, advises that he soon will meet with his group to complete arrangements for the 13th annual banquet, to be held November 22 at the Hotel Commodore, New York. The building fund committee is anxious for reports from all NSA representatives on the various shows concerning the new car award books. Send in your completed books as soon as possible so

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Sept. 9.—Secretary Joe Streibich returned from a visit to the Cavalcade of Amusements at the Michigan State Fair, Detroit, and to the Canadian National Exhibition, Toronto. At Detroit, Al Wagner said the Cavalcade plans a SLA benefit at Beaumont, Tex. Canadian members responded well to the Buick award, Streibich reported.

Application of John Perzikas was received here from Harry Shore. Clubroom visitors included Howard Holly, Rinaldo Reinhart, Cliff Wilson, Mel Harris, Roy Barrett and Milton Cohen. Banquet reservation was received from Arnold Maley.

### Ladies' Auxiliary

First meeting of the season will be held October 5.

President Margaret Filograsso returned from a visit with her daughter, Lorraine, and son-in-law, Steve Snider, in Flushing, N. Y. Etta, Tom and Hedda Henderson were Labor Day guests of Elsie and Bob Miller. Mr. and Mrs. Henry Beldon and daughter, Dorothy, left recently for a Wisconsin vacation.

Letters received from Lillian Schofield and Madge Brown. Billie Wasserman and Josephine Glickman, are reported improving after illnesses.

Summer activity books may be forwarded to Carmelita Horan, 11 South LaSalle Street, Suite 1632, Chicago 3. Dues to Elsie Miller, 4215 W. Fifth Avenue, Chicago 24.

### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Sept. 9.—The certificates of appreciation are off the press and will be given members who turn over \$100 to the club either in Century Club tickets, new membership applications or ads for the year book.

George F. Piercy arrived here recently after taking sick on the Thomas Joyland Shows. Letters were received from George Langley, Jimmie Hurd, W. E. (Splinter) Royal, Kenneth H. Garman, Thomas Cunningham, John Blonchi, F. E. Kelly, Floyd E. Gooding, William (Bill) Carsky and William R. Hirsch.

Richard Chaney is in Miami following the close of his cookhouse for the season. Repairs are being made on the clubroom building.

that the office can make up an accurate report for the committee.

Letters were received from Thomas E. Williams, William F. Bayless, Jack Silverman, David Alpert, Edward L. Rockefeller and Bill Powell. Among recent visitors were Harry Rosen, Louis Light, Morris Black, Morris Batsky, Irving Zaitshik, David Solomon, Harry Meyers, Larry Benn, A. J. Merrill, Ben Rosenberg, Charles Rhine, Frank Blatsky, Harry Levine and Lee Lewis.

## BARNIE TASSIELL UNIT SHOWS

Charles County Colored Fair, Marshall Corner, Md.

5 days beginning Wednesday, Sept. 20, ending Sunday, Sept. 24.

St. Mary's County Colored Fair, Loveville, Md.

5 days, beginning Tuesday, Sept. 26, ending Saturday, Sept. 30.

Both of these bona fide fairs sanctioned by the State of Maryland. Plenty of money around, including tobacco money. Pageantry, crowning of queen, contests, glee clubs, fireworks, etc. Then the winter bank roll spot, Brookneal, Va., Annual Tobacco Festival, week of Oct. 2. Don't let size of town fool you. Can place legitimate Concessions of all kinds. Shows of merit. No Girl Shows or Unborn.

P.S.: Can use Bingo Caller and Ride Help of all kinds. Must drive some trailer. This show carries seven minor Rides and five Kiddy Rides. Write, wire this week. Victoria, Va.

## CARNIVALS

### Wanted for Arkansas Fairs

HEBER SPRINGS, ARK., SEPT. 18-23

Write J. T. Edwards, Heber Springs

MURFREESBORO, ARK., SEPT. 21, 22, 23

on the town square

Write Howard Kidd, Murfreesboro

Jimmy Henson, write L. T. Barnes, Hamburg, Ark.

## PIKE COUNTY FAIR WANTS ORGANIZED CARNIVAL

### OR RIDES

SEPTEMBER 21, 22 AND 23

Contact:

HOWARD KIDD, Pres.

MURFREESBORO, ARK.

## WANTED

Agents for 6 Cat and Hanky Panks. Grinder for well-framed Mickey Mouse Circus.

## MIDWAY OF MIRTH SHOWS

Marked Tree, Ark., this week.

## WANTED

Concessions of all kinds. No flats or percentage.

## THIESS UNITED SHOWS

Oswego, Ill., Sept. 12-17.

## BINGO

Have new, attractive Bingo Seats, 120 available balance season for booking.

Write or Wire

### M. A. BEAM

Windber, Pa., full details

Anyone having information whereabouts of

## HAROLD CHASE

Traveling Ford car, license Minnesota 433-779, contact

### M. A. BEAM

Windber, Penna.

## WHITESIDE CONCESSIONS

WANT FOR ALL FAIRS

Agents for Count Stores, Skittles, Wheels and Bingo; Countermen, also Percentage Dealers. Must be sober and reliable. General Concession Help, come on. Bobby Locke, contact Mickey Griffin. All replies:

A. R. "DUTCH" WHITESIDE  
MARION GREATER SHOWS  
Pageland, S. C., this week

## AMERICAN LEGION ANNUAL STREET FAIR

September 27-28-29-30

Rides and Bingo booked. Want Shows, Merchandise Concessions. No exclusives.

All replies: POST COMMANDER  
American Legion Cayuga, Ind.

### JOE CONTI

WANTS GIRLS WANTS

For 2 Shows, also Teller with girls. Percentage and salary. Top salary to girls, bonus each night. Wardrobe furnished and transportation free. Experience unnecessary. Don't write, wire or come on. Contact JOE CONTI, ROSS MANNING SHOWS  
Doriestown, Pa., Fall, this week; next week, Suffolk, Va., Fall.

## HENRY GRONOWSKI

To your advantage end future, contact me where I can call you for permanent position.

### CARNIVAL MANAGER

Hartshorne, Oklahoma

# PENN PREMIER SHOWS

Attention Wanted Immediately Attention

A-1 MECHANIC, ALSO A-1 RIDE SUPERINTENDENT

Must be sober and not lusher and know their jobs. That is the reason for this ad. Red McCee and C. E. Brown no longer connected with this show. RIDE HELP: Can use Men for Merry-Go-Round, Tilt, Octopus, and Men who drive semis. SHOWS: Want Minstrel Show to join at once for 10 of the best Southern Fairs. All who wrote before, wire me, as I tried to contact you. Address all mail and wires to

LLOYD D. SERFASS

PENN PREMIER SHOWS, Troy, N. C., this week; following week the Great Durham, N. C. White Fair.

# W. C. KAUS SHOWS

FAIR FAIR FAIR FAIR FAIR

Heart of the tobacco market fairs of North Carolina

Now booking for Dunn, Durham, Oxford, Roxboro and Edenton, N. C., Tobacco Fairs

Want Ball Games, Bowling Alley, Fish & Duck Ponds, String Games, Pitches, Shooting Galleries, Photos, Hanky Panks of all kinds, reasonable rates. Want Diggers also. Happy Hawkins, contact Willie Lewis. Shows: Fun Houses, Snake Show, Animal Shows, Monkey Show, Side Show or others—low percentage to us. Any Flat Ride that does not conflict with what we have, come and enjoy a good list of fairs. All communications, contact by wire. W. C. KAUS SHOWS, ROCKINGHAM, N. C. RUSS OWENS, MGR.

# Royal American Shows

Want white Polers and Chalkers.

Address WALLACE A. COBB, Trainmaster

Topeka, Kan., this week; Tulsa, Okla., next week.

# CONEY ISLAND EXPOSITION SHOWS

Now booking Concessions for DUNKLIN COUNTY FAIR, Senath, Mo.

7 big days and nights—starting Sept. 25

Will sell exclusive on Bingo, Custard. Also can place Penny Arcade, Penny Pitch, Glass Pitch, Gold Fish, Fish Pond, Duck Pond, 6 Cats, Skillo, Rollovers and Razzle. We carry 8 major Rides and will book any not conflicting. SHOWS: Have opening and good proposition for party with own equipment for Girl Show, or we will furnish you the equipment if you furnish the girls and wardrobe. Also will book any other Shows with own equipment. Cheap percentage. We have the cream of the cotton country and will be out through November. Contact MANAGER, CONEY ISLAND SHOWS, Malden Fair and Livestock Show, Malden, Mo., all this week.

# MAGIC CITY SHOWS

Want legitimate Concessions of all kinds for solid route of Celebrations and Fairs in Georgia and Florida until Dec. 1. SHOWS: Can place any Shows of merit with own equipment. Can use Girl Show with girls. RIDES: Will book or lease Rollover, Chairplane, Octopus and Kiddie Rides. Bill Jones, contact. Good proposition for Wheel Man. Henry Sanders, answer. All replies: This week, Tobacco Festival, Chatsworth, Ga. O. O. "BUD" POINT, MGR.; HENRY WILSON, BUS. MGR.

P.S.: Can use Agents for office-owned Stores. Danny Festa, Salami Sam, come on.

BUTLER, MO., FAIR, THIS WEEK; WEBB CITY, MO., FALL STREET FESTIVAL, SEPT. 18-23; AURORA, MO., TRI-COUNTY FREE FAIR, SEPT. 25-30.

Want legitimate Concessions of all kinds, Shows that can set on streets, major Ride for Aurora, Mo., Fair. Wire

F. C. BOGLE SHOWS, INC.  
BUTLER, MO.

# ORANGE STATE SHOWS

WANT FOR WAKE FOREST, N. C., WEEK OF SEPTEMBER 11

COLLEGE OPENS, SEVEN THOUSAND STUDENTS.

Can use one or more Rides with Shows with own equipment. Concessions—Cook House, Popcorn, Apples, Bingo, and Concessions of all kinds. Bob Nallock, wire me. Wire or write

LEO BISTANY

# YAGER'S UNITED ATTRACTIONS

WANT

Bingo Counter-men, Concessions, Clothes Pins, Coko Bottle, Snowball, Cook House, Seale and Age, Hoopla, Cork Gallery, Ball Games. Shows with own outfits, come on. Ride Help and Truck Drivers.

Out till December 15.

St. Genevieve, Missouri, September 11 to 17; then as per route.

# Pasadena, Texas, Live Stock Show and Rodeo

OCT. 23-OCT. 29

Sponsored by Chamber of Commerce. EXPECTED ATTENDANCE 100,000-200,000. Independent Midway with 13 Rides and 6 Shows. Can use any clean Show or Concession not conflicting. Already sold 30,000 ADVANCE TICKETS in 15 days. Pasadena is totally within city limits of fabulous HOUSTON, TEXAS, with 600,000 population. Advertising includes 24 sheet boards, 6 sheet boards, 3 sheet boards, radio and newspapers, movie trailers, bus cards, window cards and giant Western wedding on midway. Write for information sheet and bookings. PASADENA LIVE STOCK SHOW & RODEO (Sister City to Houston) Pasadena, Texas P. O. Box 100

## ★ ★ ★ ★ LONE STAR SHOWS ★ ★ ★ ★

W. Barry Secretary  
Myrtle McSpadden Treasurer



L. E. McSpadden Manager

THIS IS IT. COME AND GET IT. YOUR WINTER BANKROLL

For our long list of Fairs starting with Perry County Fair, Linden, Tenn., Sept. 18-23; Decatur County Fair, Decaturville, Tenn., Sept. 25-30; Northwest Georgia Fair, Cedartown, Ga., Oct. 1-8, including Sunday, followed by Fairs in Butler, Buena Vista, Ga., and 12 more to follow in Georgia and Florida.

**WANT**  
Hanky Panks of all kinds. No X. On account of disappointment can use first-class Cookhouse or Sidown Grab for our circuit of fairs. Will book Derby Racer, Rat Game, Long Range Gallery, Mug Joint, Waffles and French Fries. Will give Diggers a good proposition. RIDES: Any Ride not conflicting with the 10 we now have. Will book Little Dipper, Pony Ride or Motordrome. SHOWS: If you have your own equipment, can use at once Jig Show, Monkey Show, Glass House, Fun House, Animal Show and Posing Show. RIDE HELP: Wanted at once First and Second Men on all Rides. If you can stay sober and drive semi, you can have all winter's work for this show, will positively stay out all winter. Best of wages and treatment and bonus if you finish out the season. Can use useful Help in all departments. Have 120-ft. Side Show complete. What have you to put in it? Wire, phone or write for space for our Southern Fairs.

J. R. McSPADEN This week, Central City, Ky.; then as per route.

P.S.: Joanne Barron wants Girls for Girl Show, \$50.00 per week, rain or shine. Wally White wants Side Show People, Freaks to feature and can use any Novelty Act. Dutch Wilson wants Count Store, Blower and Wheel Agents. Can use 2 good Counter Men for Bingo.

# GOLD MEDAL SHOWS

WANTED—Ride Help, Foremen for all rides, Octopus, Chair-plane, Kiddie Rides, Caterpillar and Merry-Go-Round.

SHOWS—Glass House, Grind Shows with own equipment.

CONCESSIONS—Slum Concessions. Can use a few more Grind Stores. People who join now given preference at Cherokee Indian Fair. That is the big one, get in on it now.

All answer JOHNNY J. DENTON

GOLD MEDAL SHOWS, Fayetteville, Tenn., Fair, this week; Cleveland, Tenn., next week.

# Graceland Greater Shows

WANT WANT WANT

DRESDEN FAIR, DRESDEN, TENN., SEPT. 13-16; LEXINGTON COLORED FAIR, LEXINGTON, TENN., SEPT. 18-23; CHESTER COUNTY FAIR, HENDERSON, TENN., SEPT. 25-30.

Watch Next Week's Billboard for Our Three Outstanding Alabama Fairs

CONCESSIONS

Bingo, Diggers, Photos, Popcorn, Floss, Snow, Ball Games, Fish and Duck Ponds, Long and Short Range, Pan and Rat Games, Cigarette Gallery, Darts, Age and Weight, Bumper, Jewelry, Slum Spindle, "X" on American Palmistry, Penny Pitch, Glass Pitch, Novelties and Hoop-La. All P.C. open.

SHOWS

Jig Show, good proposition; Snake, Monkey, 5 or 10-in-1, or any Pit or Grind Show with own equipment. Can place Motordrome. (Art Fay, contact.)

RIDES

Octopus, Tilt or any Ride not conflicting. Lou Cutler, wire.

CAN PLACE HIGH FREE ACT FOR BALANCE OF SEASON

FRONT END OPEN TO RELIABLE PARTY

All address HARRY ALKON

Graceland Greater Shows, Dresden, Tenn., Fair, this week.

# JOYLAND MIDWAY ATTRACTIONS

WANT WANT WANT

## FALL FESTIVAL

Oct. 3rd to 8th, Show Grounds, 8 Mile & Vanddyke, New Location.

Get your winter bank roll here—everybody working

Want Ball Games, Fish Pond, Balloon Darts, Over 12, Mock Pitch, Short and Long Range Lead Galleries, Hanky Panks of all kinds. Can place neat Bingo, also Cook House or Crab Joint. Rides not conflicting with what we have. Want sensational High Act. Wire, write

ROSCOE T. WADE

16845 LINDSAY, DETROIT 35, MICHIGAN

Phone: VErmont 5-5232

# C. A. STEPHENS SHOWS

Can place for fairs to go: Sparta, Ga.; Conyers, Ga.; Live Oak, Fla.; Metter, Ga.; Thomson, Ga.; Hawkinsville, Ga.; Vidalia, Ga.; Baxley, Ga.; Homerville, Ga.; St. Augustine, Fla.

Thanksgiving week.

CONCESSIONS: Photos, Custard, Novelties, Jewelry, Striker, Pronto Pops, Ice Cream Dips, Hat Bands, Hoop-La, Coko Rack. RIDES: Kiddie Swings, Rolloplaine, Joa Duncan can place Octopus Help. Chas. Wooten, call me here at Dublin. SHOWS: Baby Show, Monkey, Wild Life, Trained Animal, Snake, or will book good Jig Show with own equipment. Side Show. We have tops, banners and barge lines for Side Show and Snake Show.

Address DUBLIN, GA., THIS WEEK.

Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

# Flashbacks

## 25 Years Ago

Bert Snow, Portland, Ore., announced his purchase of the Cullen Animal Show. . . . Reorganization of Central West Virginia Fair Association, Clarksburg, was made necessary owing to the death of Sherman C. Denham, manager. Edward B. Deison was named president, and Bernard C. Hess, secretary-treasurer, succeeding C. Earl Israel, resigned. . . . Howard Peters framed a freak show and opened it on the midway at Myers Lake Park, Canton, O. . . . Alice Brown and Jack Mack joined the water circus on the Rubin & Cherry Shows, the former as performer and the latter as ticket seller. . . . John Grady, banner man, joined Gollmar Bros.' Circus. . . . Four Ortons were scheduled to play Rutland (Vt.) Fair and Brockton (Mass.) Fair. Staff of the Kortes & McKay World Museum included J. C. Bigelow, treasurer; T. Faulkendorf, secretary; Will A. Smith, advertising agent; Thomas Heaney, general agent; H. Faulkendorf, transportation master; Mike Doyle, musical director; Frank Forest, lecturer, and C. E. Rice, electrician. . . . Clarence Hartley joined the Musical Grays at Hoxie, Ark. . . . Manitowoc County Fair, Manitowoc, Wis., closed a successful run under the supervision of Secretary F. C. Borchardt Jr. . . . Frederick Halthwaite, managing di-

rector of the Park Amusement Company, Ltd., Leeds, England, was visiting amusement parks in the Middle West. . . . Joining the Clarence A. Wortham World Best Shows at Brookfield, Mo., were Reckless Bob Vernon's Motordrome and Constance Marvin and Dorothy Owens, water show performers.

Edith Walton was doing comedy riding with the Frank J. McIntyre Circus. . . . The Lind brothers sold their circus property to play West Coast vaudeville, doing an unsupported ladder act. . . . United Concert Artists announced the booking of a string of Canadian fairs. . . . Plans were announced for construction of an amusement park near New Kensington, Pa., by Melwood Amusement Company, headed by W. G. Kenney, president; James S. Murray, vice-president; Samuel Heister, secretary, and Dr. J. S. Mains, treasurer.

## 10 Years Ago

E. E. Staats, vet circus man, announced that he would take to the road in 1941 with a two-riding circus to be known as Staats Bros. & Owen Combined Shows. . . . The Clarks, flying trapeze, played San Joaquin County Fair, Stockton, Calif., along with Hagenbeck-Wallace elephants presented by Cheerful Gardner. . . . Tom Mix, film cowboy, played a successful engagement at Hamid's Million-Dollar Pier, Atlantic City. . . . Joining Lawrence Greater Shows in Flemington, N. J., was Frank Joseph with a Rolloplane. . . . Chester Bobo Barnett, after finishing the B circuit of Western Canadian fairs, played a thrill show and rodeo at Soldier Field, Chicago. Earl Shipley worked the come-in with him. . . . Total gate receipts for Ohio State Fair, Columbus, were announced by Manager Win H. Kinman at \$92,000, about \$8,000 short of the 1949 total. . . . At the fifth annual convention of the Pennsylvania Amusement Parks Association at Conneaut Lake Park, Conneaut Lake, Pa., F. W. A. Moeller, of Waldemar Beach Park, Erie, was elected president, succeeding E. E. Foehl, Willow Grove Park, Philadelphia. . . . Billy (Bozo) Mack took over publicity duties for the Royal American Shows in Canada when Sam Stratton resigned to assume promotional duties for John Barrymore. . . . Visiting Cole Bros. Circus at Perth Amboy, N. J., August 16 were Bert Cole, banner solicitor and announcer of Hagenbeck-Wallace; Mrs. Bert (Juanita) Cole, ex-performer, and Walter L. Main, of Walter Main Circus note. . . . Montgomery County Fair, Dayton, O., September 2-5, had a gate of 62,563, only 437 below the banner year of 1937. . . . Following the Labor Day night close, Edward L. Schott, president and general manager of Coney Island, Cincinnati, was host to performers in free acts at a buffet lunch. Among performers and their helpers at the party were, representing the Flying Comets, Harold and Gracie Genders, Elden Day, Carl and Dorothy Durbin, and Louis Probasco;

representing the Great Peters, Aloys and Catherine Peters and Emile Paro; representing the Peaches Sky Revue, Peaches O'Neill, Dorris Martin, Peggy Hale, Dora Eldrege, Betty Romo, Mary Neneth, Jimmie Hannon and Reuben Masters. Coney representatives included Al Ehrman, park electrician; Ralph Wachs, park manager; Robert F. Slayman, promotion manager; Hoyt Moore, Frank Sommers, Robert Cooper and Pete Gilbert.

## BETHANY HITS HIGH

(Continued from page 69)

Martin and E. D. McCrary had a larger line-up of rides, shows and concessions than last year. New liberal arts building had an overflow of exhibits. Livestock and other exhibits were larger than previously and altho additional space was added this year, some exhibitors had to be turned away. The Budweiser 12-horse hitch appeared with the grandstand shows.

## CARNIVAL ROUTES

(Continued from page 62)

Cumberland Valley: (Fair) Sparks, Tenn.; (Fair) Manchester 18-23.  
 Dan-Louis: Letchfield, Ky.; Irvington 18-23.  
 Davis Am. Co.: (Fair) La Grange, Ore., 14-18  
 Delta Am. Co.: Eden, Miss.  
 Dickson: Prentiss, N. C.; Sharpsburg 18-23.  
 Dixie Expo: Kernersville, N. C.; (Fair) King 18-23.  
 Dobson's United: Cumberland, Wis.  
 Downs River Am. Co.: River Rouge, Mich., 18-24.  
 Drew Am. (Fair) Akron, Ind.; Edinburg 18-23.  
 Drew, James H.: Middleport, O.; (Fair) West Liberty, Ky., 18-23.  
 Dudley, D. B.: Childers, Tex.  
 Dyer's Greater: Thayer, Mo.; West Helena, Ark., 18-23.  
 Eddy Bros.: Uniontown, Pa.  
 Evans United: Smithville, Mo.; Concordia 19-23.  
 Fair Am. Co.: Chadron, N. C.  
 Fairs United: Alton, Ill.; Blytheville, Ark., 18-23.  
 Fleming, Mad Cody: (Fair) Jasper, Ga.; (Fair) Cumming 18-23.  
 Francis, John: Normal-Bloomington, Ill.  
 Franklin, Don, No. 1: Ennis, Tex.; (Fair) Ould Mill, Tex., 20-23.  
 Franklin, Don, No. 2: (Fair) Rising Star, Tex.; (Fair) Brenham 20-23.  
 Gattis Am. Co.: Wewoka, Okla.  
 Gayland Am.: Wakarusa, Ind.  
 G. & B. Rides: Clendenin, W. Va.  
 Gem City: (Fair) Atsaha, Ala.; (Fair) Columbus, Miss., 18-23.  
 Gentsch, J. A.: Shaw, Miss.  
 Gifford's (Fair) Hobart, Okla.; (Fair) Manum 20-23.  
 Gold Bond: Peru, Ill.; Rockford 19-23.  
 Good Mill: (Fair) Fayetteville, Tenn.; Cleveland 18-23.  
 Oodding Am. Co., No. 1: (Fair) Louisville, Ky.  
 Oodding Am. Co., No. 2: (Fair) Sidney, O.  
 Oodding Am. Co., No. 3: (Fair) Norwalk, O.  
 Oodding Am. Co., No. 4: (Fair) Bellville, O.  
 Oodding Am. Co., No. 5: (Fair) Cadiz, O.  
 Oodding American Expo: (Fair) Montpelier, O.  
 Oodding Greater: (Fair) Saginaw, Mich.  
 Greater Midway: Prentiss, N. C.  
 Gooding Park Attrs.: (Fair) Carthage, Clinchfield, Tenn., 20-23.  
 Graceland Greater: (Fair) Dresden, Tenn.; (Fair) Lexington 18-23.  
 Grady, Kellie: Russellville, Ala.; (Fair) Fulton, Miss., 18-23.  
 Grand Am.: (Fair) Carrollton, Mo., 11-14; Columbia 18-23.  
 Grants State: Acton, Me., 13-16.  
 Grater Rainbow: Washington, Kan.  
 Griggs Greater: (Fair) Bristow, Okla.  
 Groves Greater: Seaside, Miss.  
 Gulf Coast: Ironton, Mo.; Charleston 18-23.  
 Hagenbeck's Rides: Weir, Kan.; (Fair) Kincaid 22-24.  
 Hale's: Humboldt, Neb., 13-15.  
 Hames Bill: Tyler, Tex.; Amarillo 18-23.  
 Hanning, Morris: (Fair) Elisabethtown, Pa.; (Fair) Gratz 19-23.  
 Happy Attrs.: (Fair) Wooster, O.; (Fair) Ashland 19-23.  
 Happily: (Fair) Allegan, Mich.  
 Harrison Greater: Bethel, N. C.; (Fair) Angler 18-23.  
 Harry's Greater: Pearisburg, Va.; Madison, N. C., 18-23.  
 Hayes & Flynn: Lexington Park, Md.; Richmond, Va., 20-23.  
 Heat of Texas: Stillwater, Okla.  
 Henson, J. L.: Hamburg, Ark., 18-23.  
 Heth, L. J.: (Fair) Lebanon, Tenn.; (Fair) Boatsboro, Ala., 18-23.  
 Hiawatha: East Jordan, Mich.; Ferrington 21-23.  
 Home State: Plainview, Minn., 11-13; (Fair) La Center 14-17.  
 Hoosier State: Batesville, Ind.  
 Hottle, Buff: (Fair) Pontotoc, Miss.  
 Imperial: Virden, Ill.; Ashland 20-23.  
 Imperial Expo: Spencer, Ia.  
 Imperial Expo: Tacoma, Wash.  
 Interstate: Covington, Tenn.  
 J. & B.: Lexington Park, Md.  
 Johnny's United: Centerville, Tenn.  
 Johnny's: (Fair) Barboursville, W. Va.; Jones, Johnny J.: (Fair) Knoxville, Tenn.; (Fair) Chattanooga 18-23.  
 Jones United: Martin, S. D.  
 Kaus, W. C.: Rockingham, N. C.  
 Klie, Floyd O.: (Fair) Mens, Ark.  
 Klineden Co.: Moultrie, Ga.  
 Krause Am.: Philadelphia, Pa.  
 Lane, Sammy: (Fair) Cole Camp, Mo.  
 Lawrence Greater: Lynchburg, Va.; Mt. Airy, N. C., 18-23.  
 Lee United: Battle Creek, Mich.; Portland 20-23.

Lone Star: Central City, Ky.; (Fair) Linden, Tenn., 18-23.  
 Louler Am.: Sophia, W. Va.  
 Magic City: Chatsworth, Ga.  
 Magic Empire: Booneville, Miss.; Greenville 18-23.  
 Maine Am.: (Fair) Cherryfield, Me.  
 Manning, Ross: (Fair) Doylestown, Pa.; (Fair) Suffolk, Va., 19-23.  
 Marlon Greater: (Fair) Pageland, S. C.  
 Marks, John E.: Burlington, N. C.  
 Mattie, Paul: Phoenix, N. Y.  
 Merry Midway: Trezevant, Tenn.; Gleason 19-23.  
 Merrilan's Midway: (Fair) Wayne, Neb., 13-16; Iowa Falls, Ia., 18-20; Perry 21-23.  
 Midway Expo: (Fair) Holdenville, Okla., 12-15.  
 Midway of Mirth: Marked Tree, Ark.; Monette 18-23.  
 Mighty Page: Martinsville, Va.  
 Mignoth, Cury: Mound Bayou, Miss.  
 Model: Audubon, Ia.; Neosho, Mo., 18-23.  
 Moore's Modern: (Fair) Shawneetown, Ill.; (Fair) Harrisburg, Ark., 19-23.  
 Motor State: Trenton, Tenn.  
 Mound City, No. 1: Fayette, Mo., and Stamp, Ark.  
 Mound City, No. 2: Star City, Ark.  
 Mountain States: Iberia, Mo.  
 Myers: Murfreesboro, Tenn.  
 Messler's: Trenton, Tenn.  
 Nelson, George W.: Woolstock, Ia., 15-16.  
 Northern: (Fair) Hammond, N. Y.  
 Northwest Expo: Worley, Idaho, 15-17; Rockford, Wash., 22-24.  
 Oklahoma Expo: Hoffman, Okla., 14-16.  
 Page Bros.: (Fair) Springfield, Tenn.  
 Palmetto: Turberville, S. C.  
 Pan-American Am.: Monterey Park, Calif.  
 Paul's Am.: Sallisaw, Okla.; Ozark, Ark., 18-23.  
 Peck Am. Co.: Louisville, Miss.; Lexington 18-23.  
 Peoria Celebration Am.: Glasgow, Va.  
 Penn Premier: (Fair) Troy, N. C.; (Fair) Durham 18-23.  
 Pioneer: McClure, Pa.  
 Pioneer Expo: Laguna, N. M.  
 Playland: Taylor Center, Mich.  
 Poulson Expo: Mt. Vernon, O.; (Fair) Dover 19-23.  
 Poveison Greater: Marysville, O.; (Fair) Dover 19-23.  
 Prell's Broadway: (Fair) Covington, Va.; (Fair) Elizabeth City, N. C., 15-23.  
 Prell's World's Fair: (Fair) Rutherfordton, N. C.  
 Raines Am.: (Fair) Berryville, Ark.; (Fair) DeQueen 18-22.  
 Reid, King: South Paris, Me.  
 Rose City: (Fair) Bridgeport, Tex.; (Fair) Lewisville 18-23.  
 Royal American: (Fair) Topeka, Kan.; (Fair) Tulsa, Okla., 17-21.  
 Royal Crown: Dyersburg, Tenn.; Florence, Ala., 18-23.  
 Royal Expo: (Fair) Eatonton, Ga.; Sylvania 18-23.  
 Royal Midwest: (Fair) Greenup, Ky., 14-16; (Fair) Owingsville 20-23.  
 Schafer's Just for Fun: (Fair) Ardmore, Okla.  
 Shan Bros.: (Fair) Oakesville, O.; (Fair) Elberton 18-23.  
 Shugart, Doc & Son: (Fair) Madill, Okla.  
 Siebrand Bros.: (Fair) Blackfoot, Idaho.  
 Silver Slipper: (Fair) Gainesboro, Tenn.  
 Smith, George Clyde: (Fair) Pinesdale, Va.; (Fair) Farmville 18-23.  
 Smith's Funland: Petersburg-W. Va., 13-16.  
 Snapp Greater: Hannibal, Mo.  
 Southern Valley: (Fair) Arkadelphia, Ark.; (Fair) Cauthatta, La., 18-23.  
 Sparks, J. A.: (Fair) Woodbury, Tenn.; (Fair) Pikeville 18-23.  
 Standard: Rushville, Neb., 14-16.  
 Bradley, W. L.: (Fair) Beaver, Okla.; (Fair) Alva 18-23.  
 Star Am. Co.: Truman, Ark.; (Fair) Marion 18-23.  
 State Fair: (Fair) Eads, Colo., 14-17.  
 Stephens, C. A.: Dublin, Ga.  
 Stephen's: Queen City, Mo., 14-16.  
 Strates, James E.: (Fair) York, Pa.; (Fair) Shelby, N. C., 18-23.  
 Sunset Am. Co.: (Fair) Cape Girardeau, Mo.; (Fair) Kennett 18-23.  
 Tansell, Barney: Victoria, Va.  
 Tatham Bros.: (Fair) Odell, Ill.; Dismark 19-22.  
 Texas: Beville, Tex.  
 Thomas Joyline: Nelsonville, O.  
 Tidwell, T. J.: Shamrock, Tex.; Loveland 18-23.  
 Tim's United: (Fair) Cottonwood, Idaho; Orofino 19-24.  
 Tinsley, Johnny T.: Rome, Ga.; (Fair) Griffin 18-23.  
 Tip Top: Stanley, Wis., 14-17.  
 Tivoli Expo: (Fair) Camden, Ark.; (Fair) Magnolia 18-23.  
 Turner Bros.: East Prairie, Mo.; (Fair) Dexter 18-23.  
 Twin City: (Fair) Salem, Ark.; (Fair) Mt. Ida 18-23.  
 United Expo: Idabel, Okla., 11-18; Texarkana, Tex., 14-23.  
 United States: Hickory, N. C.  
 Veterans United: (Fair) Waterloo, Neb., 13-16; (Fair) Dearfield 18-21.  
 Victory Expo: Frederick, Okla.  
 Virginia Greater: (Fair) West Point, Va.; (Fair) Spring Hope, N. C., 18-23.  
 Vivona Bros.: Rutherfordton, N. C.  
 Vogt's Southern: Franklin, Tex.  
 Volunteer: (Fair) Murfreesboro, Tenn.  
 Wade, W. G., No. 1: (Fair) Harrison, Mich.; (Fair) Ludington 19-23.  
 Wade, W. G., No. 2: (Fair) Coldwater, Mich.; (Fair) Bourbon, Ind., 19-23.  
 Wake Bros.: (Fair) Renfrew, Ont., Can.; (Fair) Lindsay 18-23.  
 Wallace Bros.: Murray, Ky.  
 Wallace, L. K.: Lovington, Va.  
 Wallace & Murray: (Fair) Jasper, Tenn.  
 West Coast: (Fair) San Jose, Calif.; (Fair) Madras 21-24.  
 Williams, Ray: Wakarusa, Ind.  
 Wilson Famous: Norton, Ill.; Bloomington 19-23.  
 Wise Wonderland: (Fair) Robersonville, N. C.  
 Wolf Greater: (Fair) Fairmont, Minn., 14-17; (Fair) Branta 21-23.  
 Wolfe Am. Whittaker, N. C.; Nashville 18-23.  
 World of Mirth: (Fair) Brockton, Mass.  
 World of Pleasure: Auburn, Ind.  
 Yager United: St. Genevieve, Mo.  
 Young, Monte: Salt Lake City, Utah.

## AMERICAN LEGION PARK

CAMP STEWART, HINESVILLE, GEORGIA  
 20,000 soldiers—10,000 civilian workers.  
 This is a permanent park. Five-year lease.  
 Want Bingo, Penny Arcade, 2 Ball Games, Cookhouse and Grab that can comply with health regulations. Long and Short Range Galleries, Snow Cone, Popcorn, Candy Apples, Mug and all Stock Concessions that work for Hot, Bar and Rat Games, must have Stock Concessions.  
 RIDES: Will book Spitfire, Tilt, Flyplane, Kiddie Auto, Pony Ride. All others booked.  
 Address: MANAGER  
 American Legion Park Hinesville, Ga.  
 P.S.: "Bingo" Bill Jones, get in touch at once.

## FOR SALE OR LEASE STATE FAIR SHOWS

One 7-Tub Tilt-a-whirl; two INC. K7 Tractors; two Semi Trailers, \$4500.00, one Gruner Mix-Up, 1946 model, 72 H. Semi Trailer, \$1000.00; one Oak Fun House on 24 ft. Semi Trailer, \$500.00. Will lease this Show complete with five Rides, three Shows, Wire, Office, or will sell. Everything complete. Good deal for balance of this and next season. Possession now.  
 Wire or come on—NO PHONE CALLS  
 C. A. GOREE  
 Eads, Colorado

## ATTENTION RIDE HELP WANTED

Wheel, Octopus and Kid Ride Foremen. Orville Scott, Harold Swank, Floyd Miller, Robert Britton, James Edward Fisher (electrician), contact. No ups and downs, as this show opens permanently October 15 at a Southern army camp. Wanted—Legitimate Concessions of all kinds. Wire CARNIVAL MANAGER  
 Harshorne, Oklahoma, this week

## FAIRS FAIRS FAIRS DIXIE EXPOSITION SHOWS

Want for Lions' Club Festival, Kernersville, N. C., week Sept. 11; first show in 3 years. Stokes County Fair, King, N. C., week Sept. 18; Alexander County Fair, Taylorsville, N. C., week Sept. 25; Hoke County Fair, Reelfoot, N. C., week Oct. 2. 8 more to follow.  
 Can place Bingo that works for sock (Ted Cole, contact), Novelties, Photo, High Striker, Penny Arcade, Pitch-Tilt-You-Win, Bumper, Fish or Duck Pond, Ball Games. Open midway Kiddie Ride, Free or any other shows. Rides: Rolloplane, Kiddie Auto, Train or Show, Animal Show, Freak or any other. Rides: Rolloplane, Kiddie Auto, Train or Show. Want one more Free or any other. Rides: Rolloplane, Kiddie Auto, Train or Show. P.S.: Doc Allen and Wilbur Peoples, get in touch with Sam Swain.

## IDON FRANKLIN SHOWS #2 UNIT

WANTS FOR SIX CONSECUTIVE FAIRS—ALL TEXAS: WASHINGTON COUNTY FAIR, BRENHAM, 20-23; COLEMAN COUNTY FAIR, COLEMAN, 24-26; FAYETTE COUNTY FAIR, LA GRANGE, OCT. 4-7; AUSTIN COUNTY FAIR, BELLEVILLE, OCT. 18-19; WEST FAIR AND RODEO, WEST, TEX., OCT. 18-21; HAYS COUNTY FAIR, SAN MARCUS, OCT. 23-26. AND A LONG SEASON IN SOUTHERN TEXAS.  
 CONCESSIONS—Want legitimate Concessions of all kinds, Custard, Ball Games, Hi-Striker, Hoop-La or any 10r and 25r Stum Concessions. HELP—Need A-1 Ferris Wheel Foreman and Second Man for all Rides, Concessionaires, Operators and other Agents. RIDES—Major Rides, please contact. Can use Little Dipper, Roll-a-Plane, Octopus, Looper, Fire-Plane, Chairplane. SHOWS—Can use two more small Grand Shows.  
 All replies to Gus Tucker, Mgr., Eastland Co. Fair Grounds, Rising Star, Texas

## Outdoor Rollery OK Pending New Indpls. Building

INDIANAPOLIS, Sept. 9. — An outdoor skating rink at 2034 Hillside Avenue here will be permitted to continue operation until a permanent building is erected on the site later this year, the Board of Public Safety ruled Monday (5).

Neighbors had complained of noise from the place and asked that it be closed. M. L. Taylor, of Shelbyville, Ind., owner of the rink, agreed to start construction of an approved type building about November 1 and promised full co-operation in eliminating, as far as possible, objections of residents to its present operation.

A delegation of more than 30 Negro residents appealed to the board to permit the rink to continue. They said it was one of the few recreation spots open to their children. Sterling A. James, president of the Federation of Associated Clubs, representing about 6,000 Negro residents said his group would assist in preventing the rink from being a nuisance to neighbors. The new rink will be built at an estimated cost of \$40,000.

### RINK MANAGER

AVAILABLE SEPT. 15

Prefer large rink to be operated on a high plane. Will manage, operate or lease. Will work on salary, percentage. Age 42. 15 years' experience managing and professional.

#### CHARLIE WOMBLE

Bowling Green, Virginia

### SKATE CASES AT A NEW LOW

\* STEEL CASES (Metal Over Wood) — Assorted color combinations. Finest made. \$29.44 doz. Sample, \$2.47.  
\* ALL ALUMINUM CASES — "The Featherweight Champions." Light, sturdy with satin finish. Former OPA ceiling, \$4.50. NOW, \$33.00 Doz. Sample \$2.75.

L. PRODUCTS Chicago 24, Ill.  
7019 Glenwood St.  
Distributors of Heister Products, Skating Rhythm Records, Champ Brakes, Pro Yeh Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, B-Z Roll Wheels, Laces, Stickers, etc.

Write for Price List

### GILASH ROLLER OUTFITS

on Chicago Skates

\$10.50 Immediate delivery

GEORGE GILLIS SHOE CORPORATION  
Fitchburg, Mass.

### PORTABLE SKATING RINK BUILDING

50x132, Seymour, Ind. \$2,000  
50x110 Tent Rink, complete, new location, Princeton, Ky. 3,000  
30x50 Tent Rink, complete, Trailer, Skate Room, Seabee, Ky. 3,000  
30x60 Tent Rink, complete, Trailer Skate Room, Warsaw, Ky. 3,800

#### ROLLARENA CORP.

618 Locust St. Evansville, Ind.

### SAFETY FLOOR PRESERVER

For Roller Skating Rinks. Easy to apply. Easy to keep clean. No Slip — No Dust — It's Plasticized.  
C. W. Beasled and Company  
1100 Summit Pl.  
Utica 3, N. Y.

### BEST BUILT RINKS

Largest manufacturer of complete Portable Rinks and interchangeable sectional Maple Floors. There will be no new Portable Skating Rinks next spring, buy now. New complete 40x100 ft. Portable Rink at present low price or wait until next year and pay double for a used worn out rink. Write for full particulars, or come in and see.

#### GOLD'S PORTABLE RINKS CO.

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## New Bayonne Relights Sept. 14; AOW Execs Report It a Beauty

ELIZABETH, N. J., Sept. 9. — "The most beautiful rink in America" is the label that has been hung on Boulevard Arena, Bayonne, N. J., by people who have made an advance inspection of the remodeled building in the America on Wheels chain of rinks, company officials said at AOW headquarters here this week in announcing the September 14 reopening of the Bayonne skater.

Closed since the end of June to undergo extensive remodeling, the rink has undergone a complete redecoration, starting with a new aluminum front. The organ has been shifted from the second floor location over the lobby to one of a pair of stages that have been erected at the far end of the rink. The stages, AOW General Manager William Schmitz reports, rival in beauty those of the most expensive night clubs.

Another new feature is a sparkling glass cloth ceiling to replace the old one which had been described as drab. In addition to its beauty, the new ceiling has the advantage of being fire-proof. Color and lighting have also been used to bring about dramatic and effective beauty. Side

walls are said to be elegantly decorated and shown off by indirect cove lighting.

Boulevard will resume its full fall schedule following the opening. It will operate nightly, except Mondays, from 7:30 to 11. It's Saturday "baby sitting" matinees will be resumed. Under this plan many parents bring their children to the rink at noon Saturdays and leave them there until 5 p.m., well supervised and entertained. This enables parents to accomplish shopping and other chores with the peace of mind that their children are under supervision.

Matinees will also be held Sundays and holidays, and special parties will be held thruout the year on important holidays.

## Mineola Shuttters For 12 Nights To Prep Fall Season

MINEOLA, N. Y., Sept. 9. — Earl Van Horn's Mineola Roller Rink closed Friday (8) for alterations and to prepare for the scheduled September 20 opening, to feature skating exhibitions by national champions and a souvenir program. During the summer the rink operated on Wednesday, Thursday and Friday nights.

The grand opening kicks off the fall-winter schedule of nightly sessions, except Mondays, and Saturday, Sunday and holiday matinees. Saturday Morning Club sessions for children, carrying a 25-cent charge, including admission and skates, begin September 23. These sessions feature special dance numbers to the music of organist Bobbie Weeden.

Gladys and George Werner and Louise Campbell, Mineola pros, will be in charge of Sunday morning dance and figure classes from 11:30 to 2 p.m., starting September 24. The Werners also will have charge of Tuesday and Wednesday evening classes starting September 26 and 27, which tee off with instruction in the 14-step, chicken scratch, straight waltz and dance fundamentals.

## Homecoming Celebrates Opens Det. Arena

DETROIT, Sept. 9. — Homecoming Celebration at Arena Gardens was the big news in local roller skating the past week, marking the grand opening of the pioneer rink under the owner-management of Fred A. Martin and Earl King for the first time.

Victor J. Brown, of New Dreamland Rink, Newark, N. J., and past president of the Roller Skating Rink Operators' Association (ASRJA), attended the opening, as did numerous other skating celebrities, who were introduced during the three nights of celebration.

Nancy Lee Parker, senior ladies' champion, gave an exhibition Saturday night (2), with Martin serving as master of ceremonies. On Sunday night, the exhibition event was given by Nancy Kromis and Billy Pate, and on Monday, by Patsy Martino.

The rink, which also houses the RSROA headquarters, has been refurbished for the fall opening.

## Connersville Gets Alexander Rollery

CONNERSVILLE, Ind., Sept. 9. — Dr. Horace Alexander is building a 60 by 100-foot rink here which is expected to open in late November under the management of Dr. Alexander's son and daughter.

Construction is of concrete block with glass windows. A restaurant will be included, along with a private dining room. Murals done in oil will supply interior decorations. The floor, of maple and pecan, has been bought from Gold's Portable Rinks Company, Longview, Tex.

READING, Pa., Sept. 9. — Officials of the Reading Fair last week said that when the annual gets under way September 10 for its eight-day run that the fairgrounds roller rink will be used for skating and youth activities. Heretofore it has been used to house a quiz show during fair week.

## LARGE EASTERN R.S.R.O.A. RINK WANTS

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## Workmen Toss Clinkers Into P. H. Schedule

CINCINNATI, Sept. 9. — Because of delays in construction, the Lou Meyer-operated Price Hill Roller Rink here, currently undergoing expansion, will probably not open until late October, Manager C. V. (Cap) Seferino said this week. While most of the structural work is now completed, delays in the construction schedule forced officials to postpone the date for extending maple flooring into the new area.

The remodeling job adds 70 feet of concrete block to the building's length to give the rink an over-all footage of 60 by 165. Included in the \$30,000 project is a new ladies' rest room, larger skate room and greater checking facilities.

The suburban rollery, formerly a Knights of Columbus building which was remodeled by Meyer, a contractor, opened January 3, 1950, and reported an excellent season up to its early June shuttering for the remodeling project. In that span the rink attracted more than 20,000 patrons and was forced to turn many away because of cramped facilities. With the additional skating space officials look forward to an even bigger 1950-'51 season.

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(Continued on page 86)

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With Matching Gold Plated Link Expansion Band, \$1.00 Add'l.  
Above prices for orders of 4 or more watches, \$1 ea. extra on orders under 4. 25% with order, balance C. O. D.

**DUNHALL IMPORTS Co.**  
101 CEDAR ST., N. Y. 6, N. Y.

**20 New Art Studies**  
FULL COLOR



**MILD CIGARETTE VIEWER**

THIS IS AN ITEM THAT WE'VE SOLD ANYWHERE YOU HAVE EVER SHopped, AND WE'VE PROVED IT FREE—BIG PROFIT PUSH CARD WITH EACH VIEWER

This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker of more than 10000 cigarettes a year order and see for yourself. Send \$1 for prepaid sample, \$6 for display (carton) of 10. 25% deposit, balance plus delivery charges C.O.D. or send full amount and we prepare in the U.S.A.

**AL HAWKINS and COMPANY**  
BOX 1285 SIOUX CITY, IOWA

**CLOSE-OUTS**

Red, White and Blue

26-Inch

**BATONS**

With Gold Tassels and Silver Knobs. **\$9.50** Per Gross

4 Gross **\$33.00** for

Sample Dozen—\$1.00

Cash With Order  
No C. O. D.'s

**Chas. Demee Mfg. Co.**  
108-116 E. WALNUT ST.  
MILWAUKEE 12, WIS.

**New! Magical! TRICK NOVELTY**

Changes Nickels Into Dimes!  
Fast \$2 Seller

Today's fastest selling Trick Novelty Sensation. Changes nickels into dimes—changes nickels into apples. Thrilling! Mystifying! Easy operation! 4-Piece polished brass. Everybody buys! Individually Gift Boxed.

**SAMPLE, \$1.00**

6 for \$3.00; 12 for \$4.00; in gross lots, 40¢ each. **ORDER NOW—Prices F.O.B. Chicago.** 25% 10 days to start firm; unrated firms 25% deposit, balance C.O.D.

407 S. Dearborn St.  
Dept. 88, Chicago 5, Ill.

**CHARMS & CAIN**

**PRINTING**

**ATTRACTIVE 100 3/4x11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples, Dickover Printing, 5233 Cleveland, Kansas City 4, Mo.**

**BUSINESS CARDS — RAISED LETTERS; 7 Lines; Sample Sent; \$3.95 per 1000. Paul Brass, 23 Dean St., Bangor, Maine.**

**BUSINESS AND PERSONAL STATIONERY with beautiful embossed (raised) printing. Samples, prices free. Malor, 719 Melrose, Chicago 13, Ill.**

**DECALS PRINTED—YOUR COPY; 28 Eye-catching designs; write for illustrated folder! Grand, 2508-B 52d, Kenosha, Wis. sc23**

**NEARGRAVURE EMBOSSED LETTERHEADS! Distinctive Show Designs, solids and colors; samples 10¢; be surprised. Solldays Color-Print, Knox, Ind. sc30**

**RUBBER STAMPS, 3 OR 4 LINES, \$1 POST-paid; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. sc23**

**RUBBER STAMPS MADE TO ORDER—ONE line, 50¢; two lines, 75¢; three lines, \$1; additional lines, 35¢; Inkpads, 30¢; Ink, 45¢; Dater, 75¢. Wendel Kuhn, Victoria, Kan. sc16**

**WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing. Calo Show Printing Co., Cato, N. Y. sc14**

**6 1/2 OR 6 3/4 WHITE BOND ENVELOPES, 100, \$2.50; 250, \$1.85; 500, \$3.10; 1,000, \$5.50; 2,421. Letterheads, same price. Hammermill Bond, add 25%. Gem-Lite Press, 12691 Charest, Detroit 12, Mich. sc18**

**SALESMEN WANTED**

**HAVE MERCHANTS EVERYWHERE WORKING for you; you do them a favor and in return commissions pour in to you every week; one tiny sale could make your hundreds of dollars in repeat commissions; every retail store wants what you have to offer; we take care of all details; one call completes your work; hurry reply for full information. Empire, 2222 Diversey, Dept. 88-13, Chicago 47, Ill. sc16**

**HOTTEST MONEY-MAKER OUT—NEW IDEA! Ironing Pad pays you up to 10% profit. Saves housewives time, labor, money. Sells on minute demonstration. Fully guaranteed. Other sensational selling new household devices. Free sample offer. Sheldon, 1223 South 23d, Dept. 502, Milwaukee, Wis. sc23**

**MAKE \$3,000 NEXT 90 DAYS—NATIONALLY advertised item; price protected; merchants need increases business 60%; commissions advanced; outfit free. Schubert, 330-F South Wabash, Chicago, Ill. sc20**

**SALESMEN—SIDELINES. EARN \$3,000 NEXT 5 months selling calendars, advertising specialties; buyers everywhere; big commissions advanced; samples free. Continental Calendar, 562-C South Dearborn, Chicago. sc20**

**56 CASH EVERY HOUR SHOWING OUR SEN-sational 3 in 1 Deluxe Folding Shopping Bag and Purse; women buy several; commissions advanced; outfit free. LeNard, 179-C, Washington, Chicago 2. sc19**

**SCENERY AND BANNERS**

**NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1234 E. Halsted St., Chicago, CA-6-2544. sc16**

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS, COL-ors, Needles, Outfit; Kenzie, Gerry Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. sc7**

**EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfit; illustrations; outfit free. Mill Zeis, 728 Lesley Rockford Ill. sc29**

**WANTED TO BUY**

**I WANT YOUR USED SILVER KING TARGET and Duck Penny Gum Ball Machine; state price. Capitol Coin, 2360 N. 14 St., Milwaukee 6, Wis. sc23**

**FLYING SKOOTER, CATERPILLAR LOOPER, Kid Ferris Wheel, Looper; have Tilt, Whip and Kid Coaster to trade. F. Shafer, Wash-ington, Ind.**

**ONE OR TWO BASEBALL PITCHING MA-chines or Automatic "Throwing Arms"; will pay according to condition, etc. Tom Nuttall Jr., Gen. Del., Ocean City, N. J.**

**WANTED TO BUY—LIGHT PLANT, USED; 15000 watts or over; must have 110 and 220 AC current. Clyde Wishard, 109 1/2 North Seminary Ave., Mt. Morris, Ill.**

**WANTED—ODDITIES IN SEA SHELLS OR like specimens. Write Randall, 1 Irvington St., Boston, Mass. sc23**

**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**

**AERIALIST FOR HIGH POLE ACT—EITHER sex; 50-50 on all contracts; living quarters and transportation furnished; must be sober and no chasing; all winter South. Box C-205, care Billboard, Cincinnati, O. sc16**

**ALL GOOD ACTS TRAVELING THIS WAY contact Joy Theatre. Wanted: Novelty Acts, Singers, Dancing Girls, Exotics, Comics, all good, no drunks. Joy Theatre, West Memphis, Ark. Phone 823. sc16**

**CAPABLE MUSICIANS ALL INSTRUMENTS—Draft exempt; Southern locations, territory work, established bands; no drunks or gripers. Box C-191, Billboard, Cincinnati, O.**

**CUSTOMER — FAST, DEPENDABLE, CUT without patterns; all round experience; state capabilities, wages first letter. The Customer, 238 State St., Schenectady 5, N. Y. sc7**

**LEAD TRUMPET, PIANO, BASS FOR SEMI-commercial band; hotel location; ex-perienced above average men; state age, draft, permanent address, previous band. Box C-203, care Billboard, Cincinnati, O. sc16**

**ORGANIST WANTED—PREFER ONE THAT sings; also Vocalist wanted. Aragon Tavern, 610 Sycamore, Waterloo, Iowa. sc20**

**WANTED BY R.S.R.O.A. ROLLER RINK—A professional man teacher; teach children and adult classes immediately; contact Roll-brena, 19721 E 14th St., San Leandro, Calif. sc16**

**WANTED—CONCESSION HELP; MAN AND wife for year 'round work; living quarters furnished; will buy Kiddie Rides and Conces-sion Trailers. Come on or write Frank Cole-man Amusement, Permanent Address, Temple, Tex.**

**WANTED — VERSATILE SPECIALTY TEAM. White Platform Med. Show, balance of sea-son. Must change in weeks; work in act and sales; wife lowest; other people write. Manager Froh Show, Bremen, Ga.**

**WANTED—ATTRACTIVE HAMMOND ORGAN-ist with own organ to play at night club and lounge. Also Snipe's Combo. State full details, salary expected, photo. Club Restau-rant, Malone, N. Y.**

**Cel-Max for Sensational Values**

**LADIES' AND MEN'S MODELS**

**SWISS WATCHES \$8.45**

They're beautiful! Sparkling new 7-JEWEL cases; genuine Swiss movements precision rebuilt and guaranteed like new.

**15-JEWEL, \$9.45; 17-JEWEL, \$10.45**

(In lots of 3 or more, 25% deposit on C.O.D. orders.) Beautiful Rhinestone Dial, 95¢ additional.

★ No Extra Charge for Beautiful Snake Band on Ladies' Models—or G.P. Expansion Bands on Men's Models.



ORIGINAL—Refinished Like New

**EACH WATCH IN EXCELLENT CONDITION**

7-JEWELS, in Elgin and Waltham only \$9.95

15-JEWELS, available in all the above mentioned watches ..... 12.95

**Famous Make Watches**

ELGIN, WALTHAM, GRUEN, BENRUS, BULOVA

Write for Catalog!



198 S. Main St., MEMPHIS, TENN., P.O. Box 473

**FOR EXTRA XMAS PROFITS—SELL LOWILL WATCHES!**



**BUY WHOLESALE! MAKE BIG MONEY—FULL TIME OR PART TIME! Priced for easy XMAS selling. Quality and style compare with the best. Beautifully boxed with retail price tag and 1 year guarantee. Retail as high as \$39.50 and \$49.50.**

6401—Elegant 10K RGP Case, Steel Back, Dome Crystal, Genuine Leather Band, Rhinestone Dial, sparkle like Diamonds.

7 JEWEL ..... \$10.95  
17 JEWEL ..... 13.50  
827—Gorgeous 10K RGP Case, Steel Back, Rhinestone Dial, 7 JEWEL ..... \$10.95  
17 JEWEL ..... 13.50

25% with order, balance C.O.D.

**FREE: NEW XMAS CATALOG FULL OF PART-TIME WATCHES, JEWELRY, RINGS, ETC.**

**LOUIS PERLOFF**  
WHOLESALE JEWELERS  
DEPT. 10, 737 WALNUT STREET, PHILA. 6, PA.



**A MILLION SALES with CIRCLINE**

Fluorescent Fixtures

The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

**LOWEST PRICES**

Direct From Manufacturer

Write for Catalogue

**BELNORD PRODUCTS CORP.**  
DESIGNERS • MANUFACTURERS • DISTRIBUTORS  
FLUORESCENT FIXTURES  
145 N. 7th St., Phila. 6, Pa. L0mbard 3-7789

**Profit Making SPECIAL**

**SENSATIONALLY PRICED PRECISION MADE ELECTRIC SHAVERS**



Individually wrapped with \$22.50 price tag, including simulated pickup pouch.

**SINGLEHEAD DOUBLEHEAD**

GROSS LOTS \$1.75 ea. .... \$2.50 ea.

LOTS OF 60 1.85 ea. .... 2.60 ea.

LOTS OF 12 1.95 ea. .... 2.75 ea.

Full Line of Watches Available. SAMPLES, \$1.00 Extra  
25% Deposit, Balance C. O. D.  
**NATIONAL DISTRIBUTING CO.**  
CALUMET BLDG. MIAMI, FLA.

**BIG PROFITS**

Own your own business stamping 1 & 2 checks, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Deserw St.  
Brooklyn 2, N. Y.

**FREE SAMPLES**

New discovery. Sharpest Blade in America. Big profit. Territory now being allotted. Specialty jobbers, write for samples, prices, open territory.

**H. L. BLAKE, Broker**  
Little Rock, Ark.

**HALLOWEEN PARTY HATS—FAVORS**

Flat Crepe Hats ..... \$4.50 per 100  
Jumbo Metal Noisemakers ..... \$2.75 per 100  
Blow-outs ..... 3.50 per 100  
Metal Crickets ..... 3.75 per 100

25% WITH ORDER, BALANCE C.O.D.

**SEND FOR OUR NEW CATALOGUE**

**KRIEGER MFG. CO.**  
OPA LOCKA, FLORIDA

### 4-PC. PEN SET



Beautiful finish, high quality knives, pencil, ball pen and fountain pen. Complete in attractive gift box with gold embossed lettering. A flashy, fast-selling promotional item!

\$6.00 Doz.

\$65.00 Gross

SAMPLE 75c

25% Deposit, Balance C. O. D.

### CUTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

loaded with profits you can hit \$40 a day!



with Mitchell's exclusive PERSONALIZED RUBBER DOOR MAT

Pocket \$40 profit every day! Useful, attractive year-round fast seller. Every door step, dwelling or business, a sure-fire prospect. Jumbo-size 18" x 28" mat, any name (up to 13 letters), choice of all red, all blue, all black or all green. NO INVESTMENT—NO STOCK—NO DELIVERIES. You keep \$1.95 cash deposit on every \$4.95 sale. We deliver and collect balance. Send only \$3 for stock name mat (we select name and color), and you're in business... or \$3 for mat in name and color of your choice. FREE order book and sales plan!

R. L. MITCHELL RUBBER CO. Dept. 2120 SAN FERNANDO RD. LOS ANGELES 65, CALIF. QUALITY RUBBER PRODUCTS SINCE 1925

### KEENEY LEAGUE 8' & 9 1/2'

Fastest Scoring 7, 2, 3 or 4 Ployer Rebound Bowling Game

Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES SPECIALS!

Chi. Coin Bowling Alley ..... \$125.00 Keeney Pin Bowling ..... \$9.00 Conversion for Keeney Pin Bow ..... \$7.50 United Shuffle Alley ..... \$6.00

Available for immediate delivery - KEENEY ELEC. CO. VENDOR

### DAVE LOWY & CO.

Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. Y. 594 Tenth Ave. NEW YORK, N. Y. Phone: CHickering 4-5100

### Easy to MAKE MONEY

#### WITH FAMOUS BOSTONIAN SHIRTS

Thrilling new money-making opportunity— spare time, full time, weekends—with nationally known Bostonian Shirts. All styles, sizes, fabrics, colors. Dress and sport. Known quality—sensational low prices. Also rain wear, slacks, underwear, women's wear, etc. No experience needed.

#### FREE SAMPLES

of fabrics and costly presentation. Just send name and address. See how easy it is to make exceptional money with old, reliable company. Send no money, but write NOW!

BOSTONIAN MFG. CO., 89 Rinkford, Dept. J-34, BOSTON 30, MASS.

Genuine Latest Styles Brand New

### FUR COATS

Jackets and Scarfs

FUR COATS—\$19.50 EA.

Send \$2.00, bal. \$17.50 C.O.D. \$4 in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1951 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted! ROSE FUR CO., Dept. P-23 20 W. 27th St. New York 1

## AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

### BANDS AND ORCHESTRAS

**COWBOY BAND—3 MEN & 1 GIRL; 10 YEARS' experience in Radio, Stage; feature Trio, Comedy, Steel Fiddle, Mandolin, Bass, Guitar; Transcription available. Box No. C-208, c/o Billboard, Cincinnati, O.**

**THREE-FOUR PIECE SOCIETY HAMMOND Organ Combo; reasonable; now available. Contact Paul Lewitt, 378 Whalley Ave., New Haven, Conn. 8-7992.**

### CIRCUS AND CARNIVAL

**MAINTENANCE MAN AND ELECTRICIAN—15 years' experience; wants on circus or carnival; have own tools, travel anywhere; don't drink, married, age 38; also wife wants spot with well-schooled Falomino Stud. Phone 78-9472, Art Schippmann, Gen. Del., Station 47, N. W. Miami, Fla.**

### MISCELLANEOUS

**PROF. E. SPIES, THE HOLY MAN AND Great Divine Healer at leisure. 202 Lyall Ave., Rochester, N. Y.**

**PUBLICITY WORK WANTED—THEATRICAL, Sports, Circus, Thrill Show; experienced in Copy, Contact Work; Results produced; current job into racing; newspaper, magazine background; single, 25, travel anywhere; have car, typewriter. Fred Lovinzler, 810-C East Ave., Alameda, Calif. sc23**

**WOMAN IN FORTIES WANTS WORK—Domestically inclined, willing to assist at any work; will travel. Leona McGovern, 7 Rivington St., N.Y.C., Apt. 11.**

**YOUNG MAN—AMATEUR ACROBATIC Dancer; age thirty; wants female partner and learn further routines; location Central Ohio; now can travel; send details and pictures to Box No. C-208, Billboard, Cincinnati, O.**

### MUSICIANS

**ALTO, CLARINET—EXPERIENCED JAZZ OR commercial; read, fake, married and family; prefer location, Fresno Riverastro, 403 Cedar, Ironwood, Mich.**

**AMBITIOUS TENOR SAX WITH BIG TONE and intention for any chair in leading night, transportation, also arrange. Available Sept. 8. Musician, 262 No. Manning Blvd., Albany, N. Y. sc16**

**AT LIBERTY—ALTO SAX, TENOR, Baritone, bass clarinet, flute; age 28, well experienced, play any chair; guaranteed cut. Wire or phone 5415, Eddie Beau, 475 Thorpe St., Fond du Lac, Wis.**

**BB BASS—SOBER, RELIABLE, EXPERIENCE all line; at Liberty September 7. Alfred De Pascalis, c/o General Delivery, Galesburg, Ill. sc16**

**DRUMMER—27, NAME BAND EXPERIENCE; to read, cut music, authentic Latin rhythms, society; do comedy and vocals; new equipment; will travel. Box C-211, care Billboard, Cincinnati, O.**

**FEMALE ORGANIST—WITH OR WITHOUT organ; cocktail lounge, sweet swing, dinner music; nice spots or hotels; Middle West preferred. Susan Julian, Gen. Del., Madison, Minn.**

**GIRL—SINGING PIANIST OWNING SOLOVOX desires engagement in first class hotel, cocktail lounge or radio station. Location New Jersey or Florida; Union; 8 years experience; College graduate; voice, piano, dramatic; tell fortunes; play requests; bathing beauty contest winner. Musician, Box 184, Long Branch, N. J.**

**HAMMOND ORGANIST—MALE, OWN EQUIPMENT, rated among finest in Midwest; smooth, sophisticated styling, extensive repertoire; 509 1025 N. Jackson St., Milwaukee 2, Wis. Telephone Broadway 2-7058. sc23**

**LEAD TENOR DOUBLING CLARINET and oboe; arrange any style; sing in group; some experience, sober, reliable; prefer location but will travel; available Sept. 15. Contact A. L. Gaffney, 2431 Knoll St., No. Sacramento, Calif. Phone HI 9-6466.**

**ORGANIST—ONE OF AMERICA'S TOPNOTCH Organists; twenty years in leading theatres, hotels, lounges, etc.; available after October. Address: Organist, Box 582, Richfield Springs, N. Y. sc23**

**PIANIST—PLAYS POPULAR AND CLASSICAL music; can only read music. Write George Becker, 2317 N. Cortez St., Philadelphia, Pa.**

**ORGANIST AND PIANIST AVAILABLE AFTER September 15; young, show bar, rink or hotel; ad lib, fake or read; cut or no netics; 16 months last engagement; go anywhere; draft exempt. Dick Eitvank, 1102 Jessie Ave., Streator, Ill. Phone 28843.**

**OUTSTANDING ARTIST WITH HAMMOND Organ; Attractive Girl; Tremendous Variety unusual Novelties for Dancing, Dining, Entertainment. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402. Saginaw 1-2790, sc23**

**PIANIST—FEMALE, ATTRACTIVE; ALSO plays Saxophone; no vocals; pictures on request; travel anywhere. Box C-212, care Billboard, Cincinnati, O.**

**ROLLER RINK ORGANIST WITH EXPERIENCE desires permanent connection; available after Oct. 15, 1950. Box No. C-209, c/o Billboard, Cincinnati, O. sc7**

**SITUATION WANTED AS PARTNER To lady in whip act, such as handkerchiefs, cigarette, etc.; also for new American slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.**

**STRING BASS, VOCALIST—AVAILABLE immediately read and fake; plenty combo and commercial experience; single, sober, reliable, neat appearance; draft exempt; photo on request; travel. Box C-210, care Billboard, Cincinnati, O.**

**TENOR CLARINET—EXPERIENCED. BOX #C-195, c/o Billboard, Cincinnati, O. sc16**

**TENOR CLARINET—SOCIETY OR JAZZY; plenty experience; mid professional appearance; read, fake, etc. Phone 4-6226, Musician, 830 E. Monroe, Jacksonville, Fla.**

**TENOR SAX AND VOCALIST—THOROUGHLY experienced; vocals for solo and quartette work; neat appearing; Local 10; desire vocals mainly. Photos on request. Dick Booe, 419 N. Hennepin St., Dixon, Ill. sc23**

**TENOR AND CLARINET, DOUBLE ALTO if desired; available immediately; draft exempt, 5 years' experience, any style, good appearance, no lush; \$60 minimum, Bill Craig, Box 147, El Dorado, Ark. Th. 5-7378. sc23**

### PARKS AND FAIRS

**AERONAUTICAL SENSATION—OLD-FASHIONED balloon ascension, inflated by open pit, trench multiple parachute drops; just finished entire season at leading North beach park; open for booking in South after Sept. 20th; wire or wire now; in 31st season; also have references. Col. Frank L. Hestand, 704 So. Illinois St., Greencastle, Ind. sc30**

**AT LIBERTY—YOUNG LADY; SINGLE; Trapeze, Ladder, Platform, Rolling Globe, E. R. Gray, 671 Sweetser Ave., Evansville, Ind. sc30**

**BALLOON ASCENSIONS, PARACHUTE JUMPING, Modern equipment for parks, celebrations; always reliable. Claude L. Sher, 1041 S. Decanson, Indianapolis 21, Ind. sc23**

**"ENGAGE" CHARLES LA CROIX, OUTSTANDING platform trapeze act for outdoor celebrations, etc.; for full particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.**

**GREAT CALVERT—AMERICA'S LEADING high wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. sc18**

**PRODUCING CLOWN AT LIBERTY OCT. 7—Southern Fairs Grandstand; plenty funny clown number. Roy Barrett, Gen. Del., Tupelo, Miss. sc23**

**SKY PRINCE—AMERICA'S YOUNGEST DAREdevil; 110 ft. away pole with trapeze; Fairs, celebrations or balance season with reliable carnival. Lee Slade, 2646 Park Ave., Detroit, Mich. sc23**

**WORLD'S HIGHEST CONTORTION TRAPEZE Act. Available for late Southern fairs or balance of season with reliable carnival that can afford 3 people's salary. Gorgeous girls beautifully costumed, flashy rigging. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. sc30**

### VAUDEVILLE ARTISTS

**WESTERN TEAM—MAN AND WIFE; NOW featured on Regional Network; man toured with Hollywood stars; in M.C.; vocalists; guitarists; organist; Woman featured on several network shows as vocalist, bass player; top radio mail order team; fine stage personalities; transcription, feature, stage; open Sept. 25. Box C-207, c/o Billboard, Cincinnati, O.**

## PISTOL LIGHTERS, JEWELRY AND RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$7.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y.



Engagement ..... \$2.43 Doz. Wedding ..... 1.63 Doz.

Red and White Stone Combination ..... \$3.00 Doz.

### A NEW LOW PRICE!

NOTHING CHANGED BUT THE PRICE

## NUDE CUTIES

Artists Models—Playing Cards

Regulation size playing cards. Plastic coated. 54 different models and poses in full color, including 3 jokers. Nude Beauties and Cuties as you would like to see them...

**\$7.75** Doz. Gross lots only

**\$7.90** Per Ooz. Sample Deck of Cards **\$1.00**

25% Deposit With Order, Bal. C. O. D. F. O. B. Chicago, Ill.

### COOK BROS.

816 W. Maxwell St. Chicago 8, Ill.

All Extra Heavy Mountings 10 days' money-back guarantee if rings not as represented. Merchandise for resale only. Only Genuine Rolled Gold Plate Sold

#B2276

Genuine 1/30 14 R.G.P. 3 Medium Size White Stones. Per Doz. **\$19.75**

#B2245/5

Genuine 1/30 14K R.G.P. Simulated Hematite Intaglio With 6 White Stones. Per Doz. **\$22.50**

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Ooz. Deposit on All C. O. D. Orders.

### DES MOINES RING CO.

1155 26th Street Des Moines, Iowa

### SILVER PLATED 32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

**\$4.25** 10 SETS SET or more

SAMPLE **\$4.40** Display Chest \$1.00 extra.

### ROHDE SPENCER CO.

223-225 W. Madison St. Chicago 6, Ill.

### Sell Ultra-Blue Stock Signs

To store; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs! COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 ..... \$1.00  
15 Samples Ultra-Blue Religious Signs, 7x11 ..... 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 ..... 1.00

Above Samples Mailed Postpaid.  
100 Ultra-Blue Stock Signs, 7x11, \$4.00. No COD's.  
L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 549

### STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity needed.

### ADIRONDACK CHAIR CO.

1140 B'way, N. Y. (27 St.), Dept. 6. MU 3-1385



Parker, George  
 Carless, Martin  
 Paulini, Lucky  
 Peavey, Jack  
 Sed, Kenneth  
 Fickham, William  
 Olliver  
 Pelkey, Burton C.  
 Pezney, Christopher  
 Penn, III, Edward  
 Peck, Albert H.  
 Petranik, Mike  
 Petry, Barbara  
 Phillips, C. W.  
 Phillips, Mr. & Mrs.  
 Phillips, Conna  
 Phillips, Goose  
 Phillips, John  
 Phillips, Sidner E.  
 Phillips, G.  
 Phillips, James A.  
 Pithon, Geo. E.  
 Pohl, Jack T.  
 Poplin, Tommie  
 Porter, Harold A.  
 Poney, B. D.  
 Prechack, Mrs. M.  
 Quinn, John P.  
 Ragh, Alla  
 Halford, Allen  
 Ramsey, Ted  
 Rasm, Jack  
 Redmond, James  
 Reed, Mrs. Billie  
 Reed, Bruce A.  
 (Need's Bingo)  
 Reddy, Jerry O.  
 Remondette, Joe  
 Renaud, Thos.  
 Reynolds, A. & M.  
 Reynolds, Josephine  
 Rich, Johnny L.  
 Richards, Reinhardt  
 Riddle, W. J.  
 Riddlers, Mrs. Mary  
 Ristick, Dewey  
 Robin, Mr. & Mrs.  
 W. H. L.  
 Robert, Jack  
 Robinson, Albert  
 Rodgers, Jack  
 Rogosenab, Eddie  
 Rose, Mrs. Beatrice  
 Ross, F. B.  
 Ross, Sam  
 Rounds, James  
 Rowley, Willy  
 Royce, Harold  
 Ryan, Tom  
 Sabotta, Mrs. Myrtle  
 Sandifer, Cliff  
 Sandlucky, A. D.  
 Sayre, Fatty  
 Sayre, Mr. & Mrs.  
 Wm. S.  
 Schaff, Larry  
 Schack, Mary  
 Schofield, Blanche  
 Schuler, O. B.  
 Schultz, Jr., Ralph  
 H.  
 Scott, E. B.  
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 Cannon, Gerald  
 Carpenter, Clifford  
 Carroll, Doro H.  
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 Raymond  
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Klamm, George  
 Knight, Herbert  
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 cilia (Mrs. W. F.)  
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**MERCHANDISE TOPICS**

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**New York:**

Aluminum, copper, cement, lead, leather, lumber, paper, rubber (synthetic, natural or in combination), steel, wool and zinc now are designated "critical" materials by the U. S. General Services Administration. Promotional merchandise manufacturers will continue to have difficulty in maintaining a supply of these raw materials for the production of novelty products. . . . Henry J. the new 1951 Kaiser car, has been duplicated in a toy scale model by Banhrico Industries. The \$1.95 toy has a free wheeling, spring-wound motor; chrome plated metal grille, headlights and bumpers, and rubber tires. . . . At 79 cents, Ideal Novelty & Toy offers a toy tractor with snowplow wagon attachment. The bulldozer has a lever that dumps the wagon's contents when released. The toy, 13 inches long, is packaged in a window-display container. . . . Still another plastic toy is Thomas Manufacturing's self-winding road roller, a 39-cent retailer. It's a replica of a steam roller used in street repairs. . . . Renewal Manufacturing offers a plastic toy auto carrier with four autos and driver. A crank-operated elevator raises the autos to the upper level of the trailer, and the \$1.49 seller has a ramp for unloading. . . . To complete The Billboard's coverage of the toy auto market, there's a boxed assortment of six different plastic cars and two truck trailers. Marketed by Lido Toy Corporation, the 49-cent retailer includes toy cars with movable rubber wheels and a window-display box with cutouts on the reverse side.

To keep twine untangled and ready for use, J. E. Fricks has introduced a twine-dispenser cutter. The transparent plastic container holds the twine which is fed thru a hole in the top. For cutting the string, there's an attached razor blade, exposed only in the cutting grooves. The item sells for 75 cents with a ball of twine. . . . Plastic sponges for washing cars, dishes, etc., are offered by Ivano at 39 cents retail. . . . Thompson Engineering & Manufacturing has presented a \$2.95 twin gift combination. A postal scale and paper weight are mounted on a mahogany or onyx base. The twin item, also mounted on matching base, is an attractive steel spire with chained pencil holder. . . . A big piggy bank with movable eyes and removable plug is on the market. It's American Factory Sales' plastic bank (10 inches long, 1/2-pound weight) that sells for \$1. . . . At \$5.95 Rite Company has a twin auto mirror that brings the front and rear right curb into the driver's view. The chrome-plated mirror clamps to the auto door.

Another automobile item is a window anti-rattler for cars with a fabric strip at the sill. The window inserts sell for 25 cents (set of four, instruction carded) and are reported easy to install. It is claimed the window glass will be held firmly even when lowered flush with the sill. . . . Miniature Specialties sells hand blown glass animals as home or bar ornaments. The cordial-filled miniatures retail for \$1 and \$2. . . . Sunbeam Novelty Manufacturing has an attractive \$1 number. It's a novelty alligator ashray, complete with genuine sea shell, alliga-

tor and tree stump. The item is made of glazed plaster with felt base. . . . Mosaic costume jewelry has been imported from Italy by Guaranteed Sales. The brooches, bracelets and earrings are hand-worked, floral designs. . . . Retailing at \$1 a pair, G. A. Westphal is exhibiting many styles of salt and pepper shakers. Just to mention a few of the designs, there's dachshunds, watermelon slices, lobster claws, historical buildings, false teeth, etc. . . . Selling for 10 cents, Roy Rogers and Dale Evans cutout books are featured by Whitman Publishing Company.

**Los Angeles:**

Harry Wolf, of World's Champion, Inc., owners of the right to manufacture Joe Louis items, has been busy signing contracts with firms to come out with items based upon the Brown Bomber. As Louis is returning to the fight game, this is expected to give added impetus to demand for this type of merchandise. . . . Lou and Herman Rubin, of Satisfactory Sales, are beginning to push Halloween merchandise. They report that from the number of early orders received, this will be a good season for novelty men. The items include the soft rubber plastic skeleton, Mr. Bones-a-Part. . . . Standwell Company is soon to announce new items in soft plastic rubber. This firm has Skelly and Devilish Dan, both items that are in top demand. . . . Johnny Harris, of Harris Manufacturing Company, is expanding his operation and has opened new and larger offices. He is adding distributors thruout the nation who will be handling the many items he creates. . . . Ray Mitchell, of the R. L. Mitchell Rubber Company, reports that the personalized door-mat continues to be a top seller. The firm makes the item with name of the purchaser and the mats are available in several attractive colors. . . . Harry Hesslein, of Pico Novelty Company, off to Arrowhead for a vacation.

**Here and There:**

A striking item for counter sales as well as store demonstration is the personal charm creme sachet ensemble being marketed by Goodier Company, a division of Universal Laboratories, Dallas. The ensemble, according to the firm, represents a beautiful and practical gift package consisting of creme sachet, perfume and a miniature corsage packaged in a plastic container designed for use as a jewel case. One dozen of these ensemble packages are packaged in a colorfully lithographed counter display carton. The ensemble is marketed to retail for \$1 plus the cosmetic tax. Tester sample bottle of perfume is included with each one dozen packages, the firm states. . . . A. N. Brooks Company, Chicago, announces its snowman bank, designed to appeal to youngsters. The plaster item, measuring 5 by 6 by 12 inches, sports a shiny stove-pipe hat, scarf, earmuffs, mittens and shoes. The coin slot is located in the pocket of the snow suit, and a cork in the bottom provides access to deposits. The item is painted white and black with gold trim. The firm suggests a retail price of \$1.

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Send for our Malloween List, Jobbers, Write Florida Fun Fact., 536 Collins, Miami Beach, Fla.

**Pipes for Pitchmen**

By Bill Baker

**OLD-TIME PITCHMEN . . .** and demonstrators, who for many years dealt with the Universal Laboratories of Dallas, will be glad to learn of that firm's present three-piece deal, consisting of creme sachet, perfume and a miniature corsage, done up in a clear plastic container which is suitable for use as a Jewel case. The package, called Personal Charm, is being marketed by Goodier Company, Dallas, a division of Universal Laboratories.

It isn't too early to start planning on where you will work this winter.

**COL. FRED BARNETT . . .** who last sashayed with the triples and keister fraternity back in 1932 with the Ponco Medicine Company, pens from Covington, Ky., that he is national organizer for the National Conference of Union Labor Veterans.

The pitchman who lives in the past has passed the age of usefulness.

**JIM STUTZ . . .** is back in the pitch ranks and recently made the American Legion Convention at Syracuse with a novelty layout. Jim infos that he had the ex at the Amityville, L. I., N. Y., celebration and biz was highly satisfactory.

Talk loud and long if you enjoy talking to yourself, for you eventually will be.

**SAILOR JIM WHITE . . .** former champion strong man of the navy, has wound up a platform pitch for the movie, *Samson and Delilah*, for Loew's theater chain around New York. "Sorry that I missed Johnnie Rieck when he was in New York," Sailor Jim notes, "and I'd like to read pipes from him and the Tagan Sisters and other old-timers."

It's far better to say something good about a bad man than to say something bad about a good one.

**NEIL GALLAGHAN . . .** med show worker of the Gay '90s era, is residing in Miami. "Do you remember," he asks, "when the old-time med companies played any town from two houses up, and the big cities, too, in 1892 I went into stage work and joined one of the well-known med shows of that date. It was wonderful schooling. One thing you learned was that you had to put on good, clean shows. Not the kind you hear over the radio today. Those performers would not have lasted long with the old medicine shows."

To admit your shortcomings is only being honest with yourself. But don't stop there; do something about them.

**BEN (HOB) BENSON . . .** cards from Mason City, Ia.: "Just arrived here from Britt, Ia., where I was again elected 'king of the ho-

boes.' The William T. Collins Shows Played Britt while I was there, and all pitchmen did okay, including yours truly with my sketch act. Now I can't retire for another year, as I had planned to do. Am heading for Chicago and New York, my hometown."

A perfect example of a man who doesn't believe in his merchandize is the unshaven blade worker.

**MRS. ROBERT (MAE) NOELL . . .** of Bedford, Va., comes thru with a long over-due pipe: "I've been doing a little visiting. Recently went up to Ruffin, N. C., for my first, but I hope it won't be my last, trip. Met Mr. and Mrs. Rex Ingham, the wild animal farm operators. They are swell folks. L. B. Tucker stopped by for a while on his way back to Miami from a visit to his mother in Kentucky. My dad, J. S. Roach, is playing spots all around us with his wrestling bear. My brother, J. W. Roach, and wife are with us now, and Cliff Faust, magician, joined a few weeks ago. Lorin (Red) Wilcox still has his boxing kangaroo on the show. We now have one baby gorilla, one orangutan, one gibbon and six chimps."

If thru all his days a man tells the truth as he sees it, keeps his word as he gives it and works well at his task—he gets what is called a good reputation.

"I'VE OFTEN WONDERED . . ." what has become of the comics of med show fame," Henry H. Varner writes, "and where are all the one-time corn-cure boys? Or don't people have corns anymore? Aren't there any more whip-crackers and rifle-shot experts. Visited Mills Bros. Circus recently and talked with Don Mann, truck mechanic, about old times. Where's the best place to winter? Could it be Southern Ohio?"

Just because a pitchman has and always will be distinctly individual is no reason for the public to look upon him as being peculiar.

**THE COLUMN . . .** has had recent inquiries on the whereabouts of Marcia and Glenn Hosberg, Mike Gunn, Speedy Hascal, John Gauer, Graveyard Collins, Count Kenner, John Palmer, Mike Halperin, Frankie Smith, Doc Lee, Jack Rubin, John Lynn, Jim Wicker, Chuck Festure, Ernest Desplenter, Bill Posey, Tex and Bertha Dabney, Bob Petrie, Arthur House, Kitty Roan, George Wright, Doc Howard, W. P. (Bill) Danker, Jim Stutz, Mrs. Eddie Gaffney, George Bedone, Paul Houch, Doris Rasmussen and Frances Farr.

**THE PIPES . . .** column has never been nor will it ever be the oracle for airing of personal grievances. One communication received last week from a man

**NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARANTEED RECONDITIONED WRIST WATCHES**

**\$7.45** GUARANTEED MEN'S SWISS WATCHES WITH RHINESTONE DIALS

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Outstanding, Extra Wide Nationally Advertised 10K RGP Expansion Bands, \$1.40 Extra.

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All new 1951 styles beautifully cased and timed to perfection. Guaranteed like new. WHOLESALER ONLY. Large Quantity Users. Write for Prices.

**RHINESTONE DIALS**  
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 Write for Our Special Promotions

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**AMAZING VALUE**

**5 Pc. CLEAVER SET \$4.35**  
 ATTRACTIVE BOXED, EA.

BACH  
 3 Pc. Cleaver Set, attractively boxed... \$1.00  
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 Many other numbers in Steak Sets, Carving Sets, Flatware for every type of operation. Premiums, Dealers, Auctioneers, concessionaires, etc., write for Catalog. 25% with orders—P.O. B. N. Y.

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These new WAR MAPS are the most timely premium available today. We can ship anywhere in the United States and also we can give you authority on a good farm publication. Write for prices.

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Monel Metal Rings, \$9.50 per dozen

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ATTENTION, DEALERS AND JOBBERS  
 For Lowest Prices write Today for complete Price List.

**MID-WEST FIREWORKS**  
 114 W. SECOND ST. SEDALIA, MO.

**PHOTOS in MILLIONS**

QUALITY PHOTOS IN QUANTITY

8 x 10—5¢, Postcard—2¢  
 5 x 7—3¢, 3 1/2 x 5—2¢, 3 1/2 x 4—1¢  
 NEW NATURAL COLOR PHOTOS  
 Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes  
 Write for FREE sample & list

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**THIS LITTLE MUG PACKS A REAL WALLOP!**

An Item That Sells Itself

Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs

Write on letterhead for complete catalogue and price list!

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 433 N. 2nd ST. MILWAUKEE, WIS.

22 carat gold trim

**YOU CAN'T GET STUCK WITH THE GOOD ONES**

LARGE WALKING LION walks and shows teeth and snaps mouth shut.

JUMBO SIZE ELEPHANT walks 8 to 7 feet, both retail

\$1.29 each, \$9.00 dozen; plus 40¢ postage per dozen

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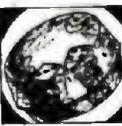
ELGIN—BULOVA—SWISS—HAMILTON—WALTHAM watches reconditioned and guaranteed like new.

Write for our free wholesale catalogue immediately.

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Sold Only for Amusement Purposes. Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick. Sample, \$1.00. Wholesale, \$4.00 per doz. Remit Full Amount. We Pay Postage. DEALERS! Write for wholesale prices of PAST SELLING tricks and jokes. **D. ROBBINS & CO.** 131-B W. 42nd St. New York 18, N. Y.



**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

**NYLONS**  
#1 Gauge Genuine Du Pont Nylon, individually packed, slightly irregular. \$4.95 per half doz. **R & R SALES** St. Louis, Mo. P. O. Box 371

**RAIN HURTS GOTHAM**  
(Continued on page 64)

Sound, which usually draws around 100,000 on Sundays and holidays, chucked up attendance of only 30,000 Labor Day (4).

**Sports Draw Many**  
Many New Yorkers did not leave the city Labor Day (4) but spent the afternoon at local sports events, parks and zoos. Yankee Stadium ball game drew 59,773; the Aqueduct race track, 47,315; Bronx Zoo, 50,000 and championship tennis matches at Forest Hills (West Side Tennis Club), 13,000.

Atlantic City officials reported heavy seas and showers Labor Day (4) but reported 150,000 persons on the beaches, biggest Labor Day turnout in the history of that resort.

Beaches at Asbury Park, N. J., also were buffeted by high seas and resort had added excitement Labor Day (4) when an early-morning fire wrecked part of the building housing the Marine Grill on the Boardwalk. Damage to the structure, owned by the city, was \$10,000.

**Olympic Biz Good**  
Amusement parks in the New York area apparently drew bigger crowds than the beach resorts.

Henry Guenther's Olympic Park, Irvington, N. J., offered a circus bill that played to capacity at matinee and night performances Labor Day (4), with large numbers being turned away from the reserves, which were sold out prior to both shows. On the bill were Ira Milette and Penny, high thrill act; Will Wright, comedy juggler; Balzer Sisters, acro, and Fayne and Foster, novelty musical act. Fireworks display, supervised by Fred Murray, also drew a big crowd, with grandstand sold out early. Joe Basile's band offered two concerts in the park, with vocal numbers by Bubbles Ricardo. Manager Robert Guenther and Owner Henry Guenther reported attendance topped that of any Labor Day in many years. Park closes Sunday (10).

A. Joseph Geist's Rockaway's

Playland offered the Sensational Ortons, high thrill act, as free attraction and chucked up good attendance Labor Day (4). Clarabel, of the *Howdy-Doody* TV show, appeared at the park Friday (1) and Saturday (2) afternoons. Park ends its season Sunday (10).

Drambour's Seaside Park, Rockaway, reported slack business Saturday (2) and Sunday (3) but good turnout Labor Day (4). Pete Drambour is completing the erection of a kiddle Dive Bomber and has ordered a new Ferris Wheel for next season. Park closed Monday night (4).

**Palisades Take Okay**  
Palisades Park, Cliffside, N. J., also hit the jackpot Labor Day (4) and the Rosenthal brothers will wind up their season Sunday (10), with final week featuring the eliminations in the annual Mrs. America beauty contest put on by Bert Nevins.

Ed Kelman's new park at Indian Point, on the Hudson, drew heavy patronage Labor Day (4). In addition to being served by the big excursion liners of the Hudson River Day Line, Kelman's spot gets heavy auto trade. Park remains open until end of the river excursion season.

Coney Island's only big amusement park, Tilyou's Steeplechase Park, drew its share of the big Labor Day attendance at that resort. Park remains open for a least two more weeks.

**SUN AIDS MIDWEST**  
(Continued from page 64)

In the low 40s Monday killed hopes for a better-than-1949 gross and resulted in a duplicate of last year, when about 2,000 were on hand.

Harold K. Barr complained of high winds and extremely low temperatures at his Michigan City, I. d., Lakeview spot. Lake Michigan, he said, was on a rampage that closed the beach. Attendance was low and spending was bad to give the "worst closing in years," he declared.

Oklahoma City Off 15%

Springlake Park, Oklahoma City, found this year's holiday business 15 per cent below the 1949 level, according to Marvin Staton, manager. Saturday's business was good in cool weather, but the weather stayed on the cool side and the business dropped to below last season Sunday and Monday. On the whole, Staton, will be 18 per cent ahead, he said. Saturday and Sunday operation will continue thru this month.

At Tulsa, Okla., Cecil Elifritz, manager of Lakeview, said Labor Day week-end was a continuation of the weak business that began about July 4. His season will equal 1949, he said, because of good business during the first half of the season.

Robert A. Reichardt, Riverview op, Des Moines, reveled in a Labor Day week-end boost of 30 per cent over last year in comparable weather. The margin put him to within a slim one per cent of the '49 season total, altho the '50 season was two days shorter.

**Wichita's Contest Scores**

Wichita's record Sunday business was aided by staging of the much-postponed contest between a new Diesel tractor and a 1903 steam engine in the afternoon and fireworks at night. Stunt gained major attention from rural areas and incoming cars tangled 28 blocks of traffic after the park's 2,500-car lot was filled. The larger crowd, however, brought less spending money per person according to R. G. Langenwaller.

Ponchartrain's success was scored in the face of discouraging weather reports which failed to prove out. Bait said Saturday was off, and that rain was predicted for the rest of the time. However, sunshine was the rule and 25,000 came Sunday, 35,000 turning out Monday. A hurricane in the Gulf had New Orleans residents weather-conscious, but the storm missed the coast. Bait said per capita spending was down.

Bad weather for the week limited business for Fairgrounds Amusement Park at Memphis, but Manager J. L.

**MAJOR FAIRS SOCK**  
(Continued from page 3)

kept the Indiana State Fair, Indianapolis, from chalking up a new gate mark. Unfavorable weather on almost each of its nine days was not enough, however, to keep the Hoosier event from marking up a nine-day gate of 600,630, off only 27,000 from last year's 627,573. Bob Hope, in for four performances in the Coliseum, turned in a thumping \$71,000, before taxes.

At Detroit, the Michigan State Fair is bounding along at a good clip. Thru Wednesday (8), sixth day of its 10-day run, attendance was 364,025, up about 20,000 over the corresponding point last year.

Meanwhile, the Iowa State Fair, Des Moines, reported its profit for its run, which closed Friday (1), would hit \$100,000 despite a slight drop in attendance caused by rain and cold weather. Final figures put attendance at 455,737, as compared with 463,933 last year.

It's also a bumper year for major expos north of the Canadian border. The Canadian National Exhibition, Toronto, which today closes its 14-day run, was outstepping the 1949 record thru Thursday (7). Attendance to that point was 2,292,000, an increase of 63,500 to the same point last year.

The Toronto patronage is doubly impressive, as the outer gate tariff this year is 50 cents, up 15 cents from 1949. Too, the nationwide rail strike in the early days of the fairs kept quite a number of Americans and Canadians at home. Danny Kaye has been playing nightly to capacity in the spacious grandstand to prices in some instances tilted 50 cents higher than last year. The CNE midway, held down by attractions of J. W. (Patty) Conklin and his brother, Frank, meanwhile have been getting business slightly over last year, a big one for rides and shows there.

At Vancouver, B. C., the Pacific National Exhibition, which closed Labor Day, was caught by the rail strike for the first 8 of its 11 days, yet registered a 613,890 gate, off only 26,000 from last year.

**OLYMPIC BIZ BIG**  
(Continued from page 65)

decline from 1949 when final figures were in. Park treasurer said that killing weather in June made the difference, since biz thru July, August and this month was on the upgrade.

Line-up of circus acts at Olympic Park thru last week included Conchita, iron jaw act; the Ericksons; Lee Marx, juggler; and Lenny and Margie Ross, bag punching. Talent for the final week is: the Balzer Sisters, gymnasts; Fayne and Foster, bell ringing act; Will Wright, juggling and comedy contortionist, and Ira Milette and Penny, acrobatist.

Special feature for Labor Day was the staging of a pyro show by Fred Murray, of International Fireworks Company, Jersey City.

**PALISADES CLICKS**  
(Continued from page 7)

across the Hudson, will be leased to Eastern Airlines for eight months a year on a five-year basis. Sum involved was undisclosed, but Irving Rosenthal said it will pay for a good deal of Palisades' future advertising. With improvements, the sign will measure 94 feet high by 200 feet in length.

Mrs. America contest eliminations were conducted Tuesday (5) thru Thursday (7). Plans for additional rides, shows and further neon flashing for the park are in the works for next season, Rosenthal said, plus the traditional paint job.

Hollywood Sky Rockets and Larry Fotine's ork remain at the park thru the Sunday (10) closing.

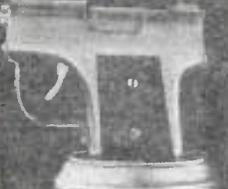
Penicks said despite a damp, cold Labor Day, the take was up 70 per cent over last year and that increase gave the week a 10 per cent edge on 1949's comparable period. Street dancing and fireworks were featured.

**Kipp Brothers** kick-off time with **KIPPS** FOOTBALL SPECIALS

<p><b>#4031 CELLULOID FOOTBALL PLAYER DOLL</b></p> <p>Same as #244 but 4" tall. Box of 2 doz. \$3.60 \$13.15 gross</p> <p><b>PENNANT CANES</b> Lightweight stained bamboo, 36" long with full crook handle. Just the canes on which to place those college pennants. Quantity limited. Per 100 ..... \$2.00 Per 1000 ..... 18.50 Write for New Free Catalog—please. State your business.</p>	<p><b>#244 6" CELLULOID FOOTBALL PLAYER DOLL</b></p> <p>Movable arms. Pkd. 2 doz. asst. colors. Box of 2 doz. \$1.85 gross \$21.00</p>	<p><b>#8266 FOOTBALL PLAYER DOLL</b></p> <p>10" tall, stuffed body, celluloid head. Pkd. 1 doz. asst. colors. \$2.00 dz. \$22.50 gr.</p>
<p><b>11" RUBBER SQUAWKY DOLL</b></p> <p>No squawks when squeezed. \$2.45 doz. \$27.50 gr.</p>	<p><b>#4592 2 1/4" TIN FOOTBALL</b> Per 100. \$3.50 Per 1000. \$32.50</p> <p><b>#235 PLASTIC FOOTBALL CHARM</b> \$1.00 per gross</p>	

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<p><b>USED AS POCKET LIGHTER</b></p> <p>Nickel—Heavy Duty—Non Rusting.</p> <p>Easily sold on sight.</p> <p>Display card with each dozen.</p> <p>Every lighter guaranteed.</p>		<p><b>USED AS TABLE LIGHTER</b></p> <p>The fastest novelty item in today's market.</p> <p>A good spare item for gentlemen.</p> <p><b>\$16.00 DOZ.</b></p> <p>Retails \$2.50 Each. Worth much more. Sample, \$2.00.</p>
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**Acme Sales Co., 126 Neptune Ave., Jersey City, N. J.**

# SALESBOARD SIDELIGHTS

Joseph Worth, head of Worthmore Ticket Games, Chicago, feels the market for new jar and box ticket games is on the upturn, and he is aiming his sales sights accordingly.

Irwin Secore, Secore & Secore, Chicago, says the mechanical board, They're Off, continues to knock off new sales records as it builds up an imposing array of orders. Irv reports a second mechanical board is set for introduction shortly (should

be on the market by the time this appears). Secore's new Illinois, Missouri representative, Ben Carco, is currently on the road with Mori Secore, meeting the many Secore friends in his area.

The McNamara Company, Chicago, has added two new insert pellet boards to its line for the Color-Ex and Color-Ado frames. New numbers are dime play Keystone and nickel punch Nik-o-Luk, according to Walter McNamara, production head. Firm has a new business-booster entry in the wind, and will detail facts on the companion offering as soon as production plans are crystalized, Walter states.

With 40 years under its "production belt," Globe Printing Company, Philadelphia, reports that its year-long celebration (now in process) of this event is stressing the new Best line. Sales manager Otto Goldman says the line features new jacket ideas, three dimensional effects and individual boxing. Initial acceptance, in the West, Midwest and New England territories, where it was introduced, was a forerunner of the operator reaction now showing up in other areas, Goldman says.

Superior Products, Inc., Chicago, reports its new line of 14 salesboards, just released, is being delivered as fast as orders come in. General Sales Manager Irving Sax says the boards, in nickel, dime and quarter styles, are fast proving to be the up-to-the-minute answers for operators looking for new fall play incentives.

Sam Feldman, sales manager of Harlich Corporation, Chicago, says

the fall season pick-up has blossomed forth and indications are that the 1950-51 winter period will prove out a topper. Sam adds that Harlich is bringing out a new line of coin boards designed to hit the bulls'-eye of operator interest.

## CONEY ISLAND, N. Y.

(Continued from page 64)  
the national anthem. . . . Best patronized of the adult rides are Feucht and Kister's Cyclone and Kyrimes's Virginia Reel.

In view of the unfavorable sentiment of concessionaires, it has been decided to discontinue free shows offered this season and center more energy on a Mardi Gras and fireworks in 1951. . . . Bernard and Dave Katz's Arcade is the only Coney spot outside of a Faber's poker-roll that remain open the year round. Their pokerinos did better this year than shuffleboards. . . . Garto's variety show, reinforced by Linda Folkard and Sue and Alice Bethencourt, dancers, shuttered after Labor Day and reopened September 8-9-10. It opens again September 16-17, as do Tirza's and Sindell's girlie shows.

Lester Wildman, local sign painter on West Eighth, was pictured and storied in the Brooklyn section of The Sunday News of August 27. He is of the firm of Wildman & Son, founded in 1901 by his dad, the late Harry Wildman. . . . Arthur Pilatsky, of Faber's Fascination, continues to maintain his reputation as Coney's A-1 mike man. . . . The two big penny-pitchers, Ann Morano on the Bowery and Charlie Miller in Feltman's, feel that the season would have been far better with a Mardi Gras. So does high-striker Harry Nelson and others. . . . Dave Rosen's best biz at his freakery was during July and August. Season on the whole was not as good as last year's because of bad weather.

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JUST RELEASED!

- ★ FAST ACTION
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## JUST what you're LOOKING for--

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STOP IN TO SEE US

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  - 1000 5¢ Double Finn, Prof. \$24.00 . . . . . 98
  - 1000 5¢ Lulu, 5¢ Thick, Prof. \$18.00 . . . . . 149
  - 1000 25¢ J.P. Charley, Prof. \$52.00 . . . . . \$ 79
  - 1000 25¢ Texas Charley, Seal, Prof. \$102.25 . . . . . 1 49
  - 1000 5¢ Assorted J.P. Boards, Prof. \$27.90 . . . . . 1 49
  - 1000 5¢ J.P. Girlie Boards, Prof. \$27.90 . . . . . 1 72
- 25¢ Deposit. Write for Catalog.  
DELUXE SALES CO., Blue Earth, Minn.

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No charge accounts.

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**A-1 BARGAIN — CIGARETTE AND CANDY Vending Machine;** all makes, models; lowest prices; what have you to sell? Mac Postel 6416 N. Newgard Ave., Chicago, Ill. **se16**

**CANDY VENDORS—9 ROWE, 8-COLUMN WITH enclosed boxes;** one Mills 8-column; 3 Stewart McGuire Cigarette Vendors for rebuilding or parts; and one slightly used automatic Shoe Shiner; make an offer. C. W. Lohr, 812 S. McDuff Ave., Jax. 5, Fla. **se16**

**COIN FOR GOOD USED SEEBURG "SELECT-O-METER" 100¢ machines;** state parties, condition. Walter, 1517 Penrose Ave., Atlantic City, N. J. **se16**

**CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each;** in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.30 each; top plate for three vendors, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, bal. e.o.d. King & Co., 2702 Lake St., Chicago 12, Ill. **se16**

**CIGARETTE MACHINES—FOR THE FINEST in cigarette machines see Central;** write for details; we also buy used equipment. Central Vending Machine Service Co., 387 Parrish St., Philadelphia 4, Pa. **se16**

**CLOSING OUT—1 EXHIBIT DALE GUN, \$65; 1 Big Top, \$50; 1 Music, \$35; 1 Carousel, \$25; 1 Jerkens Lotion, \$7.50;** all clean and good condition; cash with order. E. W. Goode, Urbana, O. **se16**

**DIGGERS — MERCHANTMEN, ELECTRO-MOTOR, 40 Silver, 40 Buckeye, Mutecomb hand operated, \$49.50 each;** Exhibit Rotary Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Pa. **se16**

**ELECTRIC SKILL-GUN LIGHT-UP TARGETS, \$25; Tilt-Test, \$17.50; Gottlieb Three-Way Gripper, \$12.50; Windmill, \$5.** All like new. Will trade for 5¢ Acorn All-Charms or 1¢ Manger Vendors. Alexander, Box 388, Hamblin, Mo. **se16**

**FOR SALE — SILVER KING 5 CENT NUT Vendors;** excellent condition; \$4 each. Box 114, c/o Billboard, N. Y. **se16**

**FOR SALE—200 NORTHWESTERN 33 GUM Machines, 40 Silver, 40 Buckeye & Bulk Vendors;** 120 Silverking 1¢ Gum Machines; all in good condition, \$5 each f.o.b. Miami. Tropical Vendors, 141 S.W. 53rd Court, Miami 34, Fla. **se16**

**LATE PIN GAMES, EXTRA CLEAN—BOWLING Champ, \$64.50; Gottlieb Basketball, \$69.50; Gottlieb, \$95.50; Three Fathers, \$61.50; Mills 10¢ Black Cherry, \$94.50; almost new Mills 21 Chrome, \$189.50.** Write Pops Arende, Ansonia, Ala. **se16**

**SEND FOR OUR CLOSOUT BARGAIN LIST.** Special of Penny Amusement Games. Atlas Specialty Co., Fairfax, Tex. **se16**

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**WANTED — MILLS, JENNINGS AND PACE Slot Machines;** state fully what you have, giving model, approximate serials, payouts, condition; one or one hundred; write, wire. The John M. Stuart Co., Paris, Ky. **se23**

**WANTED — NATIONAL CIGARETTE MACHINES, 8/30, \$35; 9/50, \$40, and 9.50 king size, \$50.** Phone Evergreen 4-4444, Donald Zak, 3017 So. 14th St., Milwaukee, Wis. **se23**

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400	5¢	LUCKY BUCKS, THICK	Def. 7.00	75
1000	5¢	CHARLEY THIN	Def. 17.00	90
1000	25¢	J.P. CHARLEY, THIN	Ave. \$2.00	90
1200	25¢	TEXAS CHARLEY, THICK	Ave. 192.98	1 75
1000	5¢	SOUTH PACIFIC OIL BOARD	Ave. 26.89	1 75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Ave. 27.20	1 75
1000	5¢	FLAMING GIRL, GIRL BOARD	Ave. 27.90	1 75
1000	10¢	TEN CENT SAW BUCKS	Ave. 45.98	1 75
1000	25¢	SIX TWO BITS	Ave. 114.28	1 75

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# Fall Biz Forecast Optimistic

## All Phases Report Business on Upswing as Summer Season Ends; "Scare" Buying Over

### Increasing Military Strength, Controls Are Factors

CHICAGO, Sept. 9.—The coin machine industry this week entered the final one-third of 1950 with reports from all parts of the country listing the outlook as "the brightest in years." Game play, vander grosses and juke box income are all on the upward march, and operator-buying is brisker at this time of the year than it has been since the immediate postwar years of 1946 and 1947.

Despite a slow start this summer, in which practically all phases of the industry appeared headed for the usual three-month slump, an

early pick-up in biz sent operators into the fall season in a sounder position financially and mentally to finish out the year.

Generally speaking (there are, of course, regional variations) the industry now shapes up along the following lines:

1. Shuffle game play has held up thru the summer and, augmented by several new pin game lines, is ex-

(See FALL TRADE on page 120)

## National Bows Coin Baseball Game in Flip

### To Name Distrib Net

ORANGE, N. J., Sept. 9.—Turning tables on coin machine manufacturers, who in 1948-'49 flocked to the production of shuffleboards, the National Shuffleboard Company this week announced development of its first coin amusement game, a puck-play device using a baseball theme, called "Hit n' Run." The company has been active in the shuffleboard field for more than 17 years.

The game is already in production, according to Harry Kotler, treasurer, who said deliveries will begin in (See NATIONAL BOWS on page 115)

## Threat of Polio To '50 Business Less, PHS Says

WASHINGTON, Sept. 9.—The number of polio cases is on the increase, but is running well below last year, the Public Health Service (PHS) reported. Thru August 19 the number of cases totaled 10,231, as compared with 17,290 for the same period last year.

New cases reported during that week amounted to 1,489—less than half of the 3,416 new cases reported for the comparable 1949 week. New York was hit the hardest, with 191 cases reported. Texas and Illinois followed with 113 and 104 new cases, respectively. Nevada and New Hampshire were on the bottom of the list, having one and three cases, respectively.

## Coin Movies Draw Kiddie Patronage In Supermarkets

NEW YORK, Sept. 9.—A drive to place midget movie machines in supermarkets across the country is being mapped here by Capitol Projectors, following successful completion of a test in about 12 Southwestern stores. Test, which ran for 60 days in the Weingarten chain, in and around Houston, checked consumer reaction with about 30 of the coin-operated movie devices.

Store management is said to have okayed the machines, both as money earners and as a service to patrons. Showing kiddie features, the nickel-play machines provided entertainment for children taken along by (See Coin Movies Draw on page 115)

## CM Shipments Resumed Over Can. Railroads

### Major Strike Settled

ST. JOHN, N. B., Sept. 9.—Distributors of coin machines in the eastern provinces were relieved when operations on the Canadian National and Canadian Pacific railways resumed this week. For almost three weeks the movement of all kinds of coin machines was at a standstill, altho for shorter distances trucks substituted for rail transportation.

Shipments of machines from Quebec and Ontario to Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland were halted. This situation prevailed not only during the nine days of the strike but for about a week in advance and three or four days after the strike ended.

Movement of coin machines and supplies into Canada from Boston, New Haven, New York City, and Philadelphia, was halted, as was the inter-provincial distribution. Truck lines have not attained the degree of efficiency prevailing in the U. S., and connections between lines is unsatisfactory.

## Canadian Natl. Coin Machines Get Heavy Play

TORONTO, Sept. 9.—Coin machines on location at the Canadian National exhibition (CNE) drew 14 days of consistently heavy play. They were located both in the arcade on the midway and, in the case of food and drink vendors, at strategic points thruout the grounds.

Benefited by crowds which approached the 200,000 mark on all but the first day, when 107,500 persons attended, amusement pieces in the arcade were put to strong performance tests. Among the arcade pieces doing the biggest business were batteries of Hollycranes, made by Como Manufacturing Corporation, Chicago, and a variety of equipment made by the Exhibit Supply Company, Chicago. The exhibit included a battery of six Knotty Peek units, a Sec-a-View machine, several Silver Bullet gun games and 10 rotary merchandisers.

With the CNE closing tonight (9), well over 2,000,000 persons from a score of nations attended the annual event. One of the factors in the increased business for the exhibition as a whole has been the lower amusement tax in effect this year, which has permitted lower admission prices. By the time the CNE is launched next year, several more coin machine firms are expected to be represented now that U. S.-made coin equipment can be imported in quantity.

### Fairway No. Hazard:

## Los Angeles Op Specializes in Miniature Golf Courses; Putts Hole-in-One on Games Crosses

By Sam Abbott

LOS ANGELES, Sept. 9.—A miniature golf course is being constructed at Hollywood Boulevard and Edgemont Street in Hollywood. It will have the customary "fairways" and hazards. But, in addition to these it will have a modern building for amusement machines.

The trend of miniature golf course operators consider equipment makes one coin machine operator here happy. He is Mac Sanders, who specializes in the placement of arcade type equipment in the tiny links.

Sanders has been in the coin machine business for 20 years and has featured miniature golf courses as locations for five. However, during that comparatively brief time, Sanders claims that he has learned much about this type of operation. In some ways it is very similar to arcade operation and on the other hand vastly different.

This operator began turning his attention to midget fairways in 1945

when he placed machines in a course in the western section of the city. He has found that guns—ray guns and pistols—are consistently money makers. He explains their popularity standpoint is the Goalie. This, too, has been consistent in getting money. The explanation here is that it is a competitive game. Sanders places shuffleboards in third place. Pinball games are not permitted in Los Angeles. However, he is inclined to agree with the arcade operators that they are excellent fill-in games.

Sanders came to California in 1921 from his home in Upper New York State and nine years later he operated peanut and ball gum machines with Lou Wolcher in San Francisco. Later candy vendors were added to the route. Sanders was associated with Wolcher until 1933 when Sanders went to Seattle. He remembers the time for it was just as Rock-Ola was bringing out the World Series. (See L. A. Operator on page 120)

## Johnson Bill Action Marks Time Until Sponsor Returns to D. C.

WASHINGTON, Sept. 9.—Awaiting the return to Washington of Chairman Edwin C. Johnson (D., Colo.), the Senate Interstate Commerce Committee has let another week of the fading session slip by without taking action on the House version of the Johnson anti-gaming device bill.

The committee decision either to okay the House changes or to request a conference with members of the House Interstate Commerce Committee is expected early next week when Johnson is slated to meet with his group. If the House version is approved, rapid Senate action is possible. If a conference is necessary, however, the bill will almost certainly be delayed beyond the scheduled recess or adjournment during the week of September 18. Such delay would have the effect of killing the measure for this session.

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# Urge Better Location Relations

## Form Research Bureau To Aid Juke Op Orgs

Headed by Steinberg

NEWARK, N. J., Sept. 9.—Music Guild of America (MGA), the tag which has long identified the phonograph operators' association of this State, has been transferred to a private research organization, it was learned this week, with the operators' group henceforth to be known as the Music Guild of New Jersey (MGNJ). Owner of the MGA name is a "national research bureau," with Dick Steinberg, who holds the same post with MGNJ, as executive director. It plans to make available to juke box associations around the country, on a fee basis, merchandising, programming and public relations services developed by Steinberg during his tenure of office with the New Jersey group.

### Broaden Service

Purpose of the move, he said, is to broaden and make more comprehensive these services. "No one association can finance an adequate research program to furnish operators the information they need to get the maximum return from their investment," he declared. Services can be greatly improved if the cost is shared on a participating basis, he pointed out.

Steinberg, who is also national secretary of the Music Operators of America, emphasized his organization will not attempt to handle regular association business. It will rather supplement the work of regular associations.

## Jukes Escape Credit Controls

WASHINGTON, Sept. 9.—Juke boxes remain free from credit controls, despite the general credit restrictions going into effect September 18 on radios, TV sets and phonos, a Federal Reserve Board (FRB) spokesman told *The Billboard* last night (8).

The spokesman declared that the juke box is not designed for home use and is therefore exempt from stringent credit regulations being imposed on phonos used in the homes. "The test to see whether credit controls apply is whether the article is used in the home or for business purposes," the official said. He added, "I think we may presume that juke boxes are manufactured for business purposes only."

## Covideo Names Mo. Distributor

NEW YORK, Sept. 9.—Covideo, Inc., producer of a coin-operated television set, has appointed the Commercial Covideo Company, of Farmington, Mo., as distributor in its area. Lou Brown, president, announced this week.

The Missouri outlet is headed by Lindell Edwards.

### Two for a Nickel:

## Teen-Age Spots Profitable to Ristocrat Op Pioneering New Phonograph in New York Area

By Is Horowitz

MOUNT VERNON, N. Y., Sept. 9.—From 78 to 45 has been a quick jump for Roger L. Becker, who once ran his own conventional-speed diskery and now operates an expanding route of doughnut-platter Ristaurats. But the revolutionary drop was no come-down for Becker, who is pioneering the coin music box in this area and sees a rosy future in this new type of operation.

It was less than two months ago that he placed his first machine on location. The son of Arthur L. Becker, president of Bibletone Records, he

knew the music business but was a newcomer to coin machines.

With some 30 machines already placed in Westchester County and New York City's borough of the Bronx, he has found teen-age locations the best money earners. Ice cream parlors and luncheonettes frequented by the youngsters are the prime spots, altho he has not neglected the more conventional diners and taverns. He has made a special effort to place new machines near schools. Here, however, the full potential is yet to be developed. (See *TEEN-AGE SPOTS*, page 116)

## Wurlitzer Ups 1250 Tag to \$829.50; Appoints New Exec

NORTH TONAWANDA, N. Y., Sept. 9.—Ed R. Wurgler, general sales manager, Rudolph Wurlitzer Company, this week announced an increase in the price of the 1250 phonograph from \$799.50 to \$829.50. The \$30 hike will become effective September 16, Wurgler said. Price of the 1250 was increased \$49.50 late last June.

In explaining the necessity for an increase, the Wurlitzer official said: "For several months past we have absorbed increasing costs until it has

(See *Wurlitzer Hikes* on page 114)

NORTH TONAWANDA, N. Y., Sept. 9.—Appointment of Raymond C. Davis as production control manager, and the retirement of Irving O. Vaaler, works manager, were announced this week by the Rudolph Wurlitzer Company here.

Vaaler, who designed the cabinet of the firm's first juke box in 1934, retired after 21 years of service with the manufacturer. Since 1934 he supervised the design of 15 new models and the production of nearly 500,000 (See *Name Raymond Davis*, page 114)

## Merchandising Music

PLATTER PATTERN... Many operators are turning to the diskeries as a source of their variable grosses, trying to discover ways and means of improving their basic supply service. Ted Heil, Heil Premium Company, Gaylord, Minn., says his firm has stopped buying "poorly made" records which wear out swiftly. Ted says the juke box ops need records with good wearing qualities. . . . Officials of the Simpson Automatic Music Company. Red

Bluff, Calif., chime in that recent shipments, many from at least one of the majors, have arrived with the disks all warped. Even the financial adjustments may be made, this firm says the loss in playing time on these disks is "serious."

TV TO BE Q. T.? . . . Video, which caused more than its share of headaches in the Midwest, is becoming less and less of a competitor. Chick (See *Merchandising Music*, page 116)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:

SHOWBIZ MOVES VS. COMMIES. Anti-Red ideas spring up from all over (General, Radio and Music departments).

VICTOR SETS BIGGEST FALL DISK PROMOTION BALLY. The greatest campaign in the diskery history is set to begin next week (Music, Radio-Phono-TV departments).

DISKERS FORM CHICAGO DISTRIB POOL. Four platteries pool disks for distribution by Chord (Music Department).

N. Y. DISK PRESSERS UNITE ON INDIE BATTLE. An informal org is set up to safeguard pressing plants against losses from lax indies (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Ops Report on Programs; Air Price Problem

### Discuss Marginal Spots

CHICAGO, Sept. 9.—That location relations are perhaps one of the most important, yet under-rated, phases of juke box operation was evidenced this week in a spot check of music operators in various parts of the country. Most ops contacted revealed that by practicing location relations, and striving to improve them steadily, juke grosses could be increased.

At the same time, ops reported on some of their major problems in trying to make a marginal spot into a money-maker. In this regard, juke and record prices were reviewed, and the general answer, which has cropped up time and time in the past, remained "lower prices on both disks and equipment, and better wearing qualities on records."

### Location Phase

Proper understanding of the music business, and the problems facing the operator, can help to establish location relations on a sound basis according to many of those ops contacted. One method used and found successful was advanced by John P. Scott, Meigs Music Company, Pomeroy, O. To eliminate misconceptions of the earning power of juke, and to provide the locations with information. (See *OPS TALK* on page 114)

## Penn. Politicos Wed Race With Music Machines

HARRISBURG, Pa., Sept. 9.—Politics and phonographs were bedfellows this week as the Pennsylvania gubernatorial race got down to name-calling.

Charles D. Dilworth, Democratic candidate for governor, attempted to make the Filben Company an issue in the campaign by charging that two directors of the Filben Company, now Pennsylvania State officials under a GOP administration, "fronted" for juke box interests to influence the placing of phonographs.

The directors were Charles J. Margiotti and N. L. Wymard, both of Pittsburgh. Margiotti is now attorney general of Pennsylvania and Wymard, his former law partner, is secretary to Governor Duff.

Dilworth declared the Filben Company was organized with Margiotti as its chief counsel. He went on to say Margiotti also set up the National Filben Corporation to distribute the Filben phonograph.

Dilworth charged Wymard was put into the governor's office to "front" for the juke box interests and to influence locations.

Both Wymard and Margiotti denied the charges, pointing out that Wymard's appointment came a year after the firm quit manufacturing their product and Margiotti did not take office until a few months ago. Governor Duff branded Dilworth an "unscrupulous liar."



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## Record Reviews

(Continued from page 40)

EATINGS  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST	TUNES	
LABEL AND NO.	COMMENT	
<b>POPULAR</b>		
<b>EDITH PIAF</b> (Robert Chavigny Ork) Columbia 38948	<b>La Vie En Rose</b> La Piaf's attempt to render the tune in English is catastrophic. Without the Gallic charm, she only sounds hoarse and hopeless instead of hoarse and bewitching.	40--45--40--35
	<b>The Three Bells</b> Same sad story.	35--40--35--30
<b>BETTY HUTTON</b> Victor 20-5908	<b>Orange Colored Sky</b> Film comedian's debut for Victor is a corker as her bursting vitality comes thru the wax engagingly. If this unusual novelty-ballad, not written by Frank Loesser, scores, this etching should be a leader.	88--89--87--88
	<b>Can't Stop Talking</b> A mila-minute hunk of material by Frank Loesser from the "Let's Dance" flick is express-trained with much verve and humor by Miss Hutton.	80--80--79--80
<b>GENE KRUPA ORK</b> (Bobby Soots) Victor 20-5906	<b>Cincinnati Dancing Pig</b> The drummer man enters the hammock stakes with a dancey swing version, punctuating Bobby Soots' engaging vocal with effective rim-shot barrages. Good coverage, but not likely to lead.	76--77--77--74
	<b>Swingin' Doors</b> Tune has a hillbilly feel, and that's the way Soots chants it. Krupa's swing backing doesn't jibe with the vocal approach.	63--63--63--63
<b>ROSALIND PAIGE</b> Admiral 3020	<b>Strolling</b> Thrush and barbershop group in back do a pleasant, old-fashioned job of a thumping waltz ditty in the "Schooldays"-"Take Me Out to the Ball Game" vein.	73--73--73--73
	<b>Let Me Out of the Stable</b> Euboeant handclapper on a rather unusual ditty—a horse wants out.	70--70--70--70
<b>PATTI PAGE</b> (Harry Gellor Ork) Mercury 5463	<b>Back in Your Own Backyard</b> Thrush gets off an exciting rhythm version of the fine old Dave Dreyer-Billy Rose tune. Could step out.	87--87--87--87
	<b>The Right Kind of Love</b> A ballad of some years vintage with fine, standard quality, gets a melting job from the fast-growing singer. Makes a strong coupling.	86--86--86--86
<b>ARTHUR GODFREY</b> Columbia 38946	<b>The Ukulele Song</b> Godfrey and a neat uke on a routine wicki-wacki job, with soft orking in back for last chorus.	70--73--70--67
	<b>I Wish I Had a Girl</b> (Archie Bleyer Ork) The frog-throated chanter gets all soft and sentimental on a love song. Thoroughly unconvincing.	62--64--62--60
<b>ROBERT Q. LEWIS</b> (Archie Bleyer Ork) Columbia 38947	<b>Ain't You Coming Out, Malinda?</b> The comic gets off an inoffensive job of the good olde, with barbershop harmonizing in back.	68--68--68--68
	<b>If I Give Up the Saxophone</b> Lewis cuts up a few louches on a lively comic novelty with funny sax work in the orking.	68--71--68--65
<b>JOHNNY LONG ORK</b> King 15060	<b>The B-I-EE-I-EE</b> The Long crew does a bright job with a happy spell-it-out ditty perfectly suited to the gal-and-glee-club treatment.	74--74--73--75
	<b>Just Friends</b> The unison band chant treatment is applied to the ballad olde. Pleasant, but not up to flip.	70--70--70--71
<b>VAUGHN MONROE ORK</b> Victor 20-3907	<b>This Is My Country</b> A new and impressive flagwaver gets a ponderous and impressive job from Monroe & Company.	86--87--85--86
	<b>The Great American Dream</b> Equal parts of religion and patriotism are mixed for a flagwaver in brighter tempo and a less massive production than flip.	82--83--80--82
<b>PERRY COMO</b> (Mitchell Ayres Ork) Victor 20-3905	<b>Patricia</b> Attractive bounce ballad with the girl friend approach should meet with the approval of the Como legions. Has winner potential.	86--86--86--86
	<b>Watchin' the Trains Go By</b> Unimpressive rhythm ditty is enhanced considerably by the polished delivery of Como and assisting cast.	79--80--78--78
<b>JERRY GRAY ORK</b> (The Crew Chiefs) Decca 27179	<b>I Don't Care If the Sun Don't Shine</b> Gray's fine Miller-style band slices a happy, beat-ful, bright reading of this excellent rhythm ditty. But disk-ing of song is very late.	75--78--72--75
	<b>Vagabond Shoes</b> Delightful orking and neat Chiefs' vocal of this spirited and infectious rhythm offering.	81--84--80--80
<b>JERRY GRAY ORK</b> (Tommy Traynor) Decca 27180	<b>Honestly I Love You</b> Fine dance disk-ing of a current plug ballad spots a neat Tommy Traynor vocal and clever use of single note accordion in the ensemble.	73--75--72--72
	<b>No Other Love</b> Handsome dance showcasing of this Chopin adaptation which is scoring via a Jo Stafford waxing. Could pick up some late coin on the fast-stepping song.	75--76--75--74
<b>COUNTRY &amp; WESTERN</b>		
<b>ELTON BRITT</b> Victor 21-0381	<b>The Red We Want Is the Red We're Got</b> If the ditty takes hold, Britt's treatment should be the big country version. He takes it relaxedly, with organ and muted trumpet featured in back, in spirit of the flip.	81--81--80--82
	<b>There's a Star-Spangled Banner Waving Somewhere</b> One of the smash sides of World War II is released again; lines about the Axis enemy are hardly pertinent today but general atmosphere could carry the side.	80--80--80--80

# Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY AND WESTERN</b>		
<b>CARL STORY</b> Mercury 6276	<b>No End to Heaven</b> Smartly conceived treatment of a good rhythm gospel tune features alternating solo voices, harmony, and bango breaks, sustaining interest.	73--74--76--70
	<b>You Can't Believe Everything You Hear</b> Effective use of breaks highlights this jumping sacred item, sold hard by vocal group.	75--76--78--72
<b>DUSTY WALKER</b> Columbia 38924	<b>Silver River</b> Tune of the Western-pop genre is warbled sweetly by Walker. Gentle stuff, however.	64--65--64--63
	<b>Proud Little Heart</b> Bouncy rural tune has contagious appeal in this highly competent rendition.	77--78--77--76
<b>RED KIRK</b> Mercury 6274	<b>Church Bells Chimed</b> Jilted lover theme is warbled acceptably by Kirk, who does what he can with the forced material.	66--66--67--66
	<b>Never Been So Lonesome</b> Hank Williams' raze-ma-tazzer gets a competent, unexciting go here.	69--68--68--70
<b>OLD BROTHER CHARLIE AND DAISY MAE</b> Cosy 254	<b>Our U. S. Volunteers</b> O. B. Charlie recites his own poem in heavy hillbilly dialect. May make some territorial sales.	57--57--60--55
	<b>Our United Nations Flag</b> Fine, authentically styled folk fare deals with the Korean situation. Gal performs in tangy, tremulous style.	70--74--72--65
<b>BOB EATON</b> Decca 46262	<b>Oklahoma Hills</b> Red-blooded rendition of a light Southwester with old-time folk flavor. Good side for cowboy-conscious moppets.	67--67--70--64
	<b>The Texas Song</b> Latest in the string of Chamber of Commerce songs fails to impress strongly here. May do some territorial business.	66--66--66--65
<b>LENNY DEE</b> Decca 46263	<b>St. Louis Blues</b> A standout rendition with organ and rhythm section. A fine combination of tones and a great beat tab, this is a possible sleeper, especially for juke.	84--84--82--86
	<b>Cincinnati Dancing Pig</b> Same combo knocks out a nifty rhythm instrumental rendition.	81--80--80--82
<b>JOHNNY HICKS &amp; HIS TROUBADORS</b> Columbia 20737	<b>Heart After Heart</b> Hicks warbles a straightforward, so-so ballad with beat in unadorned country style, with steel, fiddles and piano.	60--60--60--60
	<b>Hamburger Hop</b> Rhythm novelty with a lightweight, harmless theme is warbled satisfactorily by Hicks with boys joining in for nasal harmony on refrain.	55--55--53--57
<b>VANCE BROS.</b> Macy's 144	<b>Draftboard Blues</b> Topical jingle gets a lively up-tempo rendition, with okay male vocal and country-swing string combo.	66--66--64--68
	<b>Can't Get You Out of My Dreams</b> Torcher in country-dance tempo is undistinguished, material-wise and in rendition.	47--47--46--48
<b>ELTON BRITT</b> Victor 21-0378	<b>I'll Find You</b> Warbler gets a fine slow ballad job in 3/4 time. Much feeling and warmth in vocal; backing is sweet and pop-styled.	80--80--80--80
	<b>I'm the One Who Loves You</b> In same sweet, sentimental manner, Britt covers on the Stu Hamblen "Remember Me" hit.	73--73--73--73
<b>PEE WEE KING</b> Victor 21-0379	<b>Cincinnati Dancing Pig</b> One of the best versions of the oinker—steady, catchy tempo and a beautiful, winning vocal by Red Stewart.	82--82--82--82
	<b>We're Gonna Go Fishin'</b> Swing up-tempo novelty is projected with sparkle by combo and Stewart.	75--75--75--75
<b>BOB MASON</b> Cosy 243	<b>Who's Right, Who's Wrong?</b> This is a recitation, theme—the returned soldier who had been reported missing in action and finds his wife re-married. Effective reading.	68--70--70--64
	<b>Those Three Little Words</b> Orthodox country ballad warbling job is not especially interesting.	55--55--55--55
<b>HOT JAZZ</b>		
<b>DAVE BRUBECK TRIO</b> Fantasy 508	<b>'s Wonderful</b> This fine modernist here rakes up another superb conception of an uprising evergreen. Jazz spinners should cotton to Brubeck's work once they pick up on it.	70--75--70--66
	<b>Spring Is Here</b> This Rodgers and Hart lovely is done tastefully by Brubeck at the piano with a driving bongo establishing an exciting modern jazz feeling.	71--75--70--67
<b>DAVE BRUBECK OCTET</b> Fantasy 509	<b>The Way You Look Tonight</b> Brubeck here fronts an augmented unit which is scored in the spirit of the modernisms of the Miles Davis octet. Fascinating musicianship and conception but mainly for the bop clan.	64--70--65--58
	<b>Love Walked In</b> Another raft of dissonant harmonies and intricate Brubeck craftsmanship shows in the reading of this fine old Gershwin standard.	64--70--65--58
<b>DAVE BRUBECK OCTET</b> Fantasy 510	<b>September in the Rain</b> Modern harmonies and imaginative coloring highlight this conception of this worthy oldie.	64--70--65--58
	<b>What Is This Thing Called Love?</b> Wonderful modern interpretation of this grand oldie. Brubeck, a comparatively unknown San Francisco product, will find a quick jazz market value once his platterings reach the interested spinners.	67--75--67--58

(Continued on page 102)

the **SMALL**  
**MUSIC BOX**  
for the  
**SMALL**  
**LOCATIONS**

**Precision Engineered,  
coin operated  
RISTAUCRAT '45'**  
**plays twelve 45 RPM  
records—restacks  
them automatically.**

The  
**MUSIC BOX**  
for the  
**SPOT You  
FORGOT**

Only 12" wide,  
12 3/4" deep and  
16" high.  
Weights only  
30 lbs.



# RISTAUCRAT '45'

- **PLAYS 12-45 RPM RECORDS**—restacks automatically. Un-breakable 45 RPM's last longer than others, are easy to carry, easy to store.
- **SUPERB TONE**—Sparkling clear tone is comparable to the most expensive juke boxes made. Can be regulated as soft or as loud as you wish.
- **EYE-CATCHING CABINET**—hand finished; topped by an un-breakable plexiglas dome lighted with soft, glowing color.
- **5c—2 FOR 5c PLAY**—quickly, easily set for the type of play the location requires. Separate cash drawer.
- **CONNECT WITH SPEAKERS**—one or two speakers can be connected instantly.
- **AMAZINGLY LOW COST**—five RISTAUCRAT '45' machines cost less than one large juke box, giving you more locations at less cost, more profit per unit.

IDEAL FOR RENTAL PURPOSES

**RISTAUCRAT, Inc.**  
1216 E. Wisconsin Ave. Appleton, Wis

# West Coast Ops Ready Juke Rentals for Yule Season

LOS ANGELES, Sept. 9.—Music machine operators here are already looking to the coming Christmas season and making plans for the rental of equipment for private and office parties. In the past this type of operation has paid off handsomely for the operators.

Joining in the preparations for the rental season are William Leuenhagen, owner of the Leuenhagen

Company, and Mary and Kay Solle, of the Leuenhagen Record Bar. They emphasize that the rental business affords operators revenue from what otherwise would be idle machines. However, to play the field successfully requires planning.

Leuenhagen explained that operators generally receive a minimum rental of about \$25 for a machine. The machine is usually moved into the spot the afternoon before or the morning of the party. It remains thru the next day and the renters are at liberty to use it the entire time. As a number of the events are staged at week-ends the renters get the Sunday use of it too.

### Record Selections

Mary Solle, manager of the Record Bar, has been helpful in assisting many of these operators make the proper selection of records for their temporary spots. She has suggested they inquire of the renter the names of artists the group likes. A careful picking of tunes is important and much of the success of the date depends on it.

Only recently an operator called at the Record Bar and advised them that he had booked a Mexican party for that week-end. When he was asked the names of the artists they preferred, it turned out that the selections to be used were Spanish, with a generous supply of rhythm and (See West Coast Ops on page 114)

**AN \$8.75 KIT**  
and 30 Minutes time  
Adapts the  
**WURLITZER**  
*Twelve Fifty*  
TO ANY SPEED RECORD

**COBRA CARTRIDGES**  
Realigned and resurfaced. 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.  
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And similar instruments. Mechanically cut rolls soon available. Write  
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WURLITZER		SEEBURG	
1015	\$269.00	147-8M	\$357.00
1080	269.00	M-246-M Hideaway	300.00
<b>ROCK-OLA</b>			
		1422	\$169.00

*These Phonographs Are Thoroughly Reconditioned - Like New!*

SEEBURG		WALL BOXES	
W1-156 (NEW)	\$37.00	W5-22, 5¢	\$8.95
3W2-156 5¢, 3 WIRE	29.00	D820-12, 5¢	8.95
W1-156 5¢ WIRELESS	24.50	S-20-12, 5¢	3.50
WB-12, 5/10/25	17.00	<b>WURLITZER</b>	
DS8-12, 5/10/25	17.00	125, 5¢/10¢/25¢	\$7.50
		120, 5¢	3.50

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$119	800	\$99 Super 40
Hightone, R.C.	99 850	Master 40
Hightone, E.S.	79 950	Deluxe 39
Envoy	89 500	Standard 39
Major	79 600R	Commando
Colonel	69 Victory	
Regal	59 616	<b>AIREON</b>
		39 Fiesta

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED. UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$25.00.

THREE-WIRE CABLE, 7 CENTS; 500 FT. 6 1/2 CENTS PER FOOT; 147M DOME, \$17.50. NEEDLES, LOW QUANTITY PRICES, WRITE, FUSES, 50% OFF LIST. FUSELATS, 33 1/2% OFF LIST.

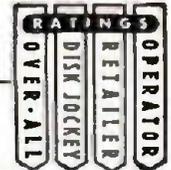
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## Record Reviews

(Continued from page 101)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
<b>HOT JAZZ</b>		
<b>AL COHN QUARTET</b> Triumph 812	<b>Let's Get Away From It All</b> Neat instrumental approach to this tasty old rhythm ditty. It's Cohn's tenor sax most of the way and he does a neat Getz-like job.	70--75--70--66
	<b>Groovin' With Gus</b> Bop instrumental go for Cohn doesn't stir much excitement tho it's a good sample of modern tenoring.	57--60--55--55
<b>MAL SCHAEFER TRIO</b> Sunstone SR 2-1	<b>What a Difference An "A" Makes</b> Schaefer, an able, advanced biter gets off a facile but unsubstantial bop bit to a loud rumbap rhythm foundation by bass and drums.	52--57--53--45
	<b>New Sound for the Blues</b> More interesting is this slow, Garner-ish evocation of a lacy blues theme.	55--59--55--50
<b>AL COHN QUARTET</b> Triumph 811	<b>How Long Has This Been Going On?</b> Cohn is one of flat-toned tenor school out of Prez and preached now by Stan Getz and others. This is a pretty, breathy conception of a Gershwin beauty.	71--74--71--68
	<b>Infinity</b> "Greater Than the End" is the sub-title of this original bopper which is smoothly tho not excitingly punched out by Cohn.	60--66--60--55
<b>INTERNATIONAL</b>		
<b>FRANKIE YANKOVIC</b> Columbia 1-753	<b>Acapulco Polka</b> Bright performance of a happy polka with a Mexican lyrical twist. For Yankovic's following.	75--78--73--75
	<b>Red Lips Waltz</b> Infectious, lifting waltz could be Yankovic's follow up to his "Blue Skirt Waltz." It's the usual brisk performance with bright group vocal. Extra strong fare for the Midwestern waltz-polka belt.	84--85--83--84
<b>DIANA GOLDBERG</b> Banner 582	<b>I Want a Man</b> Mostly in English, partly in Yiddish Miss Goldberg makes an amusing plea for a man, which should meet with favor in Jewish nabs.	74--75--72--75
	<b>Yiddish Polka</b> Lively albeit not particularly inspiring novelty idea is done with vigor by the thrush, again in Yiddish and English.	67--70--65--67
<b>IRVING GROSSMAN</b> Banner 2101	<b>Sing, Israel, Sing</b> Flag-waving patriotic piece for the new-born land of Israel sung in English. It's a rousing deal which will make handsome fare for Jewish air shows.	63--70--60--60
	<b>I'm Going Home</b> Another flag waver, this one touching on the democratic processes inherent in Israeli government. Grossman really belts this one out.	65--75--60--60
<b>CLASSICAL</b>		
<b>THE LONDON SYMPHONY ORK-ROYALTON KISCH, DIR.</b> London (45) 40126	<b>Smetana: The Bartered Bride—Overture</b> Brisk, vigorous, energetic and beautifully recorded reading of this popular concert hall warhorse.	75--75--75--NS
<b>LEOPOLD STOKOWSKI &amp; HIS SYMPHONY ORK</b> Victor (45) 49-1168	<b>Sibelius: Valse Triste, Op. 44</b> Stokowski leads a studio symphony thru a persuasive performance of this brief and popular Sibelius gem.	80--81--79--NS
	<b>Sibelius: Berceuse</b> A lovely reading of this familiar bit of melancholia.	76--77--75--NS
<b>JAMES MELTON</b> (David Brockman, Dir.) Victor (45) 49-1170	<b>Alt Wein</b> Melton sings this popular waltz in English in his familiar style, with a neat assist from the Brockman conducted ork. Melton fans will go for this.	78--78--78--NS
	<b>Wien, Die Stadt Meiner Traume</b> The singer does this oft-heard waltz in both German and English and again is nicely accompanied by Brockman.	79--79--79--NS
<b>MARIO LANZA</b> (Ray Sinatra, Dir.) Victor (45) 49-1149	<b>Granada</b> The young tenor pulls out all stops of the Spanish concert fare. Should register with his movie fans.	74--74--76--72
	<b>Lolita</b> Another bravura job on an attractive Spanish song.	72--72--74--70
<b>SPIRITUAL</b>		
<b>SOUL STIRRERS</b> Aladdin 2031	<b>End of My Journey</b> Wonderfully warm rendition of a fine, slow Gospel chant.	80--80--80--NS
	<b>Going On With the Spirit in Jesus' Name</b> Traditional, oft-employed melody, with a less familiar lyric, is chanted strongly by the high-voiced lead. Less potent than flip, however.	74--75--74--NS
<b>SACRED</b>		
<b>HARMONEERS QUARTET</b> Victor 21-0380	<b>Song of Delight</b> Energetic male foursome rides the happy prayer-meeting tune to a fare-the-well.	77--78--77--NS
	<b>Roll On, Jordan</b> Similar wistful warbling, with strong, rhythmic material. Coupling should do big business in the Bible Belt.	76--77--76--NS
<b>RILEY SHEPARD</b> London 767	<b>Through the Valley of the Shadows</b> Shepard recites the 23d Psalm effectively against his own musical background production with organ and choir.	75--76--75--NS
	<b>Words From Heaven</b> Recitation here is from the "Sermon on the Mount." Song and background are similar to style of flip. A strong sacred coupling.	77--77--77--NS
<b>SHANNON GRAYSON &amp; HIS GOLDEN VALLEY BOYS</b> King 892	<b>Since His Sweet Love Has Rescued Me</b> Excellent hillbilly sacred group should do heavy rural business with this fine hymn tune.	77--77--76--NS
	<b>Let Me Travel Alone</b> Banjos benefit from the fine recording job here. Tune is a rhythmic rouser.	77--77--76--NS

# Semi-War Footing for Vending

## Philly Survey Reveals Vending Up; New Diversification Trend

PHILADELPHIA, Sept. 9. — The new classified telephone directory, the first in more than a year, provides a good index to the growth of the vending machine business here. At the beginning of last year, with the listing giving those in business during 1948, the classified directory showed there were approximately 70 vending machine operations in the city. The new directory, which lists those in business this year, shows an increase to approximately 90 operations.

More significant than the number of operations is the increased variety of vending machines being offered. In the earlier directory, the vending machines were almost exclusively cigarette, soft drink, candy, popcorn and nut. Today, however, more than a dozen different types of merchandise machines are offered. In addition to the soft drink, there's the Juice Bars and Sodamats, and added to the hot coffee machine is the cold milk and hot soup vender. Also listed for the first time are sandwich and cookie machines, postage stamp and

pencil machines. Others include popcorn, gum, nut, candy, cigarette, cigar and ice cream.

Listed for the first time is a coin-operated industrial food service in the Automatic Food Service Company offering milk, sandwiches, pie and cake via coin-operated vending machines.

Of the 90 vending machine operations listed, more than half also operate music machines and amusement machines, such as Skee Ball, shuffle bowling and pinball games. (See PHILLY SURVEY, page 105)

## Five-Point Pattern Seen as Guiding Industry Activity Thru First Quarter of 1951

Mfrs. Able To Supply Normal Orders for Next Six Months

CHICAGO, Sept. 9.—With operators and manufacturers of vending equipment, in common with all business, facing a question-mark future, a survey of leading firms and of government activities, reveals no drastic changes in the coming months as a consequence of semi-war mobilization. Barring the start of a full-scale conflict, a five-point pattern can be expected to take definite form and affect the production and operating phases of automatic merchandising in the first quarter of 1951, at least. The probable path the industry will follow during this period can be traced by these five points:

1. Partial mobilization of industrial facilities, the present aim of the government, will permit continued production of vending equipment.
2. Prospect of shortages in such basic materials as steel, copper, zinc, lead and lumber will not seriously complicate production schedules.
3. Most large vending machine (See SEMI-WAR on page 104)

## Cup Venders Get Big Play At Minnesota State Fair

ST. PAUL, Sept. 9.—Cup venders went to the Minnesota State Fair for the first time in the annual exhibition's 89 years and proved to be a hit.

The venders—soft drink beverages, coffee and soup—were put on location at the fair, which ended its 10-day run Labor Day (4), by the Cupteen Company, of which M. J. Estrem, of Minneapolis, is the directing head. "Considering the fact we were pioneering a new field, we didn't do so badly," Estrem reported.

In all, Cupteen, which has kept its light hidden under the proverbial bushel since its formation 18 months ago, had 18 machines on location in four spots. In each instance two soft drink units banked a coffee or soup vender.

The count was three coffee machines, one soup unit, three Cokes, two root beer, one grape and six orange crush venders, Estrem said.

### Service Problems

From the beginning the machines ran into considerable trouble and Estrem and his three service men were kept busy running it down. Slug

trouble, for one thing, was a headache. Then kids pulling out cups was another with the result that some customers got nothing but a big drip down the drain for their money.

However, despite the grief, the machines did a land-office business during the last three days of the fair which set a new all-time record for attendance with better than 905,000 persons coming thru in 10 days.

One of the gratifying experiences of the run for Estrem, however, was the fact that inspectors for the State Dairy, Food and Agriculture Department, which supervises sanitation and cleanliness for food dispensaries, gave his units a clean bill of health. One of the locations was near the dairy, food and agriculture exhibit at the fair and the inspectors came over to watch as the venders gave out their wares. The offer to inspect the machines was gladly accepted by Estrem and the result was extremely gratifying to him. What's more, the inspectors turned out to be walking advertisements for the machines. Because (See CUP VENDER on page 107)

## Lehigh Appoints Sales, Service Southern Execs

EASTON, Pa., Sept. 9. — Lehigh Foundries, Inc., this week announced the appointment of sales representatives for the Florida, Georgia, Alabama, Mississippi, Western Tennessee, and Eastern Louisiana territories.

New sales reps are Elmer Seigle, district sales manager, and Karl J. Rogers, district service manager. Both will headquarter at 1078 West Adams, Jacksonville, Fla., Neill Mitchell, sales manager, Vender Division, Lehigh, said.

Seigle has been associated with the vending industry for the past seven years, while Rogers has been affiliated with the industry for 15 years.

Appointments are in line with the firm's policy of opening territories only when complete sales and service facilities can be offered, Mitchell stated.

## Victor Hikes Topper Price 50c; Plastic Globes Now Optional

CHICAGO, Sept. 9.—Victor Vending Corporation announced a 50-cent price increase on its New Topper bulk vender model, effective this week. The price of other models will continue unchanged.

Under the new schedule, the New Topper will be available with either glass or plastic globes at the same price (plastic globes were previously offered at a higher price). Packaged four venders to the case, one to five cases now carry a \$45 per case price, with each unit costing \$11.25. Quantity orders scale this down to \$10.50 per machine in 25 or more case lots, with the per case price at \$42.

## Hamilton Scale Evolves Mobile Demonstrator To Role Up Sales

TOLEDO, Sept. 9. — Hamilton Scale Company during recent months has reversed the classical slogan, "Build a better mouse trap and the world will beat a path to your door," to stimulate sales of its service equipment. Howard Ailor, president, designed a mobile demonstration unit to "beat a path" to his customers' doors. It carries at least nine scales, a shoeshiner, coin changers, and various panel-mounted vending units for the firm's combination scale-merchandisers.

In addition to the coin equipment, the demonstrator also features complete living facilities, including a shower, dinette and sleeping accommodations. Ailor, who demonstrates the coin units in the showroom-on-wheels, estimates he will average between 30,000 and 50,000 miles a year. The demonstrator, in service since March 1949, has already rolled up

over 50,000 miles of cross-country coverage.

While following a scheduled route thru various cities, in both metropolitan and rural areas, Ailor also plans his travels to coincide with various coin equipment conventions. His mobile unit visited Atlantic City last year during the National Automatic Merchandising Association (NAMA) exhibit, and a similar stop-off was made during the American Coin Machine Manufacturers' Association (ACMMA) convention in Chicago last May.

Such visits serve to supplement Hamilton exhibits at the shows in question, such as the scale-coin changer display in the Vendo Company booth during the NAMA convention, Ailor declares.

Speaking about the practicality of the mobile demonstrator idea, he (See HAMILTON MOBILE on page 105)

## Package Deal To Spark Sales of Popcorn Vender

NEW YORK, Sept. 9.—The Ever-fresh popcorn vender, manufactured by Vend-o-Mart, Inc., will be sold to operators as part of a new promotion package aimed at diverting to operators a substantial part of tavern snack business, Nat Jones, franchise manager, disclosed this week. The Boston firm held its initial showing of the machine at the New Yorker Hotel here this week.

Under the package deal, operators will place the non-coin-operated machine in taverns, realizing part of their potential profit from the sale of pre-popped corn to proprietors. But the location owner will also have to agree to purchase from the operator snack items such as packaged pretzel sticks, potato chips, crackers and gum, Jones explained. These will be (See PACKAGE DEAL on page 107)

## Coan Continues Trade-In Plan; Ups Production

MADISON, Wis., Sept. 9.—Following the first month of its trade-in policy on candy equipment, Coan Manufacturing Company reported this week that record production during the four weeks will mean a continuation of the program. Frank Doyle, sales manager, said the plan would remain as initially announced, with one exception; U-Select-It model 54 has been dropped as part of the trade-in program. Models 72 and 74 continue to draw allowances of \$25 on purchase of new units.

All trade-in equipment is slated for junking at Coan's plant. Doyle stated that the program will continue to function as originally announced; op- (See COAN TRADE-IN, page 105)

It's **TNB**

... and it will serve all of its markets

**MORE EFFECTIVELY**

beginning NOVEMBER 4



"TOPPER"  
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## VICTOR'S REVOLVING SUPER MARKET

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**SELECTIVITY**... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

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**See SUPER MARKET  
TODAY at your distributor**  
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**VICTOR  
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## NAMA Plaque Award For Mason During Buffalo Region Meet

CHICAGO, Sept. 9.—The National Automatic Merchandising Association (NAMA) announced that following the Region II meeting in Buffalo September 28, a special plaque will be presented to past NAMA president Ford S. Mason, head of Ford Gum & Machine Company.

Presentation, by Bernard Lanagan, NAMA vice-president and president of Nik-O-Lok Company, will be made in recognition of Mason's years of service as a director and president of the association and his status as a pioneer operator.

Present for the ceremony will be members of the board of directors, association officers, and civic officials of Buffalo and Lockport.

## Semi-War Footing For Vending Trade

(Continued from page 103)

manufacturers queried report they have enough steel on hand, or sufficient inventories of completed equipment, to see them thru a normal buying period for the next six months.

4. "Normal" buying volume on the operator level, may be affected due to an increased demand for more vendors in a variety of locations, but primarily in newly activated or expanded industrial plants and armed service installations.

5. Most manufacturers will increase prices due to rising cost of materials and labor.

While the fact remains that most of the major vender manufacturers have had their plants surveyed by the government during recent months, and have been classified for various types of military supply work, to date there has been no directive from Washington curtailing production. However, as a number of firms have received orders for military production and other firms are expected to receive similar orders shortly, a cutback of some degree in civilian or normal goods output can be expected. This is further implemented by the fact that government orders take priority over regular production. And a drastic step-up in government orders could have the effect of freezing out a large part of non-military production. This last possibility remains in the "probable" category, depending upon any important shifts in the international situation, and if realized will, of course, change the entire five-point pattern.

HARRISBURG, Pa., Sept. 9.—A State charter has been issued to the Automatic Cigarette Sales Company, 300 N. Second Street, Harrisburg, authorizing it to capitalize at \$50,000 for the purpose of dealing in and leasing automatic vending machines for cigarettes, candies, beverages and other products. Incorporators were listed as Leo Pillar, Irving P. Berelson and Walter A. Goldhill, all of 285 Madison Avenue, New York.

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Plastic Charms, small, 1,000	\$2.25
Metal Colored Charms, small, 1,000	4.25
Plastic Charms, large, 1,000	2.95
Copper & Nickel, large, 1,000	5.00
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Toy Watches, 2 gross	2.50
State Set Rings, 2 gross	1.95
"Map Car" Buttons, 1,000	5.95
Plastic Colored Rings, 1,000	2.50

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## VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms... Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.



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All other Victor models on hand available for immediate delivery.

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Plenty of action—return ball feature — 1¢ or 5¢ play. Real Money Maker! 22" High 18" Wide 5" Deep



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Ask any operator using "Topper" 1¢ Vendors and you will find that these machines cannot be equalled in either performance or low price!

4 or more, \$11.25 each

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YES, that includes Plastic Globes. All Victor machines can be bought on 20 week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

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WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

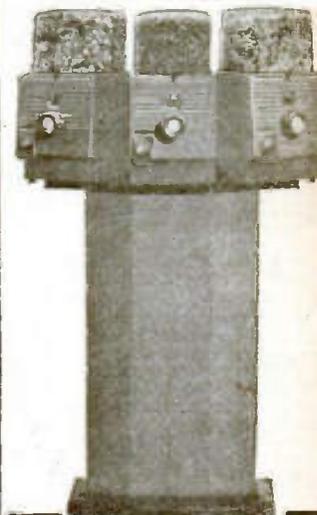
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Limited Quantity Brand New MILLS VEST POCKET BELLS \$65.00

BRAND NEW IMPS Either 1¢ or 5¢ Play Cig. or Fruit Reels \$21.50 Ea.



**"HIT-A-HOMER"**



The grandest, newest counter game—jeopardy—where! Available in 1¢ or 5¢ play. Scores from 1 to 100. Walks, Strike-Outs. Plenty of action! 22" high, 18" wide, 5" deep.

\$27.50 Ea.

Write for quantity prices!

**SPECIAL DEAL FOR JOBBERS!**

CHARMS, MDSE. AND SUPPLIES WE CARRY A COMPLETE STOCK OF CHARMS PEANUTS PISTACHIOS BALL CUM VENDING MACHINE PARTS & ACCESSORIES SEND FOR PRICE LIST

WE TAKE TRADE-INS LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

**RAKE COIN MACHINE EXCHANGE** 609 Spring Garden Street Phila. 23, Pa. Lombard 3-2676

**RAKE COIN MACHINE AGENCY** 2116 Fifth Avenue Pittsburgh, Pa. Court 1-3842

**Railroad Okays Insurance Units**

BRIDGEPORT, Conn., Sept. 9.—The New York, New Haven & Hartford Railroad announced this week that coin-operated insurance vending machines are to be installed in 21 of its principal stations.

The machines will offer a maximum death benefit of \$25,000 for 25 cents. The new accident policy is sponsored by Goal Insurance Machines, Inc., and underwritten by the Continental Casualty Company.

The venders will be placed in operation this week at Grand Central Terminal, Larchmont, Mount Vernon, Pelham, Port Chester and Rye in New York; Norwalk, Stamford, Berlin, Bridgeport, Hartford, Meriden, New Britain, New Haven, New London, Old Saybrook, Wallingford and Waterbury in Connecticut; and Newport, Pawtucket and Providence in Rhode Island.

At the same time ticket agents will sell the same policies at Grand Central Terminal, Mamaronek and New Rochelle in New York; Ansonia, Bristol, Danbury, Darien, Greenwich, Manchester, Milford, Naugatuck, New Canaan, Putnam, Thomaston, Torrington and Winsted in Connecticut; Westerly in Rhode Island; and Back Bay, Boston, Great Barrington, Hyannis and Taunton in Massachusetts.

**HAMILTON MOBILE SETUP**

(Continued from page 103)

states: "Trying to sell a scale from a photograph is not the easiest job in the world, but to invite the prospective customer into a mobile office and showroom, where he can inspect the physical details of the equipment, is another matter." He attributes some 90 per cent of his road sales to on-the-spot demonstration of the actual equipment.

**Uses Chevy**

Ailor uses a 1946 Chevrolet chassis, with a special body 22 feet long, 8 feet wide and 8 feet, 6 inches high. The demonstrator has a built-in 110-volt 60-cycle power unit, automatically controlled, while a power unit provides current for electric water heater, radio and dictaphone.

Because of the successful operation of the first mobile office-showroom, Ailor is planning a new and more elaborate unit which will incorporate improvements growing out of road experience with the present rolling demonstrator.

**PHILLY SURVEY REVEALS**

(Continued from page 103)

Indicated is the fact that many amusement machine operators have turned to vending machine operations. Among the cigarette machine operators, who generally hold exclusively to that type of operation, the directory shows 14 such operators.

The directory also shows a decided drop in music machine operations, with the emphasis in their advertising copy on the leasing of machines for private parties or dances. Showing a decided drop from more than 50 operations listed, the new directory lists 31 operations. And most of these have other interests, including vending machines or retail record shops.

**COAN TRADE-IN PLAN**

(Continued from page 103)

erators are required to ship trade-ins to the factory within five days after receiving their new models, and serial numbers on the turn-in units must appear on orders for new machines.

The price of the current U-Select-It model remains at \$94 (\$95.50 on time purchase). In spite of recent material and labor costs, according to Doyle. With increased production and sales enabling such cost increases to be spread over more units, the price will be held as long as such higher costs can be so absorbed, he said.

**Meter Location**

BROOKLINE, Mass., Sept. 9.—The tennis season here brought added revenue to the town via coin-operated parking meters. Each of the town's 17 tennis courts now have meters in their parking areas, and officials reported that the income from these automatic collectors amounted to \$80 per week during the net season.



IT'S SENSATIONAL THE NEW ACORN 5¢

**ALL CHARM VENDOR**

Immediate Delivery

**EMPIRE**

COIN MACHINE EXCH. 1012 Milwaukee Ave. Chicago 22, Ill.



THE NATION'S MOST POPULAR VENDOR

**ATLAS 5¢ BANTAM TRAY VENDOR**

We have talked to hundreds of operators everywhere—they all agree that the Atlas Bantam Tray Vendor goes all out for profit, big steady profits for the operator. Here is the operator's Dream Vendor, a real profit maker, at a completely down-to-earth price.



Order ATLAS Brand Almonds in 5¢ vacuum cans for best results.

Salesmen and Distributors—Write NOW,

MANUFACTURED BY



MANUFACTURING AND SALES CORP.

EST. 1925 12220 FRISKET RD., DEPT. 510 CLEVELAND 11, OHIO

**BRAND NEW LUCKY BOY VENDORS**

\$9.75 Lots of 5, \$47.50  
Lots of 25, \$243.75  
EACH 14" x 14" MODEL

Nut and Charm Vendors hold 2 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C.O.D.

**FREE**

5 LBS. NUTS OR BALL CUM, ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO. VALLEY STATION, KY.**

**REFRESH-O-MAT**

THE LOW COST CUP DRINK VENDOR

Vends the nation's leading Fruit Flavored Drinks

Write for details

AUTOMATIC PRODUCTS CO.

750-B W. 57th St., N. Y. 19, N. Y. PL 7-2123

**CIGARETTE MACHINES**

UNEEDA, 8 Col. .... \$ 95.00  
UNEEDA, 6 Col. .... 85.00  
UNEEDA Model 500, 9 Col., 350 Cap. .... 85.00  
P-X, 10 Col., 425 Pack Cap. . . 100.00

**SALE !!**

**MODEL W**

DuGrenier 9 Col. 308 Pack Cap. .... \$62.50

**ROWE ROYAL**

10 Col., 420 Pack Cap. .... \$85.00  
8 Col., 320 Pack Cap. .... 80.00

STONER 80's SANDWICH-CAKE ..... \$135.00

**CANDY MACHINES**

Candyman, Like New, 72 Cap. .... \$55.00  
VENDIT, 150 Bar Cap. .... 47.50  
UNEEDA, 105 Bar Cap. .... 75.00

25¢ CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET New York, N. Y. Reconditioned As Is Evergreen 7-4568 BROOKLYN 11, NEW YORK

**"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"**



**Northwestern**

**CUTS SERVICING TIME AND COSTS IN HALF**

**Model 49**

**INTERCHANGEABLE SANI-CARRY GLOBE**

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON IN BULK VENDING**

Read *The Northwestern*... full of news, photos, helpful hints for vending machine operators. It's FREE.

**THE NORTHWESTERN CORPORATION**  
829 E. Armstrong St. Morris, Illinois

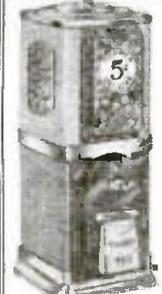
**GRAND PRIZE CHARMS**

- Special Attractions That Boost Sales*
- Grocery Store Charms... \$12.50 per 1,000
  - Metal Scissors... 10.00 per 1,000
  - Scout Knives... 10.00 per 1,000
  - Play-a-Joke Pets... 10.00 per 1,000
  - Jewel Charms... 10.00 per 1,000
  - Plastic Funny Faces with Rhinestone Eyes... 10.00 per 1,000

F.O.B. Jamaica, N. Y.  
Immediate Delivery

**EPHY**

Samuel Ephy & Co., Inc.  
91-15 144th Place, Jamaica 2, L. I., N. Y.



**TOPPER DELUXE**  
With Plastic Sides  
**\$12.95**

Topper Standard With Plastic Globe  
**\$10.75**

**JUMBO 1" BALL GUM \$13.95**

**CHAMPION NUT & CHOCOLATE CO.**  
1794 TREMONT ST. BOSTON, MASS.

**GIVE TO THE RUNYON CANCER FUND**

**Coin Meter Prices Cut By International Register**

CHICAGO, Sept. 9.—The International Register Company has announced a \$2 price reduction on its DM-6 model coin meter. Reduction was made possible thru increased demand, better production methods and new, more efficient machinery, according to L. E. Carls, sales department official.

New price schedule on the single-door coin meter varies from \$11.45 on five or less to \$9.95 on orders of 96 or more. The double-door model runs from \$14.95 to \$3.45 when over 96 are purchased.

**Mrs. Pickering Dies in Chi**

CHICAGO, Sept. 9.—Mrs. Leni Pickering, 43, wife of John E. Pickering, former public relations director of the Coin Machine Institute (CMI), died suddenly Monday (4) in Wesley Memorial Hospital here. Interment was in Moberly, Mo., Mrs. Pickering's native city. Pickering resigned as CMI public relations director in July to form his own publicity firm which includes CMI as one of its industrial accounts. Mrs. Pickering also is survived by a daughter, Mrs. Diana Shumate, and her mother, Mrs. John Smith, of Moberly.

**\$11 Mil Expansion Plan Announced by Philip Morris**

NEW YORK, Sept. 9.—Philip Morris & Company, Ltd., announced plans for an expansion program costing \$11,000,000, with the principal cost to go toward building a cigarette factory in Louisville. Included in the program will be expansion of firm's warehousing and leaf-handling facilities at Richmond, Va., and Louisville.

It was also reported the company's chairman and chief executive officer, Alfred E. Lyon, has waived his retirement prerogative at the request of the board. He will now continue in office after January 1.

**Indianapolis Firm Sold**

INDIANAPOLIS, Sept. 9.—Business Stimulators is moving its headquarters to 4912 East Washington Street here and has changed the name of the firm to Armstrong Automatic Vending Company. Woodrow Armstrong has acquired the interest in the business from his brother, Earl, who is retiring from the juke box field and entering a new business. Woodrow Armstrong reports the purchase of 20 new phonographs from Midland Music Distributors, Inc., to expand his route.

**30 DAY MONEY BACK TRIAL**

**Northwestern Model 49 SPECIAL**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

**GUARANTEED NORTHWESTERN SPECIALS—Used**

OELUXE, 1c or 3c, Baked Metallic Finish, Red or Green—Sample 10 or More	\$14.95	33 BALL GUM PORCELAIN, 1c	\$7.45
239 PORCELAIN, 1c	12.95	SILVER KING, 1c or 3c	6.95
	7.45	MASTER PORCELAIN, 5c	7.45

**MERCHANDISE AND SUPPLIES**

VIRGINIA PEANUTS, Whole	30c	M & M BALL GUM, All Sizes (150 Lbs. Min.)	3%
RAINBOW PEANUTS	26c	Freight Prepaid	26c
MIXED NUTS	31c	ADAMS, All Flavors	43c
BOSTON BAKED BEANS	76c	WRIGLEY'S, All Flavors	44c
LICRIDGE LOZENGES	35c	TOPPS, All Flavors	47c

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
V<sub>2</sub> Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted

**NORTHWESTERN SALES AND SERVICE COMPANY**  
**MOE MANDELL**

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Hickory 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

**BRAND NEW VENDER**  
**WATCH IT POP WHILE YOU WAIT**

Just deposit coin—place bag under chute and in 80 seconds you are enjoying the best bag of popcorn you have ever eaten.

**IT'S COMPLETELY AUTOMATIC**

It's unique—absolutely different—scientifically engineered with sound efficient and simple working parts. It's revolutionary to the entire industry. It's a huge money maker for route operators or individual owners.

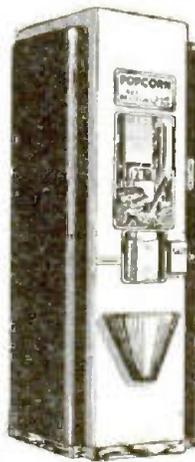
Airports, Union Depots, Bowling Alleys, Theatres, Bus Terminals, Taverns, Employees' Recreations, Drug Stores are only a few of the excellent type of profitable locations.

**NEEDED**  
**REGIONAL DISTRIBUTORS—SALESMEN**

Limited openings are available for exclusive territories on this marvelous new invention. Competition is no problem as there is absolutely nothing like it on the market today. There are no limits to the sales and location possibilities for this colorful new vender.

This is your opportunity for an extremely profitable and unseasonable connection. Write immediately giving complete qualifications and sales experience. We are not interested in persons with an earning power of less than \$10,000.00.

**MANUFACTURED BY**  
**JAYHAWK POPCORN COMPANY, ATCHISON, KANSAS**



**Hops Supply**

WASHINGTON, Sept. 9.—In an attempt to forestall a possible shortage of beer next summer, the Agriculture Department is taking steps to increase the supply of hops. Upon the success of the move may depend whether or not jukes will suffer from beerless taverns.

At present, the supply of beer and hops is considered ample for "normal" needs. However, wars invariably increase the consumption of all types of alcoholic beverages, and Agriculture wants to be on the safe side.

Hops grown in Washington, Oregon, California and Idaho, under a general marketing agreement developed by the hop-growers and administered by Agriculture. The first move contemplated under the existing order is to increase salable allotments. Each grower is now restricted to selling no more than 80 per cent of his probable crop. This ratio is to be raised to 90 per cent. The agency said further steps will be taken if and when considered necessary.

**VICTOR'S AMAZING NEW TOPPER**

Special Sept. Offers

TOPPERS SOLD 4 TO CASH \$45.00

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$52.25** (with plastic globes) \$54.00

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P. U. & 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P. U. & 1000 Charms. All for only **\$51.25**

**Samp. Topper, \$11.25**

Get today's top money maker—Topper DeLuxe 5¢ All Charm Vender. Sample **\$13.95**

<b>RAIN-BLO GUM</b> 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid, 26¢ lb. less 2%.	<b>PISTACHIOS</b> 25 lb. carton Large, 64¢ lb. Extra Large, 84¢ lb. Full Cash With Order.
<b>COLORADO BALL GUM</b> —All Sizes 25¢ or 40¢ carton, 24¢ lb. 160¢ lbs, 24¢ lb. with freight prepaid. <b>FULL CASH WITH ORDER</b>	Plastic Auto-graphed Baseballs, 25.00 per M Metal plated, \$8.00 per M.

Write for our **FREE Complete Charm List**

1/2 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.

Orders Under \$18.00 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

**LARGE ASSORTED Sport Charms**

**VERY REASONABLY PRICED**

Vends Perfectly in All Machines

Plastic (Ass. Colors) \$4.00 M  
Copper Plated 4.25 M  
Gold, Silver Plated 7.25 M

**NEW GUNS**

Same size as (11111)

Plastic (Ass. Colors) \$4.25 M  
Nickel Plated 6.50 M  
Gold, Silver Plated 7.50 M

**WRITE FOR SAMPLES OPPORTUNITY FOR DISTRIBUTORS**

**DON'T DELAY! ORDER NOW!**

**Paul A. Price Co.**  
220 BROADWAY NEW YORK 7, N. Y.





**EMPTIES MACHINES FASTER!**

**Rain-Blo BALL BUBBLE GUM**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**  
Div. of Leaf Brands, Inc.  
Chicago, U. S. A.

**SANDY MAC TIGHT**  
had to buy another truck to haul his money since using



**LEAF GUM ALL SIZES**  
140 — 170 — 210 & Jumbo  
27¢ per pound  
FREE DELIVERY on 200 lbs. or over.  
FULL CASH with order.

**ROY TORR LANSDOWNE, PA.**

**ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR**

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combis, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 3/4" wide and 2 1/2" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanism.

**ORDER TODAY!**

**J. SCHOENBACH**  
DISTRIBUTORS OF ADVANCE VENDING MACHINES  
1647 Bedford Ave., Brooklyn 25, N. Y.

**CHARMS...**

Proven Sales Boosters!

Write for Complete Price List!

**Guggenheim**  
33 UNION SQUARE • NEW YORK 3, N. Y.

**Cup Vender Play At Minn. Annual**

(Continued from page 103)  
of State Fair regulations, products had to be priced at a dime instead of the regular nickel.

But even the Cupteen made a little money on the fair run. Estrem was somewhat hesitant about recommending it as a steady diet because the fair is a "short pull" period. Next year, if Cupteen goes to the fair again, Estrem said he probably will seek an inside location with a one-band-machines location.

The fair experience climaxed the short period of time that Estrem and three other war veterans have been in this business. They went into the business without any previous experience in the vending machine or coin machine field.

But Estrem has learned fast and his men along with him. Each one of the others operates and services a route himself, with Estrem doing the trouble-shooting and, when necessary, account-closing.

**Coffee Route**

Cupteen has 20 coffee machines on location, principally in industrial plants and offices. Otherwise they cater to all types of locations, including theaters. The firm has the single soup machine but hasn't been able to do too much with it.

Estrem said he is careful about selecting his locations and doesn't place any machines until he has made a comprehensive survey of the spot under consideration. He said service is constant and that he drops in on locations unannounced even to his regular routemen to see how things are moving along.

Estrem has a number of ideas he wants to put into operation in his effort to further build the business. He is looking at sandwich and "hot food" machines, but as yet hasn't succumbed to their lure. However, it is possible that they may have to become a part of Cupteen's service to its customers. That, he indicated, remains to be seen.

**Former Candy Execs Set Up New Bar Firm**

ASHLEY, Ill., Sept. 9.—Formation of the Hoben Candy Corporation here was announced this week by a group of former executives of Mars, Inc. Heading the new firm is Harold H. Hoben, who left an executive post at Mars in 1949. Hoben Candy will set up shop here in the Pan American candy facilities, which it has purchased.

Claude R. Miller, formerly general counsel of Mars, Inc., will be chairman of the board of directors of the new firm. Hoben Candy, which plans to bid for a major share of the bar market, will introduce its first bar under the trade name, Hoben's Chocolate Malted.



**A HONEY OF A MONEY MAKER**

**The NEW ACORN 5c**

**ALL CHARM VENDOR**

No question about it... this smooth working vendor is a money of a money maker in ALL locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950.

**ORDER TODAY!**  
Complete Details on Request

**DIAM MFG. CO., INC.**  
11411 Knightsbridge Avenue  
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. Phone: ATLantic 1-8478-6479

**Pacific Coast Dist. OPERATORS VENDING MACH. SUPPLY CO.**  
1023 S. Grand, Los Angeles 14, Calif.

**Cig Op in Florida Resort Area Offers Off - Season Plan**

PANAMA CITY, Fla., Sept. 9.—Appealing to the "sporting instinct" of cigarette machine patrons may be a means of considerably stepping up sales volume, according to D. D. (Mitch) Mitchum, head of Mitch's Vending Service, here.

Mitch Mitchum is currently operating 41 machines in this popular summer resort section of Florida (The Billboard, September 9), and must anticipate a sharp drop in revenue after September, when the thousands of tourists go home.

**Star System**

Therefore, Mitchum is taking a cue from cocktail lounges and restaurants, who use the "star on the cash register receipt" system for giving an occasional customer a free meal or a free drink. In his own case, however, Mitch will simply install on one out of every 100 packs of cigarettes, a "free slip" which entitles the customer to a rebate.

"We have experimented with the idea a bit," the operator said, "and find that such a stunt intrigues the interest of customers, most of whom are buying cigarettes regularly from vending machines anyway. We think that a lot of cigarette smokers will prefer to take a chance on getting the free slip, to buying cigarettes elsewhere over the counter."

**Package Deal Seen Vender Sales Hypo**

(Continued from page 103)

sold by the operator at competitive wholesale prices, he said. The corn, supplied either plain or cheese flavored, will net the location about \$2 profit per bushel, with the operator realizing about 75 cents per bushel.

All edible merchandise is to be supplied to participating operators by a large New England distributor and packer, packed for this purpose by Vend-o-Mart. Operators going along with the deal will be awarded exclusive territorial franchises.

Price of the Everfresh machine is \$59.50. Finished in red and blue, the counter-size vender measures 34 by 10 by 12 inches. It contains a heater, and its plexiglass top can stock about one bushel of popcorn at each filling. Produced under contract by the Dover Stamping Company, deliveries are scheduled to begin next week, according to Jones.

The company also showed its single-column Jewel Candy Mart. The coin vender has a capacity of 90 bars. List price is \$69.50, with initial shipments to leave the plant next month.

**"POP CORN SEZ"**

**BEST 10c POP CORN VENDING MACHINE MADE!**



**Now AT A FRACTION OF ORIGINAL COST!**

**LARGEST RETURN FOR YOUR MONEY ON A SMALL INVESTMENT!**

**Thoroughly Reconditioned and Resprayed—JUST LIKE NEW!**

**IMMEDIATE DELIVERY**  
Write for prices

*Special Prices to Quantity Users, Jobbers, Distributors*

**WRITE, WIRE OR PHONE**

**MONARCH COIN MACH. CO.**  
1545 N. Fairfield Chicago 22, Ill.  
Phone: ARmitage 6-1434

**FITS ANY SPOT!**

**ALKUNO CIGARETTE VENDOR**

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and King size—no matches.

**MODEL 600**  
Metal cabinet and base  
Ht. on base, 40"  
Wt. on base, 70 Lbs.

**PRICE**  
MACHINE \$65.00  
BASE 12.00

Immediate Delivery in Green Metal Lustre Finish

Other ALKUNO Models — 640, Silver Quarter, Free Matches—661, Two Dimes, Free Matches — 681, Two Dimes, No Matches.

**TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN**

Write for Catalog of Complete Line Including 5c Cracker Vendor

**Alkuno & Co.** 408 Concord Ave. New York 54, N. Y. MEtrose 5-7757

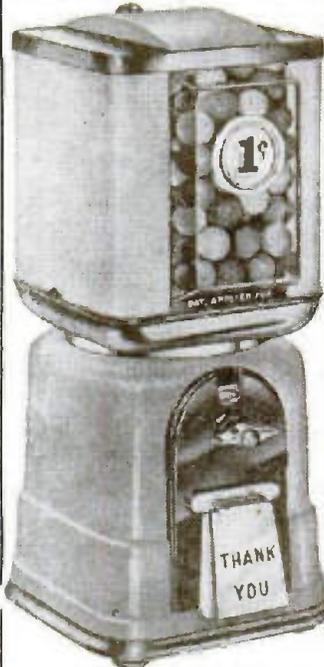


**Topper Deluxe**  
Single, \$12.95  
Topper Standard with Plastic Globes, \$11.25

**JUMBO**  
1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.  
**\$13.95**

**WEST COAST DISTRIBUTOR ACE VENDING & DIST. CO.**  
2702 W. Pico Blvd. Los Angeles 6, Calif.

Consistently a Winner . .  
When You Vend  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**  
Thousands of locations waiting for JUMBO  
UNIVERSAL and Jumbo-Size Ball Gum.  
Also the JUMBO UNIVERSAL SPECIAL  
with the tremendous capacity of 3,375 balls.  
SEE THEM TODAY AT YOUR  
DISTRIBUTOR  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

## NYC Self-Service Laundries In Legal Hassle Over Driers

NEW YORK, Sept. 9.—Refusal of the city to license new self-service laundries in retail zones if they house driers and/or extractors, may soon lead to court action seeking a reversal of this recently enforced policy, it was learned this week.

A major supplier of automatic washing and drying equipment and one association of store owners have already turned the matter over to attorneys, it became known, with the first test case probably due to reach the courts within a few weeks. The industry claims the present license policy puts an effective halt to further expansion.

There are now some 1,000-1,200 automatic laundry stores, many of them using coin-timer devices, operating within city limits. According to industry estimates about 85

per cent of these establishments use drying equipment.

The city's view is that use of the disputed equipment makes of the installations power laundries, which by statute are restricted to industrial zones. But, until last April, it issued licenses without question to applicants. Only after a complaint to authorities by a laundry owner in Queens were the regulations interpreted in their present form.

It is not clear what action, if any, will be taken against established stores, whose licenses come up for renewal January 1. Some store operators have reported that it is difficult to get licenses transferred to new owners when businesses are sold.

Approval for new stores must clear the city's housing and building department before licenses are authorized. The department has stated it will not approve layout plans calling for drying devices unless directed to do so by a court decision.

## Tobacco Jobbers Call 2 Midwest Confabs

NEW YORK, Sept. 9.—The National Association of Tobacco Distributors (NATD) announced this week it will sponsor two regional conferences in the Midwest early in October. The first will be held in Chicago, at the Palmer House, October 2-3, and will be followed by a similar confab at the Muchlebach Hotel, Kansas City, Mo., October 4-5.

Sessions will take up problems in executive and sales management, cost reduction, labor and public relations, office management, supervision and financing. Instructors include NATD staffers Joseph Kolodny, Jerome Kaufman, Bernard Sless and Benjamin Werne.

## Sugar Quota

WASHINGTON, Sept. 9.—Another heavy increase in the 1950 sugar quota has pushed total available supplies for the year to 8,700,000 tons—slightly 1,000,000 tons over 1949 consumption.

Agriculture Department said the new increase of 850,000 tons were granted because of recent high sugar consumption. The action marked the third hiking of the quota this year.

Domestic distribution thru August 19, 1950, amounted to 5,577,585 tons, as compared with 4,869,080 tons for the same 1949 period. July distribution of 1,185,371 tons was the largest for any month since 1941.

## SENSATIONAL MODEL 49



We roast a special nut mixture for 5¢ machines, 27¢ a lb. 30 lb. ctns., F. O. B., Boston.  
SUPER CHARM MIX—has everything, 58.95 per Mj lot of 30 M. 1 M Plastic FREE, prepaid; full amt with order.

**NORTHWESTERN  
SALES AND SERVICE**  
1198 Tremont St. Boston 20, Mass.

## — LARGEST — PROFIT MAKER 5c Silver-King for Pistachios



• New 5c Models low as \$10.00 in Quantities  
• 5c HOT NUT, \$39.50  
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- GROUP H.**
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  25. VENDING IN RECREATION PARKS
  27. "MUSTS" SCORE IN "MINIE" GOLF

- GROUP A.**
1. HOW TO WIN PLANT MANAGER'S OKAY
  2. GOOD HOUSEKEEPING AT INGERSOLL STEEL EMPIRE
  3. MANAGEMENT TALKS PLANT VENDING
  4. PLANNED PLANT EXPANSION
- GROUP B.**
5. LOYOLA PICKS VENDERS
  6. VENDERS HUMANIZE A HOSPITAL
  7. VENDING AT THE "Y"
- GROUP C.**
8. MEMO FROM THE MART
  9. VENDERS IN RADIO
  10. SNACKS WITHOUT LOST TIME
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# DSA SPONSORS MASS MEETING

## See Heavy Fall Play Skeds As Ops Boost Puck Orders

CHICAGO, Sept. 9.—Pointing up a renewed interest in shuffleboard play at all levels is the sharp demand for pucks reported by several manufacturers and volume handlers of this item. In general, this new demand was attributed to restocking for a heavy schedule of fall competition and replaces the scare buying of a month ago, influenced by the Korean war.

Precision Puck Company, Chicago, thru Nels Malmgren, announced early in August that it was going to cut its line from eight models to the five most popular models (by op survey) in view of the apparent curtailment of the type of steel used in puck output. However, when the cutback in steel failed to materialize the firm went ahead and continued to produce the full eight-item line. Malmgren this week stated there is now a heavy demand for the types of puck used in competitive play and emphasizes it is more of a buying rush than took place at the same time a year ago. He added distributors

purchasing from Precision have been receiving volume orders from several operators who bought on a comparatively small scale last season.

### American Reports

American Shuffleboard Company, Union City N. J., has not only noticed a sudden upswing in puck sales but also for shuffleboards. Spokesmen for this firm point out that many operators are acquiring a lot of new boards to accommodate locations springing up at reactivated army and navy installations. The puck orders have been largely from experienced operating firms which plan to take a more active part in leagues and tournaments sponsored by American Shuffleboard Leagues Inc. (ASLI).

At Ridgefield Park, N. J., officials of Vibro Vita state demand for the firm's puck products has increased sharply the past two weeks and, at present, volume orders are arriving from all parts of the country.

Purveyor Shuffleboard Company, Chicago, thru Owner Herb Perkins has been rushed since mid-August to keep up with puck orders. Perkins at first thought that the orders were resulting from war scare business but later realized that seasoned operating firms making the purchases were lining themselves up for heavy fall programs.

### Nears Record Volume

Another Chicago firm, Monarch Shuffleboards Inc., relates thru Clayton Nemeroff that puck sales have increased noticeably in the past 10 days. Monarch, which can also attest to fall operator plans thru the number of boards it has refinished recently, handles hand-ground pucks made by a large Eastern manufacturer. Nemeroff said that present sales indicate puck orders will approach record proportions by the end of September, when the league season is fully under way in all areas.

## Expect Cushion Play Expansion In New Season

MIDLOTHIAN, Ill., Sept. 9.—The number of players who will devote more than half of their games to cushion boards this year will be at least twice as many as a year ago, according to May Lash, captain of Chuck's Tiny Lodge team which captured the U. S. Women's Team Championship at Peoria, Ill., last spring. One of the sleeper models of the 1949-'50 season, the cushion board game has made big strides in the past six months.

Altho Captain Lash feels that the longboard game will continue to dominate interest in major tournaments, she explained that the number of players in the Midwest who now spend a lot of time on the cushion boards has increased sharply. High points of the cushion game include: It is easier to hit the opponent's puck because either cushion can be used as a bank; player can use stars which line the cushions as a guide; the end of the board is easier to locate, and the short board makes weights plainly visible to players and spectators alike.

The team which Miss Lash led to country-wide recognition was comprised of Gladys Stork, Irene Schifler, and Ann Braden, Bobbie Cavallini and Jean Connolly. Since the sextet has remained in close contact over the summer, there is a good chance that it will be able to defend its Illinois as well as U. S. honors in the coming months. The girls donated a portion of the prize money toward the erection of a clubhouse for the Midlothian post of the Veteran of Foreign Wars.

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## Medics Okay Sport

OUTWOOD, Ky., Sept. 9.—The head of the medical committee at the Veteran's Administration (VA) hospital here recently issued a report that the game of shuffleboard is particularly suitable as a recreation for convalescents. The report stated: "Shuffleboard as a recreation is especially appropriate in a tuberculosis hospital. The game provides competitive spirit, interest and moments of excitement without demanding excessive physical activity by the participants."

## Midwest Pacing Shuffle Season, Says ASLI Exec

UNION CITY, N. J., Sept. 9.—League activity in the Midwest is already well advanced, with the competitive-play season barely underway, according to Kenneth W. Paulsen, field director for American Shuffleboard Leagues, Inc. (ASLI), here this week for a conference with Peter R. Olmsted, executive director; Howard James, promotion chief, and other ASLI toppers.

Twenty-five leagues have already been activated in Detroit, he reported, with the expectation "that at least a dozen more will come into the fold by October 1." In Fort-Wayne, Ind., Bill Korte and Bob Charleston, loop executives, are gearing for a minimum of 100 teams, Paulsen declared.

He said about 70 teams are ready to go in Saginaw, Mich., with an additional 50 due to register with loop officials shortly. In Grand Rapids 44 teams have already signed, he added.

## Edelco Named Wax-Ola Rep

DETROIT, Sept. 9.—The Edelco Manufacturing & Sales Company here has been appointed distributor for the entire State of Michigan by the Wax-Ola Chemical Company. Firm will handle the complete Wax-Ola line, including powdered wax, cleaner, concentrated wax, and shuffleboard accessories.

Edelco also provides a refinishing service for shuffleboards, firm officials announced.

## Sets Up Loops For 1950-'51 Competitions

### Provides League Kits

DETROIT, Sept. 9.—A meeting of location owners where shuffleboard games are installed was called by the Detroit Shuffleboard Association (DSA) to expedite mass-league organization for competitive play in this area. The meeting, held Thursday (78), followed the regular business session of the DSA at the Hotel Tuller.

Earlier procedure of calling meetings of individuals interested in forming a league, while accomplishing preliminary results, proved to take too much time in view of the large number of leagues to be organized, and the difficulty of getting all eight location owners together at one time to form a loop.

Under the new set-up, all location owners attending or represented at the meeting were assured their own teams would be organized into leagues right from the start of the playing season. Individual calls will be made after the initial organization, but the limitation of time will mean a number of teams may not be able to enter the formal competition until after the start of the season.

### Location Kits

John C. Westerdale, DSA director of league play, said that rule books, membership registration cards, signs and other paraphernalia to complete team organization were distributed at the initial meeting. Taverns were grouped into leagues acceptable to the location owners present, each owner able to make his own arrangements with fellow owners, including such matters as time and night of play and players' dues.

Westerdale emphasized the DSA had notified every known location owner who has a shuffleboard, and that the Thursday gathering was planned so as to give everyone a chance to "get in on the ground floor." The whole set-up of trophies, allowed by the Liquor Control Commission, reports on team standings, secretarial service necessary for the operation of leagues, and tournaments for city and area titles, will be geared to the groupings now organized.

The switchover on organizational (See SETTING UP on page 113)

## Puck Patter

### Chicago:

Billy DeSelm, general manager, United Manufacturing, reports the Shuffle Alley De Luxe conversion is moving out to distributors and operators steadily, and firm assures all ops that production on this unit is continuing. Ray Riehl, assistant to DeSelm, says the firm's Twin Shuffle Alley Rebound also has met with excellent operator acceptance, and will be continued in production at the firm's headquarters on California Avenue here.

Ben Coven, head of Coven Distributing, has one of the largest premium departments in the area, and is adding to the line steadily to fill the orders from shuffleboard and shuffle game ops throughout the Midwest. Ben reports the Bally shuffle games are in big demand with ops, and he is making shipments as fast as orders are received.

Herb Smedburg, Precision Puck Company, is expected back from a vacation in Arizona Monday (11). Meanwhile firm is going along with its full eight model line of pucks. Clayton Nemeroff, Monarch Shuffleboards, reports the firm is handling a large volume of refinishing orders. Vic Weiss, Allied Coin Machine Company, reports operators of Keency's Pin Boy, ABC (See PUCK PATTERN on page 113)

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# COINMEN YOU KNOW

## Los Angeles:

Homer Gillespie, Long Beach manufacturer of the Wishing Well, is taking off on a combined business and pleasure trip thru the East and South. He will be gone for two months. . . . Arley Armstrong and Andy Anderson, of the Service Amusement Company in Fresno, are winning many laurels with their racing boats. . . . S. L. Griffin, of Pomona, is busy these days, with his mechanics off on their vacations. Jerry Inglis, who was formerly associated with the Laymon Company, has returned to his home in Boise, Idaho, after a visit here. . . . William Bradley, Covina operator, is spending his two-week vacation in the vicinity of Newport Beach. . . . Jimmie Dolan, Capitol recording artist, made an appearance Thursday (24) at William Leuenhagen's Record Bar. He was plugging "I'll Hate Myself Tomorrow," one of his latest releases. Other Capitol artists to visit the Bar include Jimmy Wakely and Dottie O'Brien. Bill Gordon, of Brawley Amusement Company, in Brawley, greeted Wakely on his appearance.

Ray Powers, head of the phonograph department at Badger Sales Company, has leased his home in Sacramento and moved his family to Los Angeles. This marks the second time within the past few years that Powers had made his home in this city. . . . Hank Tronick, head of the parts department at Minthorne Music Company, is back at his post following a two-week vacation in the San Francisco and Monterey areas.

George Mahlum, Minthorne Music sales manager, spent the Labor Day week-end in Las Vegas. Making the trip by plane, Mahlum reported the flight was rough. . . . George Warner, of Automatic Games, spent the week-end in Las Vegas with Danny Jackson and together they hosted several of the distributors from Texas and Louisiana. Sammy Dornin, of the same firm, is operating the arcade in the Nevada city. Warner reports that Automatic Games is now carrying a general line of coin-operated equipment and also handling the Mills, Jennings and Pace lines. . . . Nick Carter, of Nick-A-Bob Company, is back from a business trip to San Francisco. Carter re-

(See Los Angeles on page 113)

## Vital Statistics

### Deaths

Mrs. Leni Pickering Monday (4) at Wesley Memorial Hospital, Chicago. Her husband, John E. Pickering, was formerly public relations director of the Coin Machine Institute (CMI).

Max Glass, 52, head of Max Glass Manufacturing Company, in Chicago Thursday (7). Details elsewhere in this issue.

### Marriages

Avron Gensburg, son of Sam Gensburg of Chicago Coin Machine Company, and Nancy Hirsch Thursday (7) in Miami. Following ceremony couple left for vacation in South America.

Charles Harold Binnie, son of Harry Binnie, Fort Wayne, Ind., pioneer operator and distributor, and Lorayne Madlyne Johnson Saturday (9) at Elim Lutheran Church, Chicago.

### Births

A daughter to Mr. and Mrs. Melvin Imm in Milwaukee recently. Father is associated with the Mitchell Novelty Company in that city.

## Hartford, Conn.:

This must be the season for getting new cars. Tony Wilkas, coin operator and assistant treasurer of Connecticut State Coin Association, is driving a new Nash; George Savelli, another Hartford operator, has a new Hudson, and Abe Rechtschafer, of Reliable Coin, has a new Dodge. Abe's nephew, Paul Rechtschafer, partner in Reliable Coin, is building a new home. . . . And Abe Fish, owner of General Amusement Game, and Connecticut State Coin Association president, hears that Joe Fica, Torrington, Conn., operator, is building a new home aso.

Reports from the Connecticut shoreline point out that coin trade is increasing, with this added business reportedly attributable to increased activities at defense plants and military installations.

The average pay of Connecticut manufacturing production workers rose to an all-time high of \$58.36 per week in July, breaking the previous mark of \$57.74 set in June, the Connecticut State Labor Department reports. . . . Rank and file members of the Veeder-Root, Inc., last week voted approval of a new contract with the company granting an 8-cent an hour general wage increase and several benefits. Veeder-Root manufactures counting and computing devices for coin machines.

Mac Perlman, of Atlantic-New York Corporation's Connecticut Branch, Hartford, and Frank Marks, New London, Conn., coin operator, are back from a week's vacation in up-State New York. "Certainly enjoyed the trip," said Mac, who supervises distribution of Seeburg music machines in this area.

Connecticut residents were spending less money for amusements during the fiscal year ending June 30, according to figures released at the Hartford office of the Internal Revenue Bureau. Internal Revenue Collector John J. Fitzpatrick reported taxes collected on admissions to theaters, motion pictures and other amusement events dropped almost \$200,000 during 1949-'50, as compared to the previous fiscal year.

The 1949-'50 fiscal year total was \$3,027,000. Cabaret taxes dropped from \$428,000 to \$324,000, taxes on coin-operated machines dropped from \$137,000 to \$96,000, and taxes on bowling alleys and pool tables fell from \$55,000 to \$52,000 during the same period, Fitzpatrick concluded.

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will celebrate its ninth anniversary Thursday evening, September 14 at the Hotel Gibson. A big surprise is in store for members.

Charles Kanter, president of the association, has returned from Miami Beach where he has been vacationing for the past two weeks.

Charles McKinney and his family have returned from a two-week vacation in Chicago and Wisconsin.

Mrs. Ida Weiner, associated with the B W Novelty Company, returned from a trip to New York. Mrs. Al Lieberman and son accompanied her. Mrs. Weiner was the house guest of Mr. and Mrs. Paul Cohen at their new ranch type home in Long Island. Cohen was formerly the manager of the Decca Record Company in Cincinnati and is now located in New York.

Sam E. Chester, who operates the Diamond Vending Company and was formerly president of the association, had as his house guests for a week, his father and mother from Nashville.

## Milwaukee:

At the Mitchell Novelty Company offices, Joe and Irv Beck are busy keeping track of standings and entries for their Shuffle Alley tournament, which is drawing to a close this week. . . . Another busy man in the Mitchell Novelty aggregation is Melvin Imm, who has become a father. The baby is a girl.

Carl Happel, head man at the Badger Novelty office, informs that his recent office showing of the new Pacific Bowler game attracted a strong response. Carl reports a fine interest in the new game which reflected itself in many orders being booked. Big question right now at the Badger stronghold is, when is the new Rock-Ola music box making its appearance?

Sophie Ratka, in charge of records at the J. T. Novelty Company in Cudahy, reports that quite a few locations have been requesting "Our Lady of Fatima" waxing for their juke boxes. According to Sophie the one most asked for by locations is the Mercury version.

Vacationing in New York State is Herb Westphal, of the Founteem organization. Holding down the fort in Herb's absence is Merle Zuehlke. According to Merle, the cup drink vending picture, generally, this summer was not a bright one due to cool weather.

All local members of the National Automatic Merchandising Association (NAMA) are co-operating with the national organization in their effort to aid the Red Feather drive by putting special stickers on all cigarette and candy machines. (See Milwaukee on page 113)

## Indianapolis:

Distributors of coin-operated phonographs, one and all, report a good demand for their product. In some instances shipments from the manufacturer are slow, and orders are being filed for shipment as soon as the merchandise arrives. . . . Mrs. Blanche Janes, of the Janes Music Company, is vacationing in California. . . . Southern Automatic Music Company has on display the new Gottlieb Rockette, and the Chicago Coin Ace Bowler. Both are meeting operator approval. . . . Donald Baugh, of the Southern Automatic Music Company service department, is on vacation. . . . Old phonographs continue being replaced by new and modern equipment as reported by distributors.

Operators visiting coinrow and buying new equipment were William Hilders, Mallott; Rictor Kirby, Marion; Cliff Cannon, Franklin; John Paulson, Lebanon, and Murray Templeton, Anderson. Sales of coin-operated phonographs outnumber those in Indianapolis as reported by distributors. Local operators are not buying new equipment and replacing the outmoded styles. Indianapolis has more old phonographs than many of the smaller cities.

## Philadelphia:

Berlo Vending Company installed a new candy stand at the National Theater in Harrisburg, Pa. . . . Burglars entering a taproom last week at 33 South Front Street escaped with \$17 in coins from a cigarette machine. . . . Mida Amusement Company at 1201 North Watts Street, for the operation of amusement machines, was set up by David S. Cohen and Michael Cohen. . . . Condolences to Charles F. Sullivan, of Easton, Pa., who is regional sales manager for the Dixie Cup Company, on the death of his 16-year-old daughter, Margaret M. Sullivan, who died of polio September 1 in the University of Michigan Hospital at Ann Harbor, Mich., while on a visit to her sister.

## Chicago:

Mills Industries and Bell-o-Matic staffs were back at work September 5 after enjoying a four-day holiday week-end. Plant was shut down September 1 to allow the maintenance crews to check all facilities. Vince Shay, Bell-o-Matic topper, took his wife and son on a short trip, while Grant Shay, vice-president and director of advertising, and his wife, Noreen, played several rounds of golf at the St. Charles Country Club. Charlie Zender played host to a large gathering at his summer home at Paw Paw Lake.

Spending his Labor Day week-end vacation on the West Coast, Herb Perkins, head of Purveyor, planned back, but planned to make several stops en route on behalf of Atom Jet and shuffleboards. Meanwhile, Tom McNeill, Purveyor road man, was in town last week to take care of callers at the firm's headquarters. McNeill heads out this week-end for Indiana and Wisconsin.

Dudley Ruttenburg, CMI legal counsel, is back from a vacation in Tennessee. . . . S. I. Neiman, public relations director of the National Coin Machine Distributors Association (NCMDA), was on a brief trip and was expected back Monday (11). The September meet of NCMDA may be changed from Sunday (24) to Monday (25) to accommodate many members who will be unable to be in Chicago over the week-end.

John Conroe, Keeney vice-president, and Charley Pieri, sales manager, are busy filling requests for the four-player shuffle game League Bowler. . . . Al Stern, head of World Wide Distributors, is one of the new game's strongest boosters. His firm recently was named to handle Keeney products in parts of three key States, Iowa, Illinois and Indiana.

At Universal Industries, all production line hands were setting up the new run on Feature Bell, which has long proven itself in the field. Winner, the Universal one-ball game, continues to be in heavy demand. Vice-President Bill Ryan states. Among the visitors at the plant last week were Leo Weinberger, Southern Automatic, Louisville; Norwood Veitch, Central Distributors, St. Louis, and Dave Simon, of Dave Simon, Inc., New York.

Ace Bowler, Chicago Coin Machine's free play shuffle game is making a lot of progress with locations, according to Sam Lewis, who has just received a batch of play reports from operators. Last week the staff gave Avron Gensburg a stage dinner. He married Nancy Hirsch in Florida Thursday (7). Among those dropping in for a first look at Ace Bowler were Dave Rosen, David Rosen, Inc., Philadelphia; Albert Simon, Albert Simon, Inc., New York; Ossie Truppman, Bush Distributing, Miami, and Hy Sandler, Leiberman Music Company, Minneapolis.

At Abco Novelty Company, Bill Olsher is getting inquiries on the new boxing game for which he has acquired sales and manufacturing rights. The game originated in Germany and has many player appeal features. Ed Hanson, sales manager, is back from an Eastern road trip with orders on the new football counter game.

Williams Manufacturing reports its Double Header game is making new operator friends in all parts of the country. A one or two-player game, Double Header has several new features which players find interesting. Sam Stern, vice-president, says, "Chester Staun has resigned from the Williams Manufacturing staff and" (See Chicago on page 113)

**Washington:**

Record news from George Cervantes, manager for Southern Wholesalers, Victor distributor, is topped by the item that "The Only Red We Want Is the Red We've Got in the Old Red, White and Blue" is finding its way to most of the juke boxes in the area. The Sons of the Pioneers' "Old Man Atom" is a sleeper, Cervantes said, and is doing well, as is "Jet," by the Three Sons. Several Como disks continue their popularity in the juke, including "La Vie En Rose," which Tony Martin also will make. Other big sellers are Fran Warren's "Loved the Guy" and Sammy Kaye's "Thought She Was Local."

Arthur E. Selnick, record manager for Kauffman-Washington Company, Decca distributor, is penning a guest editor column for one of the early issues of the Washington Music Guild's "News Letter." Selnick is expecting great things of a forthcoming record that will combine the talents of **Artis Shaw** and **Gordon Jenkins** on "I'm Forever Blowing Bubbles" and "You're Only Mine."

Spacarb of Washington has installed its 4D51 mixer units in the new Friendship Airport near Baltimore. The machines, which offer four drinks, are located on every floor of the terminal and on the observation deck, reports President **Bayne Phipps**. Spacarb also has sold some equipment to operators in Virginia and Maryland, Phipps added. Several of these are new accounts, he said.

**Anthony J. Cicala**, of the Atlas Amusement Company, is back from a five-week vacation in California, where he spent much of the time visiting relatives. He went there and back by airplane. Cicala was pleased to find that business had taken a healthy upswing, but he was distressed at discovering some corresponding price increases. His partner, **Ernest Bruegger**, sets out for (See Washington on page 113)

**Twin Cities:**

**Archie LaBeau**, LaBeau Novelty Sales Company, reports that operators are showing considerable interest in Rock-Ola's new phonograph but that the lack of merchandise keeps him from writing any business except for future delivery. He said there is a good deal of activity in used phonographs, five-balls and shuffle alleys and that the operators are looking ahead to what they hope will be an interesting fall and winter season. **Angus Grant**, of Northwestern Vending Supplies Company, Minneapolis, who is to marry **Jean Volkenant**, of Minneapolis, just got out of Northwestern Hospital where he underwent a hernia operation. It was his second major operation in 30 days, the first being an appendectomy. **John Gallop**, Menominee, Wis., operator is doing all right on his own after leaving his uncle, **Harry Gallop**, to go into business for himself.

**Matt Engel**, the major domo at Mayflower Distributing Company, is enthusiastic about fall-winter possibilities. Business already has picked up, he said, and is due to get better. **United's Rebound Shuffle Alley** is getting heavy play while operators are showing interest in **Kecney's League Bowler** which is booking business even though deliveries haven't as yet come thru. **Mr. and Mrs. Andy Oberg**, of Grand Forks, N. D., already are making plans for an extensive winter stay at Hot Springs. However, before going off to the sunny clime Andy is extending his operation considerably. **Quentin Haroldson**, of Northwood, N. D., is adding pin games and shuffle units to his route, picking up equipment on a recent visit to this area.

**Hy Greenstein**, head of Hy-G Music Company, is spending a good (See Twin Cities on page 113)

**New York:**

**S. B. Goldsmith**, sales manager for Capitol Projectors, back in town after a visit with **Clyde P. Weed**, in Fort Worth. Weed handles Capitol's Midget Movie console in a large Southwestern territory. **Low Jaffe**, Eastern Electric sales chief, left September 8 to contact Electro cigarette machine ops in Duluth, Chicago, Cleveland and Detroit. He will be gone about a week.

**Al Simon**, Chicago Coin factory agent, returned last week from Philadelphia elated over the reception given the firm's Ace Bowler. Ops there thought the free-play feature would stimulate location activity, Simon said. **Barney Sugarman**, of Runyon Sales, is displaying the Super-Vend three-drink vender. The outlet was recently appointed to handle the cup machine in New York and Northern New Jersey.

**Morris Turner**, who operates phonographs here under his own name, is recuperating from an appendectomy at a hospital in Hackensack, N. J. **Charles Seidman**, former juke op turned television retailer, is celebrating the birth of twins. **Al Denver**, president of the Automatic Music Operators' Association, has returned from a two-week vacation.

**Mrs. Helen Goetz**, widow of **Bill Goetz**, who died recently, is still actively in charge of Capitol Automatic Music, one of the largest city juke routes. Assisted by **Al Claire**, manager, Mrs. Goetz supervised a move by Capitol to new headquarters last week at 460 West 34th Street. **Harold Henry**, of the local jukemen's union, is back on the job after a short vacation.

**Hal Meeks**, who heads Alkuno & Company's sales organization, reports the summer lull in new machine shipments is definitely over. Things are picking up, he says. **Lou Brown**, president of Covideo, Inc., is back at his desk following a trip to St. Louis to set up a new distributor for his line of coin-operated television sets. **Al Blendow**, Automatic Products' sales manager, was away from the job last week due to illness.

**Bill Rabkin**, president of International Mutoscope, and **Herb Klein**, sales manager, report production lines are humming in their Long Island City plant to fill orders for book machines. The entire output is being diverted to Avon books, which is sponsoring operator placements. **Ed Hawreby** and **Nat Jones**, of Vend-o-Mark, extended their Hotel New Yorker show an extra day this week when operators kept coming to view their candy and popcorn machines.

**Detroit:**

**Edward A. Gorney**, founder of Mercury Athletic Scale Company, reports a complete sellout of the company's test operation with a "knocked-down shipment" plan, and is setting a full-scale promotional campaign for November, after arranging for scheduling of some special government work at their plant.

**Irving B. Ackerman**, legal authority of the local industry, has returned from an extended summer vacation spent with his family at Frankfort. He is specializing in coin machine industry law, as well as keeping tab on the State Legislature for actions affecting the industry.

**Appleton, Wis.:**

**Joe Cohen**, head of Ristaurat, Inc., left for an extended road trip which will take him to Chicago and later to several Eastern cities. In addition to sales volume, Cohen will look into the increasing demand for rentals of the Ristaurat 45. Cohen claims the firm's counter model music box has caught on and operators state the portability and automatic restacking features have made a hit with locations where space is at a premium.



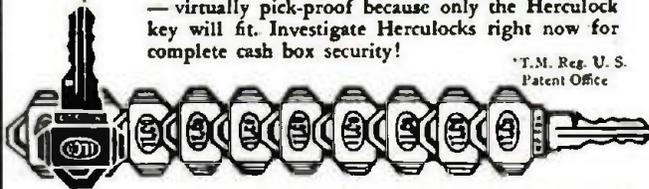
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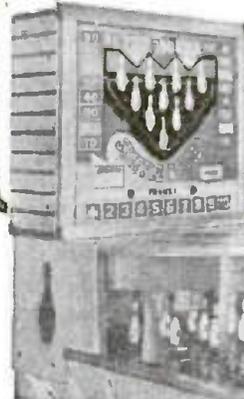
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## FOLK TALENT AND TUNES DISK JOCKEY DOINGS

(Continued from page 38)

by Les Bihari. . . . Famous Lashua starts a d. j. show over WEBC, Duluth, Minn., September 16. . . . Al Turner, KLIF, Dallas, reports that Al Dexter has bought Bob's Barn, which he is operating as a nitery. . . . Earl (Granpappy) Davis, WNOF, Newport, Ky., reports that Red Herron, fiddle, and Rome Johnson, guitar, have joined his band. Herron was once with King and Johnson on MGM. . . . Cliff Rogers, WKKK, Akron, taking a three-week vacation to New Orleans. . . . Charlie Shaw, WOLF, Syracuse, reports that station is now doing five hours of h. b. platters per day. . . . Longhorn Joe, KROW, Oakland, Calif., is promoting dances at Maple Hall, San Pablo, Calif. He has been on the station eight years. . . . Doye O'Dell and Hank Penny pinch-hit for Deacon Moore while he was on a three-week vacation from KXLA, Los Angeles. . . . Uncle Don Andrews, now at WSGW, Saginaw, Mich., took Johnny York to his new job at WPDJ, Clarksburg, W. Va. Andrews reports that Little John and Cherokee Sue, of WPDJ, are moving to WWVA, Wheeling, W. Va. . . . Gary (Chubby) Arnold is doing his 6 a.m. seg daily to a live audience in the studios of WUDN, Gainesville, Ga. . . . Texas Tiny Cherry, KFOX, Long Beach, Calif., is running a talent contest Sunday nights over the station.

Lois Boyer, who teams with her sister, Karen, for h. b. duets, is now adding a d. j. slot to her work at KSFB, Joplin, Mo. . . . Claude Chesser, KCLW, Hamilton, Tex., reports that Billy Walker (Texas) is recuperating from a fall in McGregor, Tex. . . . Jack Larkin, WLIN, Merrill, Wis., became the father of a daughter, Tamsen Kathleen, August 22. . . . George Sander, KFVD, Los Angeles, reports he opposed Spade Cooley in an all-star softball benefit game recently. Carolina Cotton served as bat girl. Doye O'Dell is rumored leaving Mercury for Decca. . . . Duke Bowman, WLOH, Princeton, W. Va., is first h. b. d. j. to leave for service. He once cut sides for King. . . . Uncle Charlie Clifton has taken over the four-hour nightly d. j. slot on KRKD, Los Angeles. . . . Bruce Wilson, WWPJ, Palatka, Fla., reports terrific response to guitar instrumental sides. . . . Jack, of the team of Jack and Polly, KEPO, El Paso, Tex., a reservist, expects his call to active duty soon. . . . Keith Loyd, KVOP, Plainview, Tex., is emceeing the new Thursday night Hi Plains Round-Up from the stage of the municipal auditorium. Talent includes: Yvonne Ragle, Sandstrom Cowboys and guesters. . . . Foxy Wolfe and Reed Ferrell, of WKNK, Saginaw, Mich., have a "Mona Lisa" contest, playing all versions of the ditty and asking listeners to submit their pictures to select a winner who looks most like the famed painting. . . . Carl Swanson, "Mr. Sunshine," now has shows on WRUN, Utica, N. Y., in addition to his shows at WDR, Syracuse.

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

## POPULAR ALBUM REVIEWS

(Continued from page 44)

**LOVE SONGS BY JAN PEECE—Jan 85**  
(3-7")  
RCA Victor (45) WOM 1398  
A Dream; For You Alone; I Love You Truly; I Love Thee; A Little Love, a Little Kiss; Kashmiri Song.  
Ideal family and 45 r.p.m. fare here. The entire set of standard schmaltz ballads has been lifted from the commercial top-drawer, and Peerce is unlikely to be topped on any of these. His rich, remarkable tenor is caught perfectly in the recording. Should sell long and strong from the outset.  
JUKES  
Not suitable on 45. Strong standard material for general and middle - brow shows.

**BASIE'S BEST—Count Basie Ork 70**  
(1-10" LP)  
Brunswick (33) BL-58019  
Every Tub; Out the Window; Sent for You Yesterday and Here You Come Today; Shorty George; Red Wagon; Fare Thee Well, Honey, Fare Thee Well; Roseland Shuffle; Pennies From Heaven. There are so many truly great Basie recordings that it's difficult to accept these eight selections as his best. Certainly some of them—"Every Tub," "Sent for You Yesterday," "Shorty George"—rank among this great band's greatest efforts. But at least another two volumes will be necessary to round out the essential Basie and, it is be-

lieved, these are in the making. This is the Basie band of 1938-'40, when it featured such brilliant stars as Lester Young, Benny Morton, Buck Clayton, Herschel Evans, Jimmy Rushing and the All-American rhythm section. Collectors will certainly want these brilliant contributions to the making of modern jazz. Recordings are excellent in the LP transfer.  
JUKES  
Not suitable. Great material for jazz shows and good for pop whiffs as well.

**POLKA PARTY—Tavern Polka Band 79**  
(3-7")  
RCA Victor (45) WP 294  
Beer Barrel Polka; Pennsylvania Polka; Hoo-Dee-Do; Domino Polka; Clarinet Polka; There Is a Tavern in the Town.  
This is one of the strongest all-round polka collections to hit the counters in many months. The titles are all potent, and renditions and recording peerless. Stylistically, all sides combine brass-band and Polish styles, with the resultant punch and sparkle of both. All are instrumental and very danceable. The 78-r.p.m. pressings of all sides are most suitable for juke use.  
JUKES  
See above. Strong polka line-up for short international segs.

## ADVANCE RECORD RELEASES

(Continued from page 44)

RELIGIOUS

Prayer for Freedom, A—M. O'Dell (Master's Train) Mer 6272  
Roll On Jordan—Harmonees Quartet (Song of V 21-0380)  
Song of Delight—Harmonees Quartet (Roll On V 21-0380)  
Waiting for His Return—Imperial Quartet (He'll Understand) Intro 6003

INTERNATIONAL

Acapulco Polka—F. Yanovic & His Yanks (Red Lips) Col(33)1-753; (33)38923  
Dutch Boy—Six Fat Dutchmen (Geneva Polka) V(45)51-1172; (78)25-1172  
Geneva Polka—Six Fat Dutchman (Dutch Boy) V(45)51-1172; (78)25-1172  
Polka Party Album—Tavern Polka Band (3-7") V(45)WP294  
Red Lips Waltz—F. Yanovic & His Yanks (Acapulco Polka) Col(33)1-753; (78)38923

LATIN-AMERICAN

Anabacoa—A. Rodriguez (Cardenas) V 23-5209  
Bendita Seas—A. Badu (Quiereme) V 23-5202  
Cardenas—A. Rodriguez (Anabacoa) Y 23-5209  
Celina—M. Valdes (Si No) V(78)23-5174; (45)51-5174  
Quiereme—A. Badu (Bendita Seas) V 23-5202  
Si No Tienes Swing—M. Valdes (Celina) V(78)23-5174, (45)51-5174

CHILDREN'S

Rubber Shoes for My Kiddy Kat—L. Morgan-T. Di Simone Trio (Wish I) Top Tune 423  
Wish I Was a Little Fiddle—L. Morgan-T. Di Simone Trio (Rubber Shoes) Top Tune 423

# United Intros Single Shuffle Alley Rebound

CHICAGO, Sept. 9.—United Manufacturing this week started production on its new Single Player Shuffle Alley Rebound game, Billy DeSelm, general sales manager, announced.

New game will have official bowling scoring, as opposed to the 20-30 scoring on the firm's Twin Shuffle Alley Rebound unit. It will include, as its features, fast play (under a minute per game); disappearing pins; a hinged playfield for easy servicing, and the United drop coin chute.

DeSelm said Single Shuffle Alley Rebound will come in two lengths, 8 and 9 feet. The eight-foot game will list for \$375, while the longer board will be \$10 higher.

United will continue production on Twin Shuffle Alley Rebound and its Shuffle Alley DeLuxe conversion unit.

## Puck Patter

(Continued from page 109)

Bowler and Bally Shuffle Bowler are going for the Whiz Bowl conversion in a big way. Col. L. Lewis is now in the South on business for Allied.

Another firm handling more and more premiums for the shuffleboard field is Purveyor Shuffleboard. Herb Perkins, president, made a flying trip to the West Coast last week, but was expected back at his home base in time to get the first Purveyor league play under way this week-end. Purveyor handles a complete line of shuffleboard accessories, including weights, wax, score sheets, lights, scorers, etc., Perkins reports.

Bill Ryan, Universal vice-president, says the firm is going all out to keep up with inquiries for the Shuffle Tournament conversion. The unit was announced some time ago volume production has only materialized in the past few weeks. . . . At First Distributors, Mal Finke, manager of the merchandise department, has been putting in long hours to keep up with operator demands.

### Detroit:

John C. Westerdale, director of league play for the Detroit Shuffleboard Association (DSA), and Mrs. Westerdale, were visitors at the Detroit office of The Billboard. . . . Fred W. Chlopan, executive director of the DSA, has returned from a motor trip thru the East.

### Union City, N. J.:

Ken Poulsen, field director for American Shuffleboard Leagues, Inc., was here last week to report on tourney activity in the Midwest. He credited Russell Shaffer, of Detroit, with organizing 12 separate leagues. Among other loop secretaries he cited as doing top jobs in getting competitive play started in their territories were Joseph Van Maele and Jimmy Curtis, also of Detroit; Leonard D. Caldwell, Warner Hohman and Bill Sherwood, of Fort Wayne, Ind., and Don Host and Jerry Lalinga, of Grand Rapids, Mich.

### SETTING UP LOOPS

(Continued from page 109)

procedure from "the originally planned method of calling small individual meetings" was necessary, according to Fred W. Chlopan, executive director of DSA, because that was "not rapid enough to offer league meetings and participation to all of our locations before the opening of the regular league season. This one mass meeting is the only procedure that will make it possible for any location owner, who wants to be in a league, to get in one right now."

# COINMEN YOU KNOW

### Chicago:

(Continued from page 110)

will resume his tax consultant business. Plant visitors last week included Leo Weinberger, Southern Automatic, Louisville; Raymond Williams, Commercial Music, Dallas, and Fletcher A. Blalock, F. A. B. Distributing, New Orleans.

First Distributors, thru Wally Finke, reports heavy firing on the premium front. Firm has been building its premium merchandise department into one of the largest and most complete in the trade. Joe Kline, Finke's partner, claims game sales are also making a good showing. Firm's office manager, Larry Shapiro, already feels at home with the First staff.

Alvin Gottlieb, of D. Gottlieb & Company, was on a road trip in the East. He visited General Vending, Baltimore, B. D. Lazar & Company, Pittsburgh, and also made stops in Philadelphia, New York, Boston and Hartford. . . . Frank Mencuri, Exhibit Supply Company, states business is going along on an even keel and the firm's arcade line and new five-ball are receiving a steady run of inquiries.

### Milwaukee:

(Continued from page 110)

Sparking the activities here in behalf of the NAMA are Herb Geiger, regional chairman. Assisting him in the sticker program is Erich Rakow, head man at the Canteen Company headquarters.

Herb Geiger reports a tightening up in the help situation here. Quite a few operators are experiencing difficulty filling jobs with the proper people due to a gradual but definite exodus to the plants that are getting busy with war orders.

Still in the midst of a remodeling job that will take at least another 60 days, is the Paster Distributing Company office here. Manager Sam Cooper doesn't mind the turmoil, he avers, as long as the orders for equipment keep rolling in.

### Twin Cities:

(Continued from page 111)

deal of time this summer on the golf links and reports he has a good game or two under his belt. Hy-G recently took on distribution for Minnesota and the Dakotas of the Smoke Shop 612 cigarette machine manufactured by Automatic Products Company of New York. Operator interest in the unit has been good, Hy said.

### Washington:

(Continued from page 111)

his vacation this month. The firm has added a new mechanic, Charlie Austin.

Saxophone numbers are getting a big play on his juke boxes, according to Max Silverman, of the Quality Music Company. Included are "Mona Lisa" by Gene Ammons (sax solo) and "Sax Shack Boogie" by Amos Milburn. He expects a big juke box play on George Shearing's "When Your Lover Has Gone," which is backed by "Carnegie Horizons."

### Los Angeles:

(Continued from page 110)

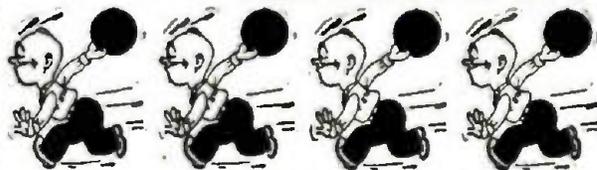
cently sold part of his Model Cigarette Company to General Vendors of this city.

Charles A. Robinson, of C. A. Robinson & Company, is at the Reno branch and also traveling Nevada. During his absence, Al Beitelman is holding down the fort. . . . Ray Eberts, music operator, takes time off to visit coinrow. When he can, Eberts is off on a fishing trip. . . . "Gravy" DeWitt, of DeWitt & Harrison in Fontana, in town for equipment. DeWitt formerly operated in Arizona and knows all of the operators in that section. . . . Cliff Loftis

and "Buzz" Quillan down from Fresno and looking over the sales rooms. Quillan has been working on a new gadget for coin machines.

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Flyaway Pins! Luxurious Cabinet! Compact Mechanism!  
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- United TWIN SHUFFLE ALLEY REBOUND
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- Chicago Coin TROPHY BOWL

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- Exhibit PLAYLAND
- Genco CANASTA
- Gottlieb ROCKETTES
- Gottlieb FOUR HORSEMEN

#### NEW ONE BALLS

- Bally TURF KING
- Universal WINNER

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- Bally SHUFFLE CHAMP, Wt. Ft. . . . 227
- Chicago Coin BOWLING ALLEY, Blue Cabinet with Lite-a-Pins . . . 165
- Universal TWIN BOWLER . . . 145
- Universal TWIN BOWLER—With Lite-a-Pins . . . 145
- Keeney ABC BOWLER . . . 139
- Chicago Coin SHUFFLE BASEBALL . . . 125
- Gottlieb BOWLETTE . . . 99
- Williams TWIN SHUFFLE . . . 95
- Keeney TEN PINS . . . 85
- Genco GLIGER . . . 45

#### FIVE BALLS

- Reconditioned and Reconditioned
- Sharpshooter . . . \$125
- Telecard . . . 79
- Majors of '49 . . . 69
- Big Top . . . 69
- 1-2-3 . . . 69
- Grand Award . . . 65
- Big Top . . . 59
- Carnival . . . 49
- Scrabball . . . 49
- Tennessee . . . 49
- Alice in Wonderland . . . 49

#### BALLY CONSOLES

- Triple Bell, 3-5-25c \$225
- Deluxe Draw Bell, 150
- Draw Bell, Red . . . 125
- Draw Bell, Regular 118

#### SPECIAL!

- Exhibit Dale Gun, Late Model . . . \$69

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- First Quality Wax (24) . . . 6.50
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- Plexis for Universal . . . 3.25
- Plexis for Chi Coin, United . . . 3.25
- 251, 255 Bulbs, Per C . . . 4.75
- 246, 248, 247 Bulbs, Per C . . . 5.25
- 50, 243 Bulbs, Per C . . . 5.20
- Cartridge Fuses, 3 amps, Per C . . . 2.95
- Cartridge Fuses, 5-7 1/2 amps, Per C . . . 2.25
- Cartridge Fuses, 10-15-20 amps, Per C . . . 1.95

### FOR PHONOS

- 5-10-25c Wurl. Chutes . . . \$2.95
- 5c Wurl. Slides . . . .95
- 400 Amplifier & Tubes . . . 9.95
- Wurl. Speakers . . . 5.50
- Wurl. & Seeburg Motors . . . 7.00
- Wurl. Coin Motor . . . 15.00
- New Wurl. Pick-Up Head . . . 3.50
- Wurl. Tone Arm . . . 5.00
- Pfannstiel Needles, Per C . . . 35.00
- Micra Switches . . . 85
- Large Rubber Casters, Per Set . . . 1.00
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# Ops Talk Programs, Prices; Urge Better Stop Relations

(Continued from page 99)  
 formation, Scott offers his prospective location owners facts and figures on operational costs encountered by his firms. These figures then must be met by the juke box after it has been installed, or the machine is removed.

By following this procedure, Scott believes an operator makes a friend of the location, and leaves the door open to return at a later date if conditions warrant.

### Volume Control

Perhaps one of the greatest small annoyances that make for major differences between location and operator is the matter of volume control.

To lick this problem, Wilfred E. Moore, Cleveland, has, at a "small" expense, run a volume control from the juke box to the back of the counter so the location owner can control the volume of the juke at all times. Moore has found location owners will co-operate to a much greater extent in promoting juke play because he "controls" it—and the installation of these controls, he says, have in each case worked as a good will builder.

### Record Placements

Working with locations in the selection of records is advocated by some ops as a method of improving location relations and, at the same time, building grosses.

Norman Cragun, Ogden, Utah, reports it is wise to fill the location requests, within reason. "After all," says this operator, "they are the ones you are trying to please as well as the public and (by filling their requests) they will play the juke box more often." Cragun points out that the location owner and his employees listen to the music all the time they are on duty, therefore they should have a few records on the machine to their liking.

That Cragun's system is a good one is proved by an experience reported by John L. Buckley, Springfield, O. One of his locations asked him to put two Japanese records in the juke box. Buckley prepared special title strips, and complied with the request. Buckley said that in the first three weeks these disks were in the machine, they each chalked up more than 70 plays per week.

### Price Phase

While practically all operators are reconciled to the fact that prices will probably go up rather than come down, they do offer reasons for lower prices, especially in the record field.

On the equipment front, ops said they would like to see a small, selective counter model juke brought

out which could sell for about \$150. This type of phono, they said, could be put into marginal spots which can not, in most cases, carry a new or even late-model used machine.

In this regard, the Ristaurat was cited. Altho not a selective, this piece has been used by some ops to advantage—smaller, formerly non-profitable, stops.

With record prices at their present levels, ops report they are forced to play used disks on most of their lower-income spots. If the platter prices warranted, they felt that by using on or two new disks on these machines the increased grosses would boost the incomes.

## WURLITZER HIKES

(Continued from page 99)

become impossible for us to hold the present price line. An immediate price rise is indicated by our costs, but we have set the effective date as of Saturday, September 16, in order to give our distributors and operators thruout the country an opportunity to close pending deals at the present price."

Discussing the general increase in costs, Wurgler said that there is a general rising price trend thruout all industry, brought about by increased labor and material costs and by a scarcity of many types of material. A great majority of Wurlitzer suppliers, Wurgler said, have quoted increased prices, effective immediately. This is particularly true in the case of steel, wood, electrical units, wire and mechanical components.

"We moved up the price of our 1230 just enough to cover the actual rise in the cost of materials which go into it," Wurgler stated.

Firm reported it had filled its production quota for August, and was now in production to meet a backlog of orders on the phonograph.

## NAME RAYMOND DAVIS

(Continued from page 99)

phonographs. Specializing in the design of woodworking machinery, Vaaler is credited with producing the first curved plywood for juke boxes. He played leading roles in the Wurlitzer expansion programs of 1929 and 1946.

Davis comes to Wurlitzer with a full background in the production field. He was most recently associated with the Ford Motor Company in Detroit as product control analyst for the manufacturing staff. Prior to Ford affiliation, he was associated with the Copco Steel & Engineering Corporation, Detroit, as production control manager, and spent 18 years with Chrysler Corporation.

# Turning Back the Clock

### 15 Years Ago This Week

CHICAGO, Sept. 7, 1935.—A report issued by the U. S. Department of Commerce in Washington indicated that a majority of European manufacturers were copying U. S.-made games and venders and placing them on the market as their own original designs. It also stated there were 20 plants producing trade equipment in September, 1935. . . . The Minnesota Skill Game Operators Association issued its first copy of The Billboard, the association's weekly paper on trade news. . . . Sportlands continued to prosper as coin machine locations and a firm in New York originated the idea of celebrity night to keep traffic at peak levels on traditionally slow Monday evenings.

The Empire State Skill Board of Trade held its first big time convention, featuring exhibits of new equipment. Among the firms displaying were the Rudolph Wurlitzer Company, North Tonawanda, N. Y.; Pco Corporation, Rochester, N. Y.; International Mutoscope, New York; Square Amusement Company, Poughkeepsie, N. Y.; Superior Products, Chicago; Western Equipment & Supply Company, Chicago; William P. Donlon & Company, Utica, N. Y., and Brooklyn Amusement Machine Company, Brooklyn.

Jack Chasen, Buffalo operator, and Abe Fish, General Amusement Games Company, Hartford, Conn., who had been close friends in their youth and later moved to different areas, located each other thru a news story appearing in The Billboard. Both were surprised to find the other in the coin machine trade and Chasen became a good customer of his old friend Fish, a distributor. . . . American Coin Machine Company, headed by Jerry Kertman, moved to new quarters at 559 Clinton Avenue, Rochester, N. Y.

Pacific Amusement Manufacturing Company, a power in the trade in 1935, introduced the one-ball, Eclipse.

Other top games of the week were Man 'n the Moon, by Daval; Stoner's Ball Fan, Bally's Jumbo; Western Equipment's Carioca and Genco's Flying Colors. Among the favorites in the counter reel field was Here's How, a five-reeler by Pierce Tool & Manufacturing Company, a unit used mostly by taverns to hike beer sales.

## WEST COAST OPS READY

(Continued from page 102)

blues. Ordinarily for this type of spot the record player would have been predominantly Spanish, with some popular tunes and artists.

For sororities and fraternities, also a profitable renting group, a few college songs are suggested, with the remainder being blues and recordings by top name fast-beat bands. As these parties are usually attended by young people who know their music, it is necessary to give a choice similar to what they would play were they putting coins in the box.

### Many Rental Possibilities

Here on the West Coast, especially in the Spanish-speaking areas, parties are given on almost any occasion. No matter the reason, the increase in parties is hiking the operators' chances of making money.

As for Christmas parties, Kay Solle has found that one of the prime factors in tuncs for the office party at that time of the year is Bing Crosby's album of Christmas music. To these tunes may be added a novelty or so, with pops completing the list.

### Equipment

Rentals, it was learned, do not require new machines. However, it is important that the machine be in good working order, for a breakdown can easily remove that party from the list of regulars.

Leuhenagen adds that Christmas is a better time for rentals than New Year's.

### 10 Years Ago This Week

CHICAGO, Sept. 7, 1940.—Music machine activity was at peak proportions and all manufacturers reported reception of their new models encouraging. It was estimated that Baltimore had 2,500 phonographs on location in 1940. . . . Packard Manufacturing Corporation, Fort Wayne, Ind., added a new plant in Indianapolis. Homer Capchart, later to become a U. S. Senator from Indiana, headed the firm. . . . Modern Vending, New York, held a two-day party in honor of new Seeburg equipment just placed on the market. A total of 1,700 coinmen, including the trade's bigwigs, attended the showing. A second big music gathering during the week was the Packard open house party at the Biltmore Hotel, New York, attended by several hundred persons. . . . Still another big music event was the appointment of Manhattan Distributing Company by Wurlitzer. . . . Top tunes of the week in The Billboard's Record-Buying Guide were Blueberry Hill, I'm Nobody's Baby, Sierra Sue and I'll Never Smile Again.

In the game world the leaders were Stoner's Double Feature, Gottlieb's Three Score, Exhibit Supply's Land-slide, Genco's Bandwagon and Chicago Coin's Dixie. . . . Southern Automatic Music Company, thru Leo Weinberger, announced its entrance in the game field. At the time, Southern Automatic had offices in Louisville, Indianapolis, Cincinnati and Nashville. The Mayflower Building, new home of Mayflower Novelty Company, was opened in St. Paul. It had a total of 60,000 square feet of office and warehouse space. At the time Sam Taran, who later moved to Florida to organize Taran Distributing Company, headed the Mayflower firm.

New in the bell field in September, 1940, were Mill's Four Bells, Watling's new Rol-a-Top and Groetchen's Imp, a counter model. . . . Competing for leadership in the gun game field were Bally with its Rapid Fire unit, Seeburg with Ray-o-Lite and International Mutoscope with Sky Fighter. Each of these gun games remained on the market for an unusually long time.

## FORM RESEARCH BUREAU

(Continued from page 99)

gional or city groups by furnishing their members with programing and merchandising aids, as well as with periodic analysis of industry conditions, he added.

### Brochures

One of the first projects being mapped by MGA is the publication of a series of educational brochures. Explaining the "economic facts" of phonograph operation, their function will be to instruct location owners on how operators have been squeezed between rising costs and the inflexible nickel play. The pamphlets are to be mailed to lists furnished by subscribers or supplied direct to participating associations for distribution.

Steinberg has offices here at 100 Astor Street. The same offices house the headquarters of the New Jersey guild.

OPERATORS WHO KNOW WILL BUY NO OTHER

# TRADIO

THE GREATEST NAME IN  
 COIN OPERATED TELEVISION

PROTECT YOUR TOMORROWS—  
 ORDER TRADIO TODAY

BIG  
 12 1/2" PICTURE  
 ONLY  
**\$199.50**

Exclusive Distributor  
 Franchises Available  
 Write—Wire—Phone

23% With Order—  
 Balance C.O.D.

TRAD TELEVISION CORP.  
 Manufacturers of RCA Licensed Television  
 ASBURY PARK, N. J. Asbury Park 2-7447

## LOCATION & ARCADE EQUIPMENT

- United Shuffle Alley with Fly . . . \$135.00
- Back Pin Conversion . . . . .
- Kenney Ten Pins (new in original cases) . . . . . 75.00
- Roll-a-Score, 4 Ft. Console Skeeball . . . 75.00
- Genco Play Ball, Advance Roll . . . 59.50
- Skeeballs, all makes and models . . . 65.00
- 8 Ball Roll Down (new), only . . . 85.00

MUNVES REBUILT MACHINES  
 LOOK AND WORK LIKE NEW  
 120 Illustration Catalog FREE.

# HIRE MUNVES

377 10th Ave. (at 42nd), N. Y. 18, N. Y.  
 BRyant 9-6477

# National Bows Coin Baseball Game in Flip

(Continued from page 98)

about a week. It will be sold to operators at "competitive prices" in both 8 and 9-foot lengths, he declared. Distribution will be thru normal coin machine outlets, soon to be appointed.

Runyon Sales, the first distributor named, has been assigned the New York, Connecticut and Northern New Jersey territory. The game has been licensed in New York City.

Hit n' Run is played by directing a weight at a moving target, with each hit advancing base runners. The target is a simulated baseball which travels slowly back and forth across the rear of the playing field. The contact which must be struck to rack up hits travels along with the baseball target. Pucks are returned to the player by rebound.

Once a hit is made, the baseball ticks off an inning each time it reaches the board side. Nine innings are recorded before the game stops, with the actual playing time per coin about one minute and 10 seconds after the first hit.

The game places a premium on accuracy and speed of throw. High scores are limited only by the number of accurate shots that may be aimed within the allotted time. A mixing mechanism flashes the value of the hit (single, double, etc.) to be made next on the backglass after each hit is racked.

Cabinet of the game is fabricated of ash. The playing field is constructed of solid maple, laminated in width. Kotler said the game had been tested on location in this area before being placed in production.

Firm is continuing to manufacture its standard line of shuffleboards.

# CMAC Sues Fla. Firm for 35G

SARASOTA, Fla., Sept. 9.—The Coin Machine Acceptance Corporation (CMAC) has brought a \$35,000 damage suit against S. A. Jenny here. The suit listed Jenny as president of Musical Sales Company, which was charged with violation of a pact allegedly signed in February, 1947, between CMAC and the juke box firm.

In the suit, CMAC contends that Musical Sales guaranteed prompt performance of all contracts between itself and any purchasers (operators). CMAC then extended credit of \$35,230 in financing, and charges it has not been repaid to date.

Suit was filed in circuit court here.

# COIN MOVIES DRAW

(Continued from page 98)

mothers on shopping trips. They were placed in the Weingarten food outlets by Clyde P. Weed, of Fort Worth, who operates and distributes midget movies in Texas. He is said to be negotiating with another supermarket chain in the San Antonio area for similar placements.

S. B. Goldsmith, Capitol sales manager, said the results of the Texas test will form the basis of the promotion campaign to be directed at supermarkets in other territories. Preliminary discussions are now under way with a chain in the East, he disclosed.

At the same time, Leo Willens, field manager, announced the appointment of S. A. De Waltoff, of Los Angeles, as Capitol representative on the West Coast. His premiere showing of the movie machines will beat the California State Fair, opening at Pomona next Friday (15).

# Industry Leader Max Glass, 52, Dies in Chicago

CHICAGO, Sept. 9.—Max Glass, head of the Max Glass Manufacturing Company here, died suddenly Thursday (7) morning.

Born in Russia 52 years ago, Glass had been active in the industry since 1934 when he and the late Paul Gerber established the Gerber & Glass Distributing Company in Chicago. Prior to that time he had been a large scale operator. The partnership lasted until Gerber's death in April, 1944, at which time Glass purchased Gerber's interest and organized the Max Glass Distributing Company. He also owned two of Chicago's best known arcades, Funland in the Hotel Sherman, and Playland on South State Street. He sold both arcades two years ago when he became primarily interested in the manufacture of coin machines and plastic products.

Attended by many of the trade's leading manufacturers and distributors, funeral services were held at Piser's chapel, Chicago, Friday (8), followed by interment in Memorial Cemetery, Skokie, Ill. Survivors include the widow, Mrs. Theresa Glass, and two sons, Sheldon B. and Robert A.

# Sicking, Inc., In New Quarters In Indianapolis

INDIANAPOLIS, Sept. 9.—Sicking, Inc., is now located in its new quarters at 1312 N. Capitol Avenue. The building includes 3,000 feet of floor space. The front of the all-glass showroom facing North Capitol Avenue, one of the main traffic lanes to the north, is occupied by 2,000 feet of show space, with general offices to the left. The showroom floor is covered with asphalt tile, fluorescent lighted, and the walls are decorated in pale green. Neon signs are hung in all front windows with a large electric sign located over the entrance.

The space at the rear, measuring 1,000 square feet of floor space, has been given over to service rooms and the shipping and receiving departments. There is day and night service.

Operators from all over Indiana visited the new home of the company September 1, the first day of regular business. Opening day sales were far above expectations, and a wide variety of the new coin-operated games were on display. City operators, many of them contemplating adding games, were on hand. Mrs. Lottic Berman, Sicking, Inc., official, expressed her satisfaction with the opening day attendance.

# Calendar for Coinmen

September 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

September 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

September 13, 27 — Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

September 14, 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

September 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 19—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

September 20—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.

September 25—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

September 26—National Automatic Merchandising Association (NAMA), Region II (New York), annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

September 26—Western Vending Machine Operators Association (WVMOA), monthly meeting, Los Angeles.

September 26—Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

September 28—California Music Guild (CMG), Northern Division monthly meeting, Hotel Sacramento, Sacramento.

September 28 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

October 2—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

October 4 — Coin Machine Operators' Association of Harris County (CMOAHCC), monthly meeting, Chamber of Commerce Building, Houston.

October 5—Washington Music Guild, Inc. (WIMG), monthly meeting, Hotel Hamilton, Washington.

October 5 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

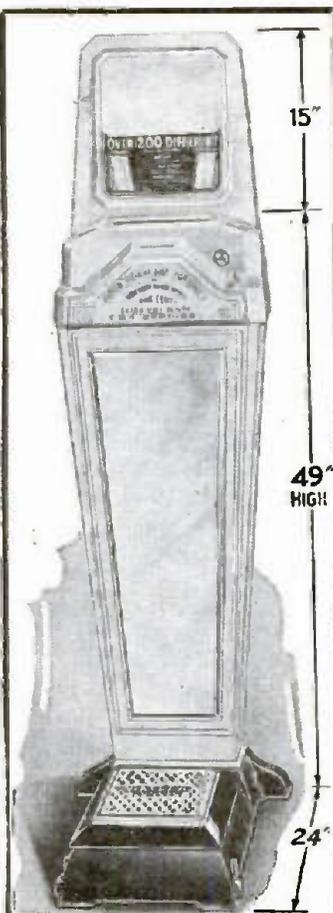
October 5 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.

October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

October 30-November 2 — American Bottlers of Carbonated Beverages (ABCBC), annual convention, exhibit, Civic Auditorium, San Francisco.

November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.



WEIGHT, 165 LBS.

**\$25  
DOWN**

**Balance \$10 Monthly**  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS

**WRITE FOR PRICES**  
LARGE CASH BOX HOLDS  
\$83.00 IN PENNIES  
Invented and Made Only by

**WATLING**

Manufacturing Company  
4630 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

# OUTSTANDING VALUES

- REBUILT SHUFFLEBOARDS
- 18' and 22', with maple or mahogany tops ..... \$95
- Chicago Coin 2-Player Baseball (floor sample) ..... \$125
- Exhibit 2-Player Hockey (floor sample) ..... 125
- United Shuffle Alley with disappearing pins, rebuilt ..... 150
- Shuffleboard Specialists**
- 4615 S. State St. Chicago, Ill.

**GIVE TO THE  
RUNYON CANCER FUND**



OUR NEW YORK SHOWING WAS A HUGE SUCCESS

Now the PREMIER SHOWING for NEW ENGLAND  
of the two new sensational money makers

**JEWEL CANDY MART**  
**EVERFRESH POP CORN VENDER**

Will Be Held In Our  
BOSTON SHOWROOM

FIVE DAYS STARTING SATURDAY, SEPT. 16

COME ONE.  
COME ALL.

Ed Ravreby, Nat Jones, Kurt Nagel, Clarence Frost and all the other executives will be there to greet you.

### VEND-O-MART

294 Columbus Ave., Boston 16, Mass.  
Commonwealth 6-4013

**BEAUTIFUL!**

**THRILLING!**

**APPEALING!**

**FAST ACTION!**

**LONG LIFE!**

**PREMIUM PLAY!**

**THE EXHIBIT SUPPLY CO.**

4222 W. Lake St.

Est. 1901

Chicago 24, Illinois

## Teen-Age Spots In N. Y. Good to Ristaurat Op

(Continued from page 99)

tential will not be realized until the kids return from summer vacation.

### Two for Nickel

Most of his machines are set to play two disks for a nickel. Since the phonographs are non-selective and the teen-age trade is solicited, nickel-per-record operation would inhibit volume play, he is convinced.

The non-selective factor, considered together with the Ristaurat's limited record capacity, 10-12 seven-inch platters, make proper programing essential. Only tunes that currently rate high in popularity polls are slotted in the machines by Becker. Special attention, too, is given requests to satisfy local tastes. He changes as many as five records weekly, a ratio (45-50 per cent) that would be prohibitive for an operator of standard-size equipment.

### Typed Program

One gimmick he has found well-received by patrons is to tape a typed program under the phonograph's plastic dome. With the selections listed in stack order, the player has some idea of what he will hear for his nickel.

The mechanics of "selling" new locations is a simple one. Becker tucks the 30-pound machine under his arm, enters a prospect's establishment, plugs into a handy electrical outlet and lets the proprietor listen. With an \$8 weekly gross all that is needed for profitable operation, he has been able to operate spots abandoned by juke operators as marginal earners. But he is concentrating most of his effort on snaring juvenile locations (candy stores, etc.) normally by-passed by the conventional operator.

### Small Spots Best

Small locations, where floor space is at a premium, Becker singles out as among the best. The Ristaurat is clamped to a counter, off the floor, or Becker will build a shelf for the machine on a spot designated by the proprietor.

At the rate at which he is now expanding, Becker should reach his goal of 100 machines before long. This is the number of units he believes he can run efficiently as a one-man operation.

## MERCHANDISING MUSIC

(Continued from page 99)

Henoke, Jacksonville, Ill., says location owners in his territory are now regulating the television usage, and are urging play on the jukes. These tavern owners, reports Chick, are, in many cases, instructing their help to use the television only when absolutely necessary. And some of the spots have even removed sets.

**CINEMA SONGS . . .** Movie tunes, when properly exploited, can mean added grosses in juke box coin boxes. R. Angelelli, Brownsville, Pa., is one operator who keeps close tabs on this promotion. Every time a movie plays the district and features a catchy tune, Angelelli makes certain the tune is given a prominent spot on his machines. He cites as an example, "Baby, Won't You Love Me?" from the film "Wabash Avenue."

**KNOW THE BIZ . . .** Experience long ago was found to be an excellent teacher, and this week several ops have come thru with a suggestion which shows the wisdom of this old adage. These ops recommend that the juke box op get acquainted with the salespeople in their source of supply, whether it be a distrib's headquarters or a retail record shop. These salespeople, say the ops, can offer many tips on tunes which pay off at the location.

## Hartford Distrib Says "There's No Biz Like CM Biz"

HARTFORD, Conn., Sept. 9. — "Don't let anybody kid you," says Mac Perlman, Hartford manager for Atlantic-Connecticut Corporation, Secburg distributors, "there's no business like the coin machine business!" Mac can back up this statement with some 18 years' experience in the trade, all in the Northeastern United States.

Back in 1932 Perlman became a coin machine operator in New York, later going into the coin machine distribution field, also in New York. From 1942 to 1945 he did radar work for the Navy, and in 1945 he went to work for Runyon Sales Company, New York coin concern.

In 1946 he was with Atlantic-Connecticut.

### To N. E. in 1946

That was the year that Perlman came to Hartford, becoming general sales manager of the Connecticut branch of the Atlantic-New York Corporation.

He's married to the former Sarah Spielvogel, of New York. They have three children, Burton, 16; Alvin, 12, and Gail, 10.

"A lot of people," Mac points out, "get the mistaken impression that the coin machine industry—and particularly the music machine end of it—is radically different from a lot of other businesses. That's a lot of talk. There are just as many sincere businessmen in all phases of the coin machine industry as there are in any similarly sized industry."

"Dollar for dollar, this industry is the best industry for man to invest in, and diligently worked, can bring a good living. There's plenty of room for competition. Of course, you'll get a man who'll say, 'this industry is not a money-maker.' That's the kind of man who specifically neglects his business and starts crying."

"I've seen all phases of this industry, in both metropolitan and small town areas. I've come to realize over the past 18 years that high pressure selling is a thing of the past; a good salesman, who believes in his company, his product, and his individual abilities, doesn't have to break his neck high-pressureing any customer in any given situation."

## Illinois Ops Select Sept. Meeting Site

CHICAGO, Sept. 9.—The Music Operators of Northern Illinois (MONI), announced the September dinner meeting will be held Wednesday (13) at the Tally Ho Club on Route 64 (North Avenue).

Association holds informal discussion meets the second Wednesday of each month, changing the site each month. The August meeting was held in Aurora.

Their experience in listening to and selling platters can be made to work in the op's behalf.

**SELECTOR SYSTEM . . .** S. M. Underhill, E. Max Amusements, Ellis, Kan., has increased the income on eight of his AMI machines over 20 per cent with a programing system which he recently devised. Underhill places the top pops on the center of the selector panels, folk and hillbilly tunes cover the 13 to 20 panels, and other special classifications in the 1 to 8 and 21 to 24 spots.

## LOOK AT THIS BUY!

2 Like New Evans Shuffle Ten Strikas.  
Each ..... \$99.50  
25 Peanut Machines, 24 & 16, Each ..... 3.00  
1 Total Roll, 1 Chico Roll Down, Both ..... 30.00  
**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

A new game is like a new  
dress

**BOTH GET A  
LOT OF ATTENTION!**



Patti Page—Mercury Recording Artist

**A** NEW game on location puts new life in your business the same as the new styles mean added sales for department and fashion stores. It's all part of the American way of doing business.

**L**OOK at your daily newspaper. Clearance sales of summer stocks are mixed with offerings of the new fall lines. The value-wise will take advantage of the clearances, the fashion-wise will shop for the new styles.

**I**SN'T the coin machine business like the fashion business? Styles in games change, too, yet there is still a big market for used equipment. The Billboard, like your daily newspaper, carries ads offering both. The successful operator shops the columns of advertising in each issue of The Billboard to find the games that put new life in his locations.

**That's One Reason Why . . .**

**The  
Billboard**

**FALL  
COIN MACHINE  
SPECIAL**

**will be most important issue of the fall  
season for all operators.**

Valuable lists, special articles, new and used game advertisement in greater numbers will make the Fall Coin Machine Special the "FALL FASHION CATALOG" of the Coin Machine Business. Don't miss it.

**Dated  
OCTOBER 7**

**Distributed  
OCTOBER 3**

**Manufacturers and Distributors:  
The advertising deadline for this issue will be  
September 28.**

# LOOK! POST WAR PHONOGRAPHS AT SENSATIONAL SAVINGS!

If you're looking for real bargains in better reconditioned phonographs, here they are. Every one is a post war model in A-1 working condition . . . ready to give you years of profitable service in your locations. Don't delay . . . get your order in today.

## POST WAR PHONOGRAPHS

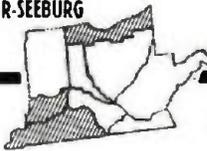
Seeburg 148-ML	\$425.00
Seeburg 147/148-MA	375.00
Seeburg 147-ML	350.00
Seeburg 147-M	350.00
Seeburg 146-148-M	350.00
Seeburg 146-147-M	350.00
Seeburg 146-M	300.00
Seeburg 147-S	300.00

Seeburg 146-148-S	\$300.00
Seeburg M-146-M	300.00
Wurlitzer "1100"	375.00
Wurlitzer "1015"	275.00
Rock-Ola "1425"	199.50
Rock-Ola "1422"	169.50
Aireon "400"	199.50
Packard Model "77"	99.50

## WALL BOXES

Seeburg W4-L56	\$59.50
Seeburg 3WS-L56	89.50
Seeburg 3W2-L56	38.00
Seeburg W1-L56	29.50
Packard Boxes	15.00
Rock-Ola Boxes	75.00

SHAFFER-SEEBURG



SALES-SERVICE STATES

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale.

## SHAFFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio  
2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.  
Charleston, W. Va. 1619 W. Wheeling, W. Va.  
Washington St. 2129 Main St.

# WHILE THEY LAST MILLS' NEW 1950 BELLS

BLUE BELL BLACK BEAUTY BELL "21" BELL WILD DEUCE BELL  
5c-10c-25c-50c PLAY WRITE FOR PRICES



## MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System  
5c Play . . . \$65.00  
WRITE FOR QUANTITY PRICES.

## MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 25 lbs.  
5c Play, \$115.00; 25c Play, \$137.50  
WRITE FOR PRICES.

New Box Stands, Single, Double and Triple Safes for All Bells.  
**GUARANTEED RECONDITIONED MILLS**  
Jewel Bells, Black Cherry Bells, Bonus Bells, Jewel Fronts, Brown Fronts, C. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.  
Mills Used Club Console Bells, 5c, 10c, 25c Play . . . \$149.50 Ea.

We Have In Stock at All Times  
**EVERY NEW COIN MACHINE MANUFACTURED**  
Write for Circular and Price List. 1/3 Deposit With All Orders.  
**SICKING, INC.** America's Oldest Distributor  
Established 1895  
1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO  
Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

## READY FOR DELIVERY

Photo Finish	\$295.00	Chicago Coin Bowling Alley	\$ 89.50	College Daze	\$ 89.50
Gold Cup	125.00	New Chicago Coin Base	250.00	Barnacle Bill	49.50
Just 21	85.00	ball (in orig. crate)	250.00	United Shuffle Alley	75.50
Bowling Champ	62.50	Citation	229.50	Genco Bowling League	79.50
Gotlieb Bowletta	97.50	Jackey Special	89.50	New Chicago Trophy Bowl (in orig. crate)	275.00

## NATIONAL SALES & DIST. CO.

416 SOUTH ST. PAUL Phone: RAndolph 6374 DALLAS, TEXAS

## ONE-BALLS YOU'LL WANT!

Satisfaction Guaranteed

Bally Entry, P. O., Perfect	\$ 50.00
Jockey Special, F. P.	115.00
Gold Cups	150.00
Citations	250.00
Champions	365.00

## SHUFFLE GAMES

Genco Bowling League, 8' & 10', With Life-Up Feature	\$ 60.00
United Shuffle Alley	65.00
Bally Shuffle Bowlers	119.50
With Fly-Away Pins	199.50
Bally Speed Bowlers, 8' & 9 1/2" - A BEST BUY!	250.00

## BRAND NEW IN ORIGINAL CRATES

Keeney Bowling Games, 8' & 9 1/2" Double Bowlers **\$279.50**

ORDER NOW!  
BALLY TURF KING  
WURLITZER 1250

# COVEN

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

## distributing company

3181 Elston Independence 3-2210 Chicago 18, Ill.

Authorized Distributors for  
**Bally and WURLITZER**  
Products Phonographs

## 5-BALLS!

Cleaned and Reconditioned Ready for Location

Trinidad	\$ 50.00	Tampico	\$100.00
Shanghai	40.00	Moon Glow	70.00
All Baba	50.00	Yanks	50.00
Cinderella	35.00	Wisconsin	40.00
Scrawball	50.00	Thrill	40.00
Summertime	45.00	Select-a-Card	160.00
Merry Widow	50.00	Jack & Jill	60.00
Lady Robin'd	80.00	Bank-a-Ball	170.00
Mardi Gras	50.00	Banio	45.00
Pinch Hitter	100.00	Golden Gloves	130.00
Buffalo Bill	165.00	Utah	140.00
Sharp Shooter	135.00	Circus	25.00
		Bally Carnival	65.00

## RE-ENGINEERED PHONOS WURLITZERS

1015	\$275.00
850	115.00

## BEST PREMIUM BUYS!

POKER CHIPS \$6.00 Superior Plastic Interlocking chips - handsome steel rack with deluxe plastic cover, 250 chips.

BALLY SPOT BELL . . . \$359.00  
Double Revolv-a-Round Safe Stand . . . \$69.50

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Just 21	97.50	Super Mockey	79.50

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Wild Bell, Keeney, F.P. & P.O. 5 1/2	\$125.00	Baker's Pacers, P.O.	\$249.50
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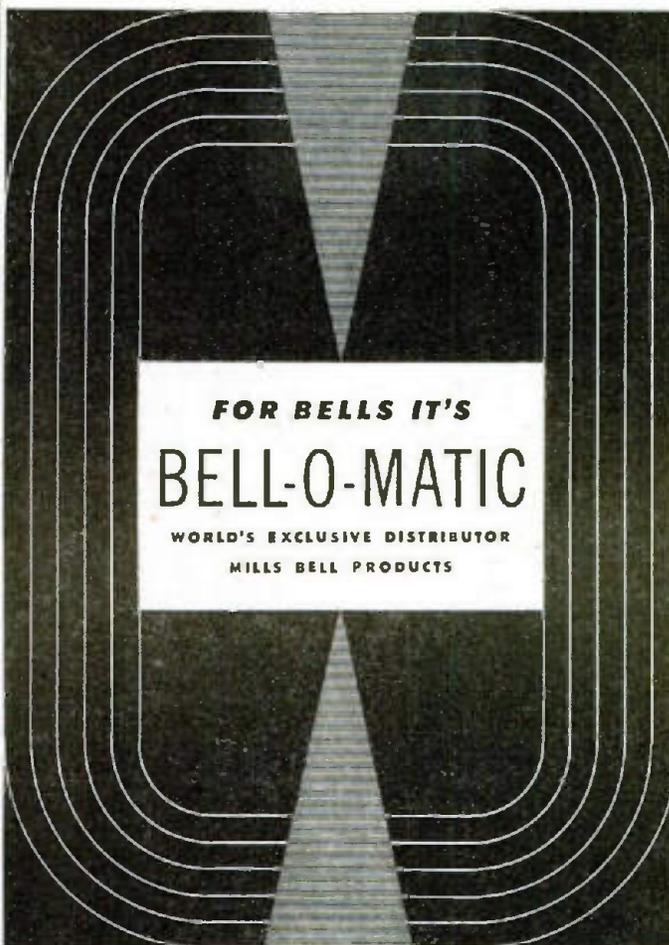
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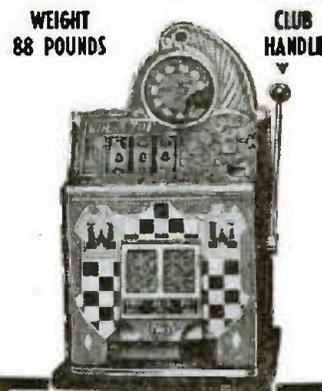
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- 50¢ Black Cherrys Write
- 50¢ Jewel Bells Write
- 5¢ New Vest Pockets Write
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- 5¢ Jennings Standard Chief Write
- 10¢ Jennings Standard Chief Write
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# Fall Trade Forecast Bright; All Phases Report Biz Rising

(Continued from page 98)  
 pected to continue its upward trend this fall.

2. Juke box grosses started moving upward early in August and, despite increased prices recently made on several machines, operator buying is expected to hold. Credited for much of the increased income are better songs and records, more disk promotion, and freer spending in typical juke box locations.

3. Faced with perhaps the most important supply price increases in the coin machine field, operators of vending equipment are optimistic over the prospects for the balance of the year.

4. Distributors report the "scare" buying which set in immediately after the outbreak of the Korean hostilities has subsided, and operator purchases are now on a steady, but sound, basis. Practically all types of equipment are going well and in many cases production has not been able to keep up with demand.

5. Governed by the above, manufacturers are also looking to a profitable conclusion to 1950. Longer runs on shuffle games are a definite trend noted in the past few months. More aggressive field coverage by manufacturers is also in the books.

**Military Influence**

The stepped-up military program, as announced by the government, is expected to have a definite influence on coin machine operators, not only during the last four months of 1950, but for several years to come.

While the immediate reaction to the increased military program was to look to army camps for the location of machines, operators in the surrounding areas are already seeing the result of the move. Jukes and

games in towns located near active training camps are showing increased grosses steadily, and vending machines are also benefiting by the ever-increasing soldier and sailor populations.

**Modernizing Routes**

Reports from larger cities this week indicated that while buying of all types of coin machines was brisk, trade-ins were running behind. Distributors attributed this to the fact that ops in the larger areas naturally have a number of spots where the older equipment can be used and traded between locations. Thus, they are turning in only their obsolete units on new purchases, holding later models for use in the poorer or marginal locations.

The reverse is true in most rural areas. There ops are completing their modernization programs on a much broader basis, trading in more recent equipment for new prices. Tourist trade which reached a new high this summer, plus a less-acute polio situation in many vacation and resort areas, added enough money to the ops' reserve to allow him to modernize for the heavy fall and winter play periods. Too, operators in more remote areas, where heavy snows and icy road conditions hamper service calls during much of the winter, are putting in new equipment in order to cut the winter road travel to routine checks.

**"Scare" Buying Over**

Distributors, who reported a "scare" buying wave in the wake of the outbreak of the Korean War, now say this type of buying is ended. While controls on manufacturing are expected, in some form or other, complete curtailment of output is not expected unless a major conflict develops. Therefore, ops now believe they will be able to replace worn equipment when it is necessary and not stockpile units against the controlled output. This trend is expected to continue, even the prices on equipment may rise.

## Music Op Plugs Dime Play Shuffle Games, Vetoes 5-Cent Price

ARLINGTON HEIGHTS, Ill., Sept. 9.—With dime-play shuffle games grossing between \$20-\$25 per week, A. H. Entertainers, music firm headed by Andy Hesch, this week reported plans to maintain such diversified operation on a permanent basis. According to Hesch, moves in some quarters to knock down the game play price to a nickel would result in reduced placement of such equipment. "It's one instance where the music operator has a chance to place units with an accepted dime-play policy, and where dime play has not acted to hold down patronage," he said.

While, for competitive reasons, some of the shuffle games in A. H. Entertainers' music locations are not operated by the firm, it figures that about 80 per cent of its total music installations have either self or outside-operated games. Another factor in placement of this type equipment, Hesch declares, is that average play volume is holding up well in spite of the fact that first novelty has worn off.

Hesch looks for an uptrend in juke play, especially in city spots, beginning the third or fourth week of this month. More people are spending time in indoor recreation activities and students have recovered from their first "going back to school" expenses, he pointed out.

**Set Sweetest Day in N. Y.**

NEW YORK, Sept. 9.—The Sweetest Day Committee, industry group organized to promote candy sales, has set Saturday, October 16, as the "day" in this city this year. It has planned an extensive exploitation campaign to be directed from its headquarters here at the Hotel Staler.

## L. A. Operator Specializes in Miniature Golf

(Continued from page 98)

After a year or two in the Northwest, Sanders moved to Los Angeles and went into the jobbing business. At that time, 1935, coinrow was on Washington Boulevard, and he set up shop in that area. His line included Genco, Chicago Coin, Keeney and Exhibit. When the exodus of jobbing firms to West Pico, the present coinrow, came, Sanders was among those moving to the new location. He opened there, handling Genco's Bank Roll along with Skee Balls and the Exhibit line.

Early in the 1940s there were a number of arcades in the city along Main Street. As Sanders was familiar with this type of equipment, he went in to the business as a sideline. He had arcade games in the Pacific Electrical Terminal Building and other spots.

**Postwar Activity**

When the war ended and the miniature golf course fad took on new impetus, Sanders was right there to get these locations. At the present time he is servicing seven locations and has about 10 pieces of equipment in each. All machines operate on a nickel and there are no penny pieces. In Glendale and Pasadena, Sanders places equipment that is legal in those cities. Because of the variance in ordinances, locations will differ in the machines there.

Because of the dry climate, some of the equipment is placed outdoors. However, despite the claim there is no rain, Sanders has found that the dry air and the fog will have deteriorating effect on machines. Sanders likes to have his machines under cover. A building enclosed on three sides and open across the front is sort of a dream spot.

Sanders will have a dream spot at the new Jack Lane Course under construction for it will be enclosed on three sides and open across the front. Sanders says that he could not ask for anything more.

READY FOR LOCATION

- GOTTLIEB BOWLETTE \$99.50
- GENCO BOWLING LEAGUE 59.50
- WILLIAMS DELUXE BOWLER 219.50
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- 1000 Broadway, Cincinnati, Ohio
- 603 Linden Ave., Dayton 3, Ohio
- 325 N. Illinois St., Indianapolis 4, Ind.

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146M	255.00
Gem, Vogue, Classic	55.00
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Hot Rods	89.50	Trade Winds	34.50
Light-O-Card	39.50	Tropicana	22.50
Serenade	29.50	Manhattan	22.50
Telecard	49.50	Selecto-Card	129.50
Saratoga	89.50	Barnacle Bill	49.50
Bellareina	34.50	Mardi Gras	42.50
Button 'n Bows	79.50	Trinidad	29.50
Wisconsin	32.50		

**SHUFFLE ALLEYS**

Chicago Coin Shuffle Baseball	\$149.50
Chicago Coin Bowling Classic	239.50
Chicago Coin Bowling Alley with Light Up Pin	124.50
Gottlieb Bowlette	79.50
Universal Super Twin Bowler	229.50

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Twin Bonus	\$245
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CHAMPION, New	\$445
CHAMPION	295
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GOLD CUP	175
JOCKEY SPECIAL	150
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**SHUFFLE GAMES**

Williams TWIN SHUFFLE	\$ 95	Universal SUPER TWIN BOWLER	\$250
Williams BOWLER	75	Oenco BOWLING LEAGUE	75
Williams DELUXE BOWLER	175	Keeney PIN BOY	95
United SHUFFLE EXPRESS	175	United SHUFFLE ALLEY	85
Chicago Coin BOWLING CLASSIC	230	Bally SPEED BOWLER	250
Universal TWIN BOWLER	145	United SHUFFLE ALLEY, With FLYAWAY PIN CONVERSION	145

**FLYAWAY PIN CONVERSIONS**

- Keeney PIN BOY ..... \$74.50
- Bally SHUFFLE BOWLER ..... 74.50
- United SHUFFLE ALLEY ..... 79.50
- Oenco BOWLING ALLEY, 79.50

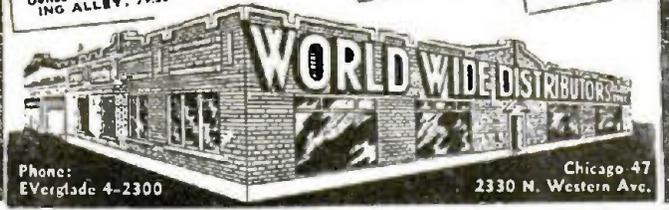
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**GAMES—Ready for Location**

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Paradise ..... 57	Rainbow ..... 47
Remona ..... 55	Maisie ..... 47
Banjo ..... 49	Shooting Stars, 35
Robin Hood, 49	Playboy ..... 37
Tallyho ..... 39	Suspense ..... 49

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Evans Shuffle 10 Strike	125
Oatfield Bowlette	125
Chicago Coin Rebound	50
Oenco Glider	50
Oenco Bowling League	95
Chicago Bowling Alley	150
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**PHONOGRAPHS—Reconditioned, Refinished**

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'46 R.C. .... 295	(blonde) ..... 350

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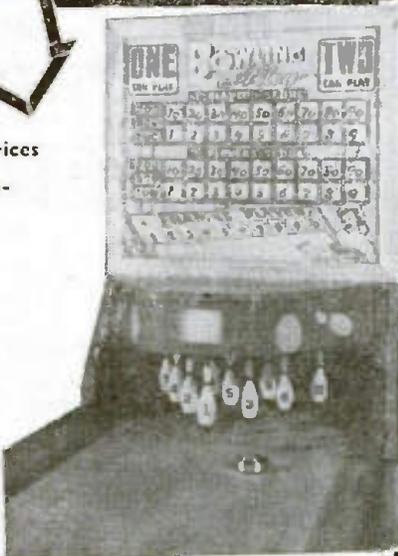
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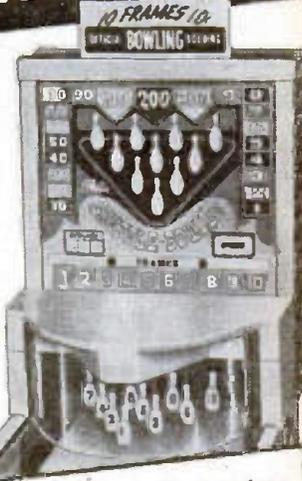


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PINS AUTOMATICALLY SET EXACTLY AS ON BALLY SPEED-BOWLER

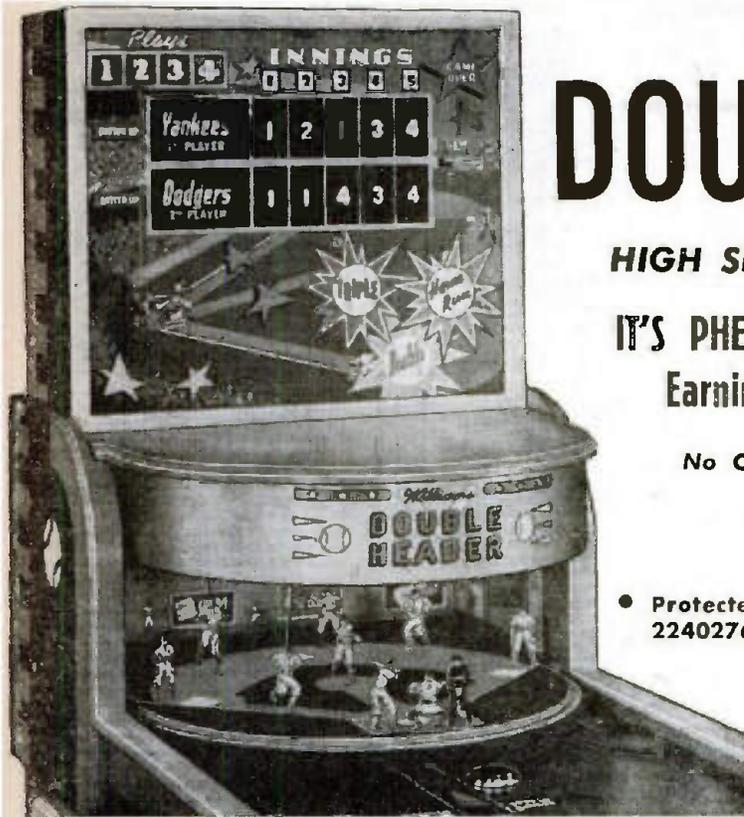
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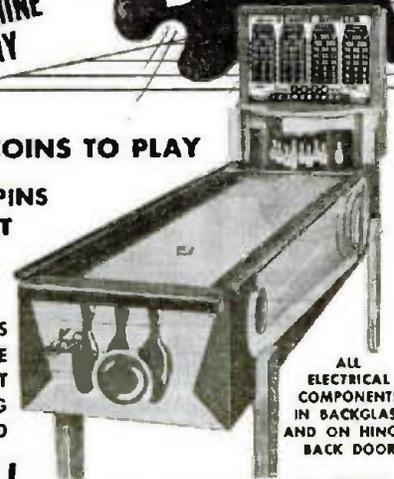
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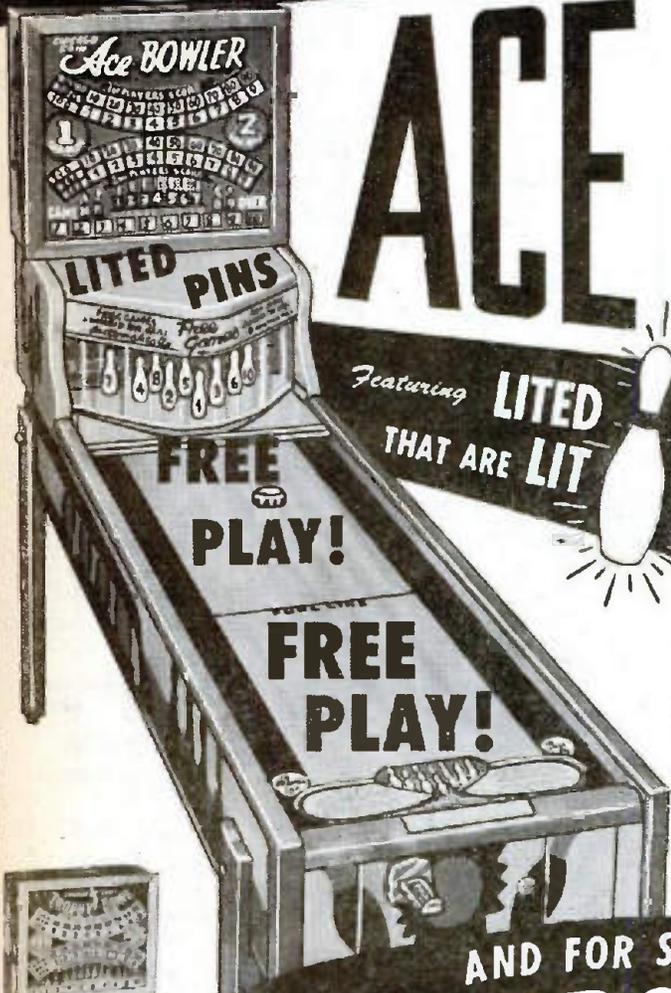
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**FREE PLAY!**

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WHEN DOWN—GO OUT WHEN UP!



**Plus—**

- One or Two Players Rebound Action
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- Simplified, Easy to Understand and Easy to Service Mechanism
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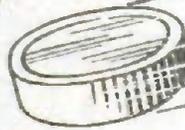
10c PER PLAYER  
4 PLAYERS: 40c



1-2-3-OR

# 4

# PLAYERS



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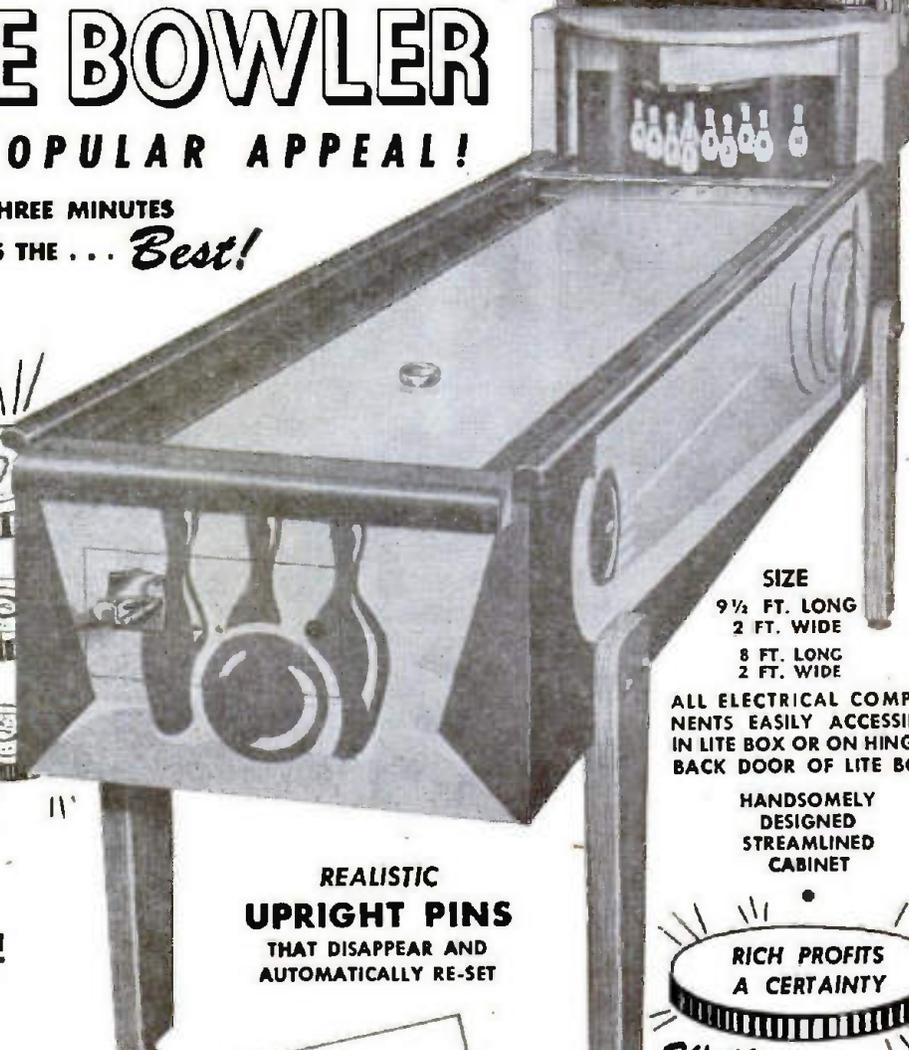


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- \* **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
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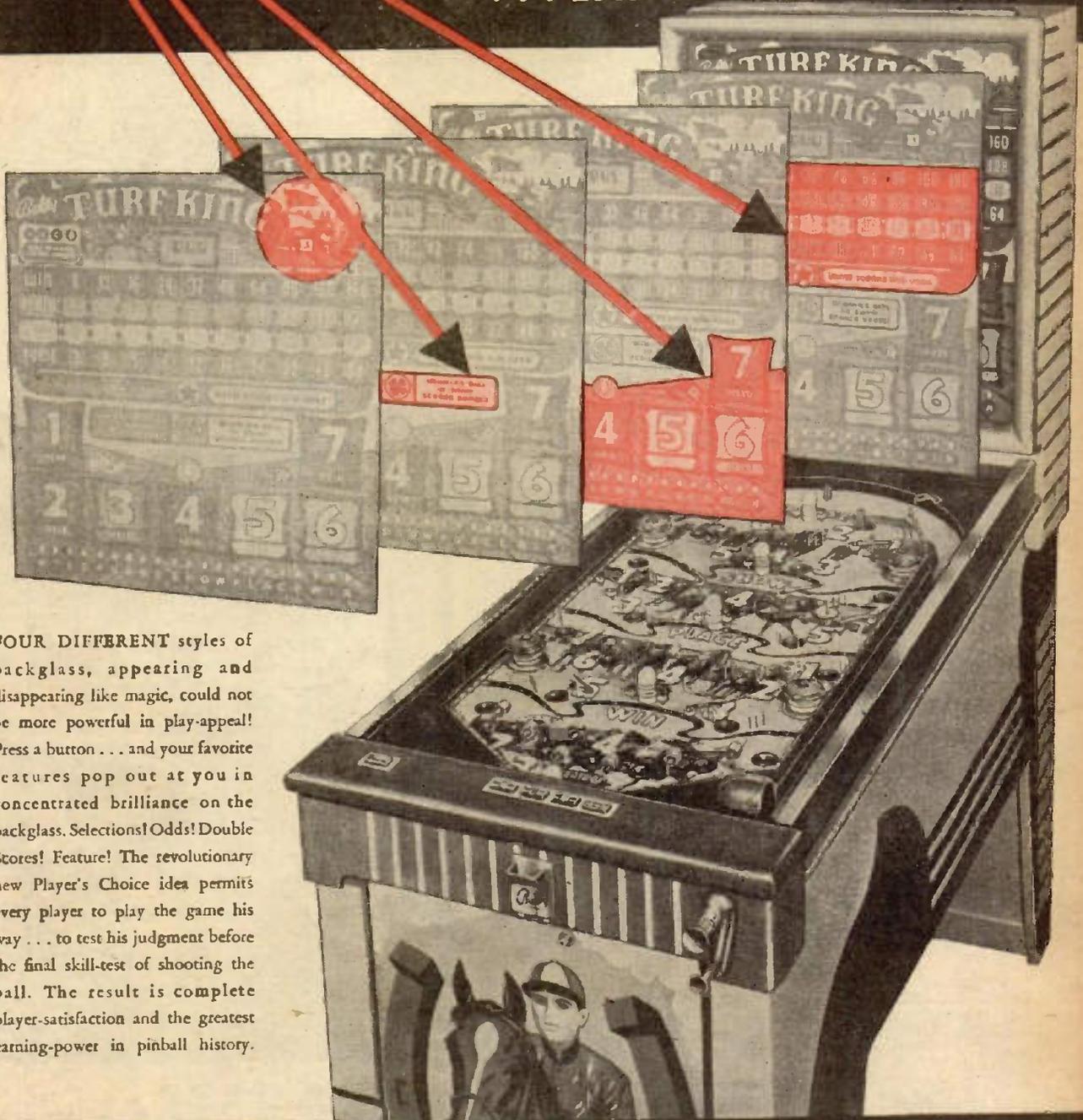
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# TWIN



UNITED'S

# SHUFFLE ALLEY REBOUND



## FAST PLAY

45 SECONDS

### DISAPPEARING PINS

1 <sup>10¢</sup> OR 2 <sup>20¢</sup> CAN PLAY

20-30 SCORING



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