

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 23, 1950



Sammy Kaye and Columbia's pop artist and repertoire director, Mitch Miller, work on the swing-and-sway maestro's first date with Columbia since he exited the RCA Victor label. Result was "Harbor Lights" and "Sugar Sweet," already an established click, with the former side showing on best-selling charts. Kaye also continues to click in other phases of the biz, with his "Sunday Serenade," now a seven-year fixture on the American Broadcasting Company web, drawing about 3,000 letters a week. His video version of "So You Want To Lead a Band," which had an NBC summer run, is now being readied for fall presentation. And he's even a book publisher, with his "Sunday Serenade Book of Poetry," a best-seller in its class. Dave Krenzel is the ork's personal manager.

Other **FEATURE ATTRACTIONS**

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BIZ SEES RED, FIGHTS BACK

GF, Red Book Take Beatings From Unions

SAG in "Crusade"

NEW YORK, Sept. 16. — Show business unions, in virtually every field, recognized the Communist menace this week and a deluge of resolutions came out of regular and emergency meetings. The Screen Actors' Guild (SAG) offered the "complete support" of its members in a wire from Ronald Reagan, proxy, to Gen. Lucius Clay, in the "Battle for Men's Minds," represented by the *Crusade for Freedom* (The Billboard, September 16).

Practically all of the other resolutions took vehement anti-Communist stands, but at the same time denounced in extremely sharp language (See GF, Red Book on page 16)

A Red Is a Red, Alive or Dead!

HOLLYWOOD, Sept. 16.—A film based on the life and deeds of Hiawatha, noble Indian immortalized by Longfellow, was shelved by Monogram Pictures this week for fear that the brave's celluloid characterization might be proved in ideology as well as in pigmentation.

Plot pivots on Hiawatha's role as a peacemaker among the warring tribes of that day, and the studio dropped the production, wary that the story be construed as a peace-type message, Commie-line style.

Neither Hiawatha nor Longfellow is listed in *Red Channels*, but it is pointed out that only living persons have been included in the anti-Commie tome.

Dance Band Biz Steps Into \$\$

Armed Force Expansion Is Vital Factor

Orks Toot at Camps

By Hal Webman

NEW YORK, Sept. 16. — For the first time in four years, there are positive indications that the band business will be hitting on all fours by the first of the year. Tradesters submit for evidence the following reasons:

1. The government's apparent decision to put military training on a permanent basis. To date, estimates have placed a standing armed force at between 2,800,000 and 3,500,000. (See *Armed Force* on page 11)

Editorial

Call for United Industry

Incidents demonstrating both extremes of the Communist problem in show business have now taken place. Several weeks ago General Foods declared Jean Muir a "controversial" person on the basis of having received a handful of protests re her appearance on the Aldrich show, and dropped her from the cast without benefit of a hearing of any kind. This now historic, stupid, panicky move has justifiably got every show business union in the field up in arms in a concerted move to avoid having performers lose jobs without an opportunity to defend themselves.

Last week, the president of the American Broadcasting Company, Bob Kintner, took the opposite stand, when pressure from the Illinois American Legion convention was applied in an effort to get him to drop Gypsy Rose Lee from the *What Makes You Tick?* show. Kintner said Gypsy stays, unless evidence to prove she's a Commie or Commie-sympathizer is presented. As admirable as is Kintner's stance, we wonder what it would mean if a clever Commie were the person against whom the protests were raised. Kintner certainly knows that it is an extremely difficult task to produce real evidence against any Communist or strong Communist sympathizer.

And between the extremes of the General Foods and the ABC situations—show business, individuals and organizations alike, continue to grope for a solution. The proposed solution which seems to be most generally favored at the moment is the one which suggests that a loyalty board of some kind, either within a single union, or within a single branch of the business be formed.

Review of Objectives

Before considering the merits of this proposal let's review the objectives which must be achieved by whatever solution is decided upon:

(1) A method must be found to prevent innocent performers and other show business personnel from losing their means of livelihood. Showfolk must have the opportunity to defend themselves against charges that they are disloyal to their nation.

(2) At the same time that objective is pursued, show business must do everything in its power to keep real Communists and pro-Communists from infiltrating any phase of the business in any capacity whatsoever.

(3) Show business must take an active, all-out part in the present war against Communism. . . . Not merely the war against the North Koreans, but the battle against Communism the world over. The *Billboard* suggests that in the pursuance of objective 3, objectives 1 and 2 could be most effectively and most rapidly achieved.

Individual Program

In the September 9 issue, *The Billboard* proposed a series of steps designed as a program of positive action on show business's part in the war against Communism. Briefly, to repeat, these steps were: (1) Publicly let how you've been a liberal (if that's the case) without being a Commie or Red-sympathizer; (2) resign from, and publicly and vehemently denounce any Commie or Commie front organizations to which you've ever given your support, knowingly or otherwise; (3) offer your services in any way you see fit to any one of hundreds of anti-Commie, pro-American organizations; (4) in (See *Call for United Industry* page 4)

Niteries, Too, Sing Happy Song; 3 N. Y. Spots Ring Opening Gong

NEW YORK, Sept. 16.—Current upsurge in cafe biz has brought at least three clubs back into the picture, all set for reopening before September is out, or early in October.

La Martinique, which has been shuttered for a long time, is planning to reopen with Tom Ball in the driver's seat. Policy will be three acts and two bands. Ralph Font, put in by the Leonard Green Agency, has already been set. The other band and the acts are now in the dickering stage. There may be a hassle in the Martinique reopening. Dario, the former op, claims he still has the room, and Ball says he has it.

The China Doll, also managed by Tom Ball, is also skedded for an early preem. Spot has already bought Gene Baylos, Chu-Chu Martinez, Noro

Morales' band, and an Oriental line, with choreography by Ted Kappl.

The Havana-Madrid's reopening will be delayed, but Pupi Campo has already been signed. Incidentally, Campo will go back to the Riviera next season.

Jimmy Vernon, co-partner in the old La Martinique, is planning to open a private club, the Golden Key, to run on a \$50 membership plan.

The established clubs are all reporting big biz. No one has a reason for the sharp increase that all attribute it, in a vague fashion, to the war. In any event the Diamond Horseshoe, which has been in the doldrums, has had a sharp pick-up to the extent that its show, with (See *N. Y. Bistros Cashing In* p. 46)

Gypsy, Scott & Wicker In Red Denials

All Slam Accusers

NEW YORK, Sept. 16.—Evidence continued to pile up this week that show business's No. 1 headache today is the Communist problem. Following Jean Muir's loss of her *Aldrich*

Future Booking

WASHINGTON, Sept. 16.—Hazel Scott will be given an opportunity "at some future date" to present her case voluntarily before the House Un-American Activities Committee, Chairman John Wood (D., Ga.) said yesterday (15) after refusing to let her be heard.

Wood said that the press of congressional duties made it impossible for her to appear yesterday or in the near future. He pointed out that the committee already had a witness scheduled when Miss Scott put in her appearance.

With Congress preparing to wind up, it appears unlikely that the pianist will be able to testify before the next session.

Family job as a result of protests stemming from data published in *Red Channels* (a report of Communist infiltration in radio and television published by *Counterattack*, anti-Commie newsweekly), Josh White's (See *Gypsy Rose Lee* on page 15)

Anti-Red Bill Hanging Still; Gimmicks, Too

WASHINGTON, Sept. 16. — Congressional supporters of stringent Communist-control legislation have the votes to override the threatened presidential veto, but procedural tangles may delay action indefinitely or even prevent a veto from being considered.

Passage of the McCarran bill this week by the Senate by a vote of 70-7, coupled with earlier House passage of a similar measure by 354-20, makes it virtually certain that both houses can muster more than the required two-thirds vote to override. There are a couple of parliamentary (See *Anti-Red Bill* on page 49)

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"Voice" To Spend \$44 Mil

Midget Radio Costs Total \$2,000,000

Rest for Transmitters

WASHINGTON, Sept. 16. — The State Department is putting the highest government priority on orders for radio sets and equipment to boost the Voice of America. As soon as President Truman signs the new multi-million dollar appropriation, State will advertise for bids to build 200,000 midget receiving sets, as well as initial transmitter equipment for a four-fold expansion of the Voice network.

In anticipation, State has already inspected specifications and samples for the sets submitted by four manufacturers—General Electric, RCA, Pilot and Emerson. Because the idea has no precedent, State took the unusual step of letting manufacturers draw up their own specifications. The agency, itself, is setting specifications for the necessary transmitting equipment.

Bidding formalities must be gone thru for both sets and equipment, but an agency spokesman told *The Billboard* that the usual government contract delays will be eliminated. The spokesman said he hopes the first small sets will be pouring off the production line in a few weeks.

Others May Bid

Firms besides the four already contacted will be given an opportunity (See \$44-Mil Set on page 45)

Hazel Scott's Anti-Communist Statement

Following is the complete text of the statement Hazel Scott issued to the press Thursday (14), and which will constitute her testimony before the House Un-American Activities Committee, when, as and if she is permitted to appear before that body (see separate story in this issue):

Mr Chairman and honorable members of the committee: I appreciate your granting my request to appear voluntarily before the House Un-American Activities committee. I appear as an American citizen. I appear as a musician—a member of the artistic profession to which I have long belonged, and which has rewarded me with many satisfactions in my lifetime. I do not appear as the spokesman for any group—economic, political, racial, religious, professional or artistic.

Today we are engaged in a battle with Communism which recently has erupted physically in Korea. In addition to the usual weapons, this battle is waged with ideas, words, slogans, organizations, fronts; with truths and lies, with exposure and concealment. Because so much of this battle is abstract, it has been possible for all sorts of witch-doctors, pseudo experts, and self-appointed judges to step forward and offer their particular brand of subversive detection. Some are profitters in patriotism, who seek easy money and notoriety at the expense of the nation's security and peace of mind. This is the day for the professional gossip, the organized rumor-monger, the smear artist with the spray-gun. The game of attacking and defaming your neighbor is not only practiced by the overzealous, the misguided and the super-patriot, but also by the Communists themselves to spread confusion, hysteria and ultimate panic.

Mr. Chairman, it is my understanding that a citizen who has information about spies, saboteurs and subversives, should give that information, at once, to the Department of Justice. Also, Mr. Chairman, it is my understanding that any citizen who has special information regarding the workings of subversives, or about their general program or philosophy, can present his information to your committee, which is composed of elected representatives of the people, and which has the power and duty to transmit its findings to the proper government (See Hazel Scott's on page 51)

Editorial Call for United Industry

(Continued from page 3)

your show business union fight the fight for America, and against Communism—watch those left-winger, pro-Commies; (5) when you're sitting around having cocktails, anywhere, anytime, talk up Americanism, talk down Communism; (6) offer to tell anything you know about the Commies, and your, innocent or otherwise, participation in their movements; (7) make your activities known to people who count. Make them know you for what you're now doing, what you now are.

It has been gratifying to note, that, since that time, many show business individuals and organizations, unions and businesses, have taken one or more of those steps in one form or another. Since Miss Muir's ouster, Myron McCormick, Josh White, Irene Wicker, Gypsy Rose Lee and Hazel Scott have spoken up.

But the time has come for show business as a whole, in an organized way, to pursue objective No. 3, in order to achieve objectives 1 and 2. And here again, *The Billboard* suggests a comprehensive course of action. Since the unit of show business on these issues has been repeatedly demonstrated (see stories in this issue), *The Billboard* suggests that show business management and labor, from all organized and competent fields, band together in the fight against Communism.

All-Industry Committee

The Billboard suggests that each broadcasting network, each film company, each show business union, etc., deputize a high-placed and trusted representative to attend an all-industry meeting. We propose that this meeting explore ways and means of setting up an American Entertainment Industry Committee to aid in the war against Communism. Such an all-industry committee could then co-ordinate its efforts and work with government agencies and top non-government organizations (the *Crusade for Freedom*, for example) in efforts such as the following:

(1) Immediate formation of the equivalent of the United Service Organization (USO) of the last war. It's fine to see a great old trouper like Jolson entertaining the troops in Korea, but it's not easy to get that kind of assignment, no matter how eager a performer might be to offer his service.

(2) Channel the offer of services of all show business organizations to government and non-government anti-Communist and pro-American agencies, just as the Screen Actors' Guild (SAG) last week offered its services to the *Crusade for Freedom*.

(3) Offer to produce entertainment and educational propaganda. Radio and TV webs could offer time, film companies production facilities, creative unions offer services of members, etc., in organized effort along these lines.

Of course the mere creation of such an all-industry organization would take some doing. But it certainly can be done. There is no doubt that the various segments of the industry are all in agreement on the fact that we are at war with Communism and must win that war. And there is no doubt that getting such an organization rolling effectively is a big job, too. But again, it can certainly be done.

Loyalty Board Weaknesses

Against the possibility of the formation of such an organization, weigh the other best alternative, the proposed loyalty board. Such a board would have to consist of completely fair, supremely intelligent men, working with a huge budget to enable them to set up an investigating staff to prove or disprove pro-Communist charges against show people. It has been reported that it took the government several years and roughly a million dollars to convict Alger Hiss of perjury after he denied he was a Communist. Could a show business loyalty board prove an accused performer was a Communist if he was? Could it effectively clear him if he wasn't?

On the other hand, if performers continue to pursue a positive, pro-American, anti-Communist course as suggested in the September 9 editorial outlined above; and if on top of that the industry can organize an effective war aid body—it is our opinion that no innocent performer will have to worry about being deprived of a livelihood because he is listed in a Red black list, or is protested against by any persons or groups.

Any performer who demonstrates individually or thru a show business organization that he is fighting in the war against the Commies will never be rejected by an employer . . . or if he is, the American people will raise so much hell with that employer that he'll soon be rehired.

Few Controls In the Works For Biz Curbs

WASHINGTON, Sept. 16.—Showbiz will get off lightly for at least the remainder of the year in the new era of a semi-controlled national economy now developing. Stiffer controls are in prospect, but even these will hit the general amusement industry less hard than most other industries.

Controls outlined in President Truman's address to the nation last week-end and those that will probably be necessary next year as the country moves on a near-war basis will affect the various segments of the (See *Few Controls* on page 53)

Gypsy Rose Lee's Anti-Communist Statement

Following is the complete text of Gypsy Rose Lee's statement on accusations appearing against her in *Red Channels*. Appended to her statement is a list of organizations with which she has been connected, as provided by Miss Lee.

I am not now and never have been a member of the Communist party, fellow traveler, sympathizer or any one of the associated brand. My sympathies are completely and entirely opposed to everything the Communist party and their ilk stand for. As an officer of a large trade union, American Guild of Variety Artists (AGVA), I made a loyalty affidavit which is a matter of public record. (See *Gypsy Rose Lee's* on page 48)

News Review '51 "Ice Follies" Heats Up in L. A.

(Opened Thursday, September 7) PAN-PACIFIC AUDITORIUM, LOS ANGELES

Produced by Shepetad and Johnson. Directors, Frances Childs, Mary Jane Lewis, Stanley D. Kahn. Executive director, P. E. von Egidy. Company manager, R. J. Helm. Press, Robert Hickey. Stage manager, B. J. Lundblad. Musical director, George Hackatt. Costumes by Helen Ross. Properties and settings by Fernando Carrere. Emcee and vocalist, Paul Gannon.

CAST: Pat Annable, Barbara Bassine, Phyllis Bobyk, Bill Cameron, June Carruthers, Gmger Clayton, Pollyanna Crawford, Marie Crippins, Joan Dembeck, Pat Deuring, Jackie Duclos, Lucretia Duclos, Ed Dunigan, Dolores Dwyer, Richard Dwyer, Wayne Farley, Trudy Eggers, Ole Eilsen, Evelyn Farnet, Barry Gorman, Dolores Grijalva, Warner Greshill, Jeanne Groos, Terry Hall, Les Hamilton, Vivienne Hamilton, Joan Hanson, Marjory Havenick, Hugh Hendrickson, Yvonne Hruby, Marcia Hutchinson, Diane Jacobson, Jean Johnston, Ron Kinney, Stephanie Kirby, Mildred Leduc, Yron Leduc, Harris Legg, Phyllis Legg, Letha Lian, James McAnany, Hans Mauch, Dick Merphon, Marlene Miller, Virginia Morrison, John Mulvey, Dick Morris, Dorothy O'Brien, Donna Osterberg, Bert Pauline, Dolores Peterson, Kay Peterson, Montel Phillips, Alice Queasy, Joyce Radie, Dick Rasmussen, Joan (See *Ice Follies* of 1951 on page 51)

Al Jolson's Anti-Communist Statement

NEW YORK, Sept. 16.—Al Jolson, first top-line show business name to volunteer to entertain troops in Korea (*The Billboard*, August 12), left for Tokyo Monday (11) by invitation of General MacArthur.

Jolson, with his veteran accompanist, Harry Akst, left via Air Transport Command and was to have been in the Korean theater Wednesday (13) after clearance formalities at the MacArthur headquarters in Japan. Jolson is paying his own freight, since the USO, which underwrote the troop entertainment in the last war, has not yet got into gear.

Jolson was the first entertainer to perform abroad for the troops in World War II and was also overseas during World War I on similar duty.

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NBC SUMMER PKGS. TOP CBS

Skippy 'Theater' Axed; Morris Cigs To Cancel?

NEW YORK, Sept. 16.—Two sponsors are expected to exit the CBS-AM Thursday night line-up this fall, with one program already canceled this week and another on the verge of being axed. The end of Philip Morris's bankrolling of its *Crime Photographer* series is regarded as imminent, altho no final decision has been made. The show's last broadcast for its present sponsor would be October 19, 9:30-10 p.m.

Skippy's *Hollywood Theater*, now on Thursday night 10:30-11 p.m., is being dropped by Skippy's Peanut Butter. Altho hopes are held at the web that the *Crime Photographer* series and time may be peddled, indications are that the 10:30-11 p.m. time slot may not find a buyer too easily.

U. S. Sees Hope Of NARBA Pact

WASHINGTON, Sept. 16.—The State Department is highly hopeful that a new North American Regional Broadcasting Agreement (NARBA) can be drafted, at the current confab, despite the conflict of interests between the United States and Cuba and Mexico. The conference heads into its third week Monday (18), with the fireworks still to come.

The U. S. delegation is expected to concede to Cuba rights on U. S. 1A clear frequencies, 640, 670 and 830 k.c., and a dozen regional channels, but is demanding that Cuba give up NARBA rights on 890 k.c., and withdraw "pirate" stations on 660 and 760 k.c. Chief bone of contention with Mexico is over increased power being used by some Mexican stations on their rightful but power-limited channels and on the invasion of U. S. priority channels by other Mexican outlets.

The Cuban situation is the greatest obstacle to the drafting of a new NARBA. If that can be straightened out, State officials believe a new treaty can be drawn up for submission to the Senate early next year.

Cuba and the U. S. are not too far apart on terms. At the February bilateral confab, Cuba all but accepted the U. S. offer and then backed out when a document was all ready for signatures.

Longines Ticks to Major AM Expansion

NEW YORK, Sept. 16.—Longines-Wittnauer Watch Company this week moved for a major expansion of its radio sponsorship, buying five half-hours weekly on WNBC, New York, and four 25-minute shows weekly over the ABC network. Longines also has two half hours on CBS Sundays.

The WNBC series will go into the 7 to 7:30 p.m. time across the board, while the ABC series will be slotted from 10:35 to 11 p.m. Mondays thru Thursdays. Both will begin October 2, and will feature the symphonette style of semi-classical music, with which the sponsor was long identified on MBS. Victor Bennett is the agency.

The list below shows the CBS and NBC AM packages launched this summer, with indications as to whether they were sponsored or whether they are regarded as having commercial possibilities.

CBS Packages

Songs for Sale**
Garry Moore
Much About Doolittle
Granby's Green Acres
The Line-up
Starlight Operetta
Rate Your Mate**
Leave It To Joan
Music in Air
Somebody Knows
Look Your Best*
Stepping Out
Correspondents' Scratch Pad
Too Many Cooks

*Indicates sold for commercial sponsorship.

**Indicates regarded as having strong commercial possibilities.

Songs for Sale and the Garry Moore show are simulcasts; Songs shortly will be done in separate versions; Moore is going on CBS-TV only in the afternoons this fall.

NBC Packages

Wanted**
Dangerous Assignment*
Cloak and Dagger**
Top Secret
Night Beat*
Penny Singleton*
Charles Boyer**
Cass Daley
Stars and Starters
Jack Lait
Texas Rangers*
Joe DiMaggio
Dimension X*
Western Caravan
\$1,000 Reward
Blg Guy
Sarah's Private File*

Phil Harris the Nightmare In NBC's Sun. 'Dream Show'

NEW YORK, Sept. 16.—Phil Harris this week seemed likely to toss out of whack NBC's Sunday night "dream show" radio plans by his insistence upon holding the web to its agreement guaranteeing him the 7:30 to 8 p.m. slot. In the event no Harris-Faye sponsor materializes by the October 15 tee-off of the new star-laden stanza, NBC will be forced to switch its dream show plans. A sponsor willing to bankroll the Harris-Faye show on another night would take the web off the hook, however, but none such has yet given any indication of turning up and NBC has been forced to reshape its schedule as a result.

The original idea was to air the dream show from 6:30 to 8 p.m., preempting the Harris period. Now, the network can count only on the 6:30 to 7:30 time, but next week will attempt to acquire the 6 to 6:30 p.m. as well. This now is station time, and the web AM program boss, Bud Barry, will make a pitch to the outlets to assign that time to the web. It formerly was filled by *The Catholic Hour*, which since has been moved up to the afternoon, and time then passed to the stations. Now the network wants it back.

Meanwhile, the dream show definitely has been set for a minimum of 39 weeks, and a possible 52 weeks. Goodman Ace yesterday (15) was hired by producer-director Dee En-

gelbach to join Weibourn Kelley and Frank Wilson in the scripting. Permanent cast now has been rounded out pretty definitely, and first two shows are blueprinted.

Meredith Willson will compose and conduct music, and Tallulah Bankhead will act as hostess. Perry Como is set for a couple of shows and may do as many as four. Mindy Carson will appear on the entire series with the exception of the second show, which this week was set to originate in Hollywood. Possibility exists that Kay Thompson will also be set for the series.

The first show's guests will be Fred Allen, Jimmy Durante and Danny Thomas. Each week's show calls for a 12-minute excerpt from a legit show, and a similar period devoted to a dramatization from a new motion picture, just released or just about to be, using cast of the pic.

First "Broadway spot" will be from *Call Me Madame* (which NBC is angeling on the boards), featuring Paul Lukas and Ethel Merman.

Second ainer, to originate in Hollywood, has set Bob Hope, Groucho Marx and Fannie Brice, with Dinah Shore and Gordon MacRae vocalizing. Dramatic bit may come from Laurence Olivier and Vivian Leigh. If their schedule permits them to remain in this country thru October 22.

Cooley Generates Smoke for Como

NEW YORK, Sept. 16.—Lee Cooley, director of TV production for McCann-Erickson, this week left the agency to become producer of the Perry Como TV show for Chesterfield. His first show will be Monday October 2, on CBS-TV 7:45-8 p.m. Como also will be on Wednesday and Friday at the same time, but is dropping his AM show.

Cooley, a pioneer video production executive, had been with McCann-Erickson for the last several years. Before that he was with Ruthrauff & Ryan. Al Scalpone, head of the agency's radio and TV program department, will enlarge the scope of his authority to take in Cooley's former duties.

"We, the People" Renewed by Y&R

NEW YORK, Sept. 16.—Young & Rubicam this week renewed the *We, the People* radio show for Gulf Oil on NBC. Y. & R. had been in danger of losing Gulf's radio billings to Holden, Carlock, McClinton & Smith. If agencies had been changed, the current *We, the People* radio format would also undoubtedly have been revamped.

The program, however, is shifting from Friday 8:30-9 p.m. to Thursday nights 9:30-10 on NBC beginning September 28. In its old slot it competed against itself via the TV version of *People*, on NBC-TV.

Fall Potentials Also Outstrip Columbia Bets

General Mills Tips Scale

NEW YORK, Sept. 16.—CBS, which for some years has held a lengthy lead over NBC in the field of producing successful AM packages, this summer took a back seat to its arch competitor. Comparison of the summer radio offerings of the two webs shows that, on the basis of commercial sales and possible future sales, NBC topped Columbia.

NBC got its edge early in the season via sales of a group of packages to General Mills, as shown in the list on this page. Two of these shows will be continued under the Mills banner this fall. In addition, of the total list of NBC packages, three—*Cloak and Dagger*, *Charles Boyer* and *Wanted*—are regarded as having likely futures. This is especially true of *Wanted*, which has been a program and publicity elck from its inception.

Only one CBS show wound up with a sale—but it wasn't in AM. This was Dick Willis's *Look Your Best*, which was on AM this summer but now starts a commercial tenure for International Latex on TV. Otherwise, only two CBS packages really clicked this summer, these being the Joey Adams package, *Rate Your Mate*, and the Jan Murray musical simulcast, *Songs for Sale*. Otherwise, the CBS list is a somewhat dismal collection of unprepossessing flops.

CBS-TV Sets Work On Three Projects

HOLLYWOOD, Sept. 16.—Work gets under way immediately here on three major CBS-TV projects. The first week in October the *Amos 'n' Andy* video show will be filmed. Abbey Berg has been named to direct the situation comedy. The show's radio sponsor, Lever Bros., gets first look at the TV series.

Only the selection of a female lead is hamstringing the filming of *Corliss Archer*. The program formerly was scheduled to be presented live from the East, but program execs at CBS-TV have decided otherwise.

The newest CBS-TV program idea is a half-hour variety show with a running plot to star the Wicre Brothers. The vaude headliners will be presented on KNX, here, and taken off on kine for showing in the East.

Ben Grauer Now In Savarin's TV Cup

NEW YORK, Sept. 16.—Savarin Coffee this week signed to sponsor its first television show, a once-weekly 15-minute newscast over WNBT, New York, featuring Ben Grauer. At the same time, the firm has bought a strip of participations on that station's morning show, *Date in Manhattan*. News stanza kicks off Saturday (23) at 10:30 p.m., and moves to the 11 p.m. slot October 7, when NBC's *Hit Parade* goes into the 10:30 spot.

It's **TNB**

... and it will be

DOLLED UP IN NEW MODERN DRESS

beginning NOVEMBER 4

ABC Gets Mary Margaret

Will Air Her On Network, Partly Co-Op

500G Blow to WNBC

NEW YORK, Sept. 16. — Mary Margaret McBride, long a bulwark of the WNBC, New York, local daytime schedule, will shift shortly to ABC. Unlike her NBC stint, Miss McBride's program will be heard both over the ABC owned-and-operated New York station, WJZ, and the ABC network. In New York, she will be sold on a participating basis by WJZ, as she is or has been on WNBC, with the show going co-op elsewhere.

Shift of Mary Margaret, whose hour-long show is said to fetch WNBC close to \$500,000 in billings annually, culminates a long-drawn-out bout between the web and the fem commentator. One reason for her move is said to be her pique at NBC's insistence that she move her show back 15 minutes so that Sweetheart Soap could move into the time opened up. The change is necessitated by NBC's sale of Break the Bank to Bristol-Myers for the 11 a.m. slot now occupied by the soap show.

The other cause of Miss McBride's termination of her long alliance with WNBC is the inability of NBC to provide her with a network slot, NBC having the s.r.o. sign out on its daytime AM operation. With even moderate success, Miss McBride could raise her already substantial take considerably via network income.

According to authoritative reports, Miss McBride's present WNBC deal pays her \$175 per week for each sponsor. She now has 15 participating bankrollers in her hour-long show, or an annual gross total in excess of \$131,300. It figures that her ABC deal, which will include video as well as AM, gives her a guarantee of considerable size. The date of her shift is not known, although her WNBC pact calls for six months' cancellation notice. Whether NBC will hold her to that, present commitments to sponsors permitting earlier moving, is problematical.

Move-over to ABC follows reports that a new contract had been negotiated by Miss McBride and WNBC, wherein she would have shifted time, with the station offering compensation via absorption of costs involved, etc. Lack of NBC network time was the clincher.

One problem confronts ABC in acquiring its new daytime draw. That concerns Miss McBride's repeat broadcasts over WGN, Chicago. Question is whether ABC can now shift these shows from WGN to its owned-and-operated WENR.

Hickcox May Head NBC AM Relations

NEW YORK, Sept. 16. — Sheldon Hickcox may succeed Easton Woolley as head of NBC's AM station relations department, it was reported this week. Woolley has resigned as of November 1 to become executive vice-president of KDYL-TV, Sid Fox's station in Salt Lake City. Salt Lake City is Woolley's home town.

Woolley has been with NBC since 1931, except for an interval during which he managed WWJ, Detroit. His new deal with Fox makes him a director of the station, and reportedly cuts him into the profits.

Hickcox now heads NBC's TV station relations, assuming that post when NBC separated AM and TV. Prior to that he had been Woolley's assistant in the combined operation.

WHDH, 1-Station Baseball Web, Feeds 230 Games in 165 Days

BOSTON, Sept. 16. — WHDH, 50,000-watt indie owned and operated by The Herald-Traveler newspapers, has covered and broadcast more baseball this summer than any other station in the country. Before the season is over the station will have aired 200 games, every one from start to finish.

At the same time, the station will have fed the stations a total of 230 games in 165 playing days. Last season the station broadcast one game daily, day or night.

A breakdown of the method and madness involved in getting games on the air is an infinitely complex story. As Bill McGrath, WHDH general manager, says, "It took us about three months to make sense out of our schedules."

WHDH covers a game, either with a staff at the scene and direct description, or by telegraph recreation, and feeds it to other stations in New England over two networks, separately, or simultaneously. The manner in which the feeding is done depends upon the sponsor.

There are two main sponsors, the Atlantic Refining and Narragansett Brewing Company.

Each of these sponsors has independently bought time on a group of New England stations, and hired land lines for the sole purpose of broadcasting baseball. The two companies share the games equally, in every conceivable aspect—by opening days (alternating from one year to the next), by Sundays, nights, days, holidays, double headers, home games, etc.

There may be as many as four games available to the station each day, and they are selected for broadcast on this basis: (1) Home game of one of the two teams, Braves or Red Sox; (2) Boston team away from home; (3) Most important game between other teams.

WHDH devotes most of its waking hours between May and October to baseball, and has found it highly profitable. September-October last year found the station drawing 86 per cent of the total radio audience in this area. In July and August it had 79 per cent. In the past three years listenership has increased steadily, and the audiences have stayed with the station during the winter months.

Sometimes the station has to maintain two teams of announcers at the ball park and two teams of technicians at the studios in order to satisfy

CBS Skins a Cat in New Camel Way

NEW YORK, Sept. 16. — CBS this week overcame a major threat to sponsorship of its Radio Roundup football show by Camels this fall. The web managed to by-pass anti-cigarette advertising rules in effect at both the University of North Carolina and the University of Notre Dame.

Neither college permits commercial sponsorship by tobacco companies. Since, however, the program is only a summary of events taking place on the field, rather than play-by-play—and commercials will be presented from the CBS studio instead of from the field—both universities have agreed to relax their ban.

Interestingly enough, the University of North Carolina, heavily endowed by R. J. Reynolds, the manufacturer of Camels, still refuses to allow tobacco to be advertised via the college's sports activities.

the requirements of the different sponsors and affiliates.

League rules add further complications to WHDH's handling of ball games. Outlying stations may not carry a baseball broadcast if they are within a 50-mile radius of Boston and their home team is playing at the same time.

Double headers simply double the complications of handling broadcasts. Atlantic may take the first game and is entitled to the time between the games, and a five-minute warm-up period before the first game. Narragansett will then have the second game to itself. WHDH will feed the first game to both its networks and will present two separate programs between the games (with double staffs of announcers, technicians, etc.), while the second game will be a simultaneous broadcast to each network.

There are 34 AM stations, seven FM stations lined with WHDH in its Atlantic and Narragansett baseball networks.

There are 12 advertisers whose programs or announcements before or after games are aligned according to the sponsor of the baseball broadcast. They usually are divided so that six go with Narragansett, six with Atlantic. Their spots are sold for the season, and sponsors must take all.

'Zoo' Bankroll Filled With Quaker Oats

NEW YORK, Sept. 16. — Quaker Oats this week signed to bankroll Zoo Parade, animal show originating in Chicago over NBC-TV. Stanza will go into the 5:30 to 6 p.m. time Sundays, following Quaker's Oats Gabby Hayes show, giving the account two shows back to back. Starting date for both is October 1, with Ruthrauff & Ryan the agency. In radio, Quaker has decided to expand Man on the Farm, currently airing from noon to 12:30 p.m. Saturdays on MBS. The show will run thru to 1 p.m. this fall.

The sale of Zoo Parade gives NBC-TV a full commercial schedule Sundays from 5 p.m. on. After Meet the Press at 4 p.m., there is one 30-minute gap, followed by Gabby Hayes, Zoo Parade, Hopalong Cassidy, Leave It to the Girls, Aldrich Family, Colgate Comedy Theater, Philco Playhouse and Garroway at Large.

U. S. Sees New Coax Idea Helping UHF

WASHINGTON, Sept. 16. — An army signal corps engineer has come up with a possible cheap substitute for coaxial cables in transmitting ultra-high-frequency (UHF) signals. Commerce Department said this week in placing on sale a technical report on the UHF use of ordinary enameled wire.

Commerce said the novel UHF transmission means utilizes "the hitherto-unexploited principle that non-radiating cylindrical surface waves can be guided by a conductor that is coated with a dielectric layer." According to the report, surface wave transmission lines, using special horn-shaped signal-launching devices, can be built to operate with lower loss than coaxial cables or even rigid wave guides.

The report, "Surface Waves and Their Application to Transmission Lines," is available for \$1.25 per copy

Skelton Seeks MGM Ban-Lift For Tele Bow

HOLLYWOOD, Sept. 16. — Red Skelton this week was trying to make a deal with Metro-Goldwyn-Mayer that would allow him to go on TV this season. The comic's contract with the film company does not allow video assignments, in line with standard MGM policy.

Since his pact has only about two years to run, Skelton is endeavoring to get MGM to free him for TV work in exchange for signing a new agreement with the movie company for several years. With video this season flooded with top comic talent, Skelton feels the time is ripe for his plunge into the medium. Procter & Gamble, his radio bankroller, would have first crack at whatever TV program Skelton devises.

There is also undercover agitation among theps here to get the studios to lift the ban on TV work. With the paucity of film work and the lags between film assignments, the contract players feel that they are taking a financial drubbing, especially since free-lance Hollywood acting talent is starting to make hay on TV.

Coke Signs Up Bergen for TV

NEW YORK, Sept. 16. — Edgar Bergen this week was signed to go on TV this season for Coca-Cola. Bergen and his dummy aids will do their first half hour show on Thanksgiving Day (November 23) on CBS-TV and on several other holidays thereafter.

The filmed TV show will feature Bergen as a pilgrim in addition to Ray Noble and his ork and wooden-heads Charlie McCarthy, Mortimer Snerd, Podine Puffington. The comic sequences will be filmed in a theater to get live audience reaction.

Ziv Plunks 100G in Video Film-Lot Deal

NEW YORK, Sept. 16. — The Frigidaire Ziv Company this week signed a five-year \$100,000 lease on a substantial portion of the California Studios, formerly the Enterprise Film lot. The space will be immediately used to film interiors on Ziv's Cisco Kid series, with work on its Boston Blackie TV series to begin shortly.

The agreement gives Ziv complete use of studio facilities, including sets, lights, wardrobe and make-up rooms, as well as the administration building, and projects the company into a strong video production position in the growing TV film industry. The long-term contract also commits the transcription firm to producing its shows on film rather than live, a method by which Ziv feels it can extract more coin from sponsors.

Frigidaire Sets Todd, Clark for NBC-TV

NEW YORK, Sept. 16. — Frigidaire this week set the Mike Todd-Bobby Clark hour-long revue for showing every fourth Sunday in the 8 to 9 p.m. period Sundays on NBC-TV. Colgate Comedy Theater fills the other three Sundays. The Clark show bows in October 1, with a total of five shows skedded.

Bob Hope, who did his first shot of the season for Frigidaire this week, will take over the period from Clark October 29, and may also do another stanza for Frigidaire during the course of the series.

from the Office of Technical Services, Department of Commerce, Washington 25, D. C.

NBC Burns at DuMont Stance

Wants Affils Limited to 2 Hrs. Per Net

Aims at AM-TV Ties

NEW YORK, Sept. 16.—Television execs at NBC, and to a much lesser extent at CBS, this week were in a stew about the DuMont network's reported proposal to the Federal Communications Commission (FCC) that web affiliates be restricted to taking no more than two hours of programming from any one network between the hours of 8 and 11 p.m. The proposal was said to be in a previously undisclosed part of the letter which DuMont sent to the FCC in which it had asked for an "informal hearing" over the question of cable allocations.

The purpose of the plan is to open up for more DuMont shows those stations which hitherto have been tied most closely with NBC as a result of their AM adjuncts also being NBC radio affiliates.—The move doubtless would get support from ABC, which faces much the same TV handicap. DuMont is said to feel that its stand would be unnecessary if no AM consideration existed, since TV affiliates must accept better than 20 hours of commercial NBC programs free before they start to get payment, while DuMont pays off from the first program.

While there is scant belief in the trade that the FCC would take any positive action on the proposal restricting stations' option to take whichever shows they want, there was much ire raised at NBC. That web regards the move as the latest in a series of direct attacks on it by DuMont which, as the smallest of the TV webs, has seemed insistent upon picking a fight with a giant of the industry. DuMont previously has chosen to challenge NBC on the clearance of stations for NBC's *Saturday Night Revue*, on joint coverage of the World Series, on the FCC station allocations plan, and in the big DuMont-Radio Corporation of America patents dispute, which recently was settled after lengthy court battles.

Cable Unraveling

The latest DuMont move is regarded in industry circles as an extension of the argument it has used in the web's cable allocations sessions with the American Telephone & Telegraph Company (AT&T). The most recent move to unsmear the cable tangle before the September 30 deadline has had the presidents of the four webs meeting in secret top-level sessions. At one of these sessions AT&T came up with a suggested schedule for the circuits still up in the air. However, this plan represented recognition of the NBC plan to allot cable according to expressed desires of stations on the cables as to what shows they want to carry.

This is being fought to the end by DuMont, with some backing from ABC, on the ground that the heavy commercial skeids of NBC and CBS would make their shows more desirable to stations and effectively comprise a "monopoly" on the cable. This, also, was the tenor of the DuMont letter to FCC, asking the hearing.

"Take It, Leave It?"

The industry belief is that AT&T will come up with a final allocations proposal within the next few days, and will toss it at the webs on a "take-it-or-leave-it" basis. The rea-

Page Clyde Beatty

HOLLYWOOD, Sept. 16.—Metro-Goldwyn-Mayer growled last week when KTTV beamed a 10-minute film showing studio's exclusively contracted thesp Walter Pidgeon and former talent property Mickey Rooney in a comedy tennis match.

Metro's Les Peterson was informed by the station that film, *Mixed Troubles*, was acquired from New York's Flamingo Pictures, which, station said, is responsible for its clearance. Peterson immediately set wheels whirling, reporting matter to Metro's New York office, where its lion will roar at Flamingo for an explanation.

WHCU Gives Awards In Edit'l Leadership

ITHACA, N. Y., Sept. 16.—The Ontario County Times-Journal, Canandaigua, N. Y., this year walked off with first prize of \$500 for "editorial leadership" in the fourth annual awards made by WHCU here for press leadership by New York State weeklies. The prizes were awarded by Michael Hanna, general manager of the station and the Rural Radio Network, tonight in Cornell's Statler Hall. The second prize of \$250 in the same category went to *The Vestal News*, of the tri-city (Binghamton-Endicott-Johnson) area, and the third prize of \$100 to *The Gouverneur Tribune-Press*, Gouverneur, N. Y.

For promoting local community progress *The Cobleskill Times*, Cobleskill, N. Y., drew down first prize of \$500; second honors of \$250 went to *The St. Lawrence Plain Dealer*, Canton, N. Y., and the third prize of \$100 to *The Wyalusing Rocket*, Wyalusing, Pa.

Anson's "Glancin'" Takes Walk to KTTV

HOLLYWOOD, Sept. 16.—Bill Anson moves his five-a-week *Glancin'* at Anson TV show from KLAC-TV to KTTV lock, stock and sponsors. Anson was elbowed out of the KLAC-TV line-up during the outlet's program reshuffle a week ago.

Anson concluded his final show at the latter station last night and kicks off on KTTV Monday (18) on the 10:30-11 p.m. slot, thereby not losing a night on the air. Participating sponsored set is sold out, with Anson bringing with him his KLAC-TV biz. He will retain the show's cast, bringing with him the Ewing Sisters, Van Alexander Trio and Al Calm.

soning here is that, with only two weeks of working time remaining before the new allocations plan would take effect, there is barely enough time left for the webs to set schedules, set orders and inform stations. Any further delay would throw fall programming into complete confusion.

The meetings of the top web brass have accomplished little beyond the few agreements already set, despite a chummy surface show and use of first names. At this point allocations still have to be set for the Cleveland to Rochester leg, the New York to Syracuse leg, the new Southeast leg and portions of both the regular east-bound and west-bound cables. Set definitely now are the three circuits running Toledo-Columbus-Dayton-Cincinnati, and the Chicago-St. Louis-Memphis leg.

CBS Accents Legit, Film Background for TV Megs

NEW YORK, Sept. 16.—CBS-TV this week signed six more directors with heavy duty experience in legit or films. They are Peter Fry, Dan Levin, Jerome Schnur, Ted Post, Curt Conway and Rai Purdy.

The web had already upped associate megers Lela Swift, Lloyd Gross, Herbert Hirschman, Benedict Magnes, Ted Marvel and Robert Bleyer to full directors status. New associate directors recently hired include Ib

Melchior, Sidney Lumet, Richard Saunders, Robert Mulligan, Steve Schuer, Saunders Thomas, Jay Martin, Jack Lubell, Frank Musiello, Andrew McCullough and Frank Harms. Other recent CBS-TV directing acquisitions are William Robson, Alexis Thurn-Taxis and Jay Gorney.

The net has appointed Archer King and Michael Mead to assist Robert Fryer, head of CBS casting. Also new to CBS-TV are Victor Allen and Charles Fagan, who have been added to the program service staff.

Bordens Signs Hayes, Healy For Video Duo

NEW YORK, Sept. 16.—Bordens this week signed Peter Lind Hayes and his wife, Mary Healy, to do three quarter-hours of TV and, at the same time, CBS-TV shifted its *Stork Club* show from 7:45-8 p.m. tri-weekly to 7-7:30 p.m. across the board, beginning September 25.

With Hayes and Healy exiting *Stork Club*, CBS-TV has signed Johnny Johnston as a featured member of the cast. Two other regulars will also bolster the show's talent line-up. Hayes and Miss Healy however, will remain with the show until the new entertainers have acclimated themselves. Kenyon & Eckhardt will handle the new Hayes-Healy show for Bordens.

MBS Airs Poole To Plug Ball Gap

NEW YORK, Sept. 16.—In a move to hold on to the hundreds of co-op sponsors which have bought into their baseball *Game of the Day* airings, MBS execs this week reversed themselves on disk jockey Bob Poole and decided to air him co-op in the 3 to 4 p.m. period across the board. The web previously had carried Poole sustaining for two years rather than sell him co-op, but the need to plug the baseball gap with a show which would retain the local bankrollers promoted the policy switch.

A new telephone quiz angle will be added to Poole's platter spinning when the new airters tees off after the World Series. Meanwhile MBS toppers are hunting for a suitable property to fill the 4 to 5 p.m. portion of the baseball time.

another first for WWJ—The Detroit News

...TV goes to college



WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall... the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.

FIRST IN MICHIGAN
Owned and Operated by THE DETROIT NEWS
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ-TV
NBC Television Network

Kirkpatrick Faces the Press; The Result: Just a Standoff

NEW YORK, Sept. 16.—Theodore C. Kirkpatrick, managing editor of *Counterattack*, appeared Thursday night (14) on the MBS show, *Reporters' Roundup*, where he was questioned by a panel consisting of James Wechsler, editor of *The New York Post*; Frederick Woltman, of *The World-Telegram and Sun*, and Jack Turcott, of *The Daily News*. The program is sponsored by *Colliers'* magazine.

The show opened on a note of heat, but a good part of the bad temper was dissipated by the end of the program. Almost at the very start, Wechsler asked whether any publisher is justified in printing damaging charges about people without interviewing them and giving them the opportunity to defend themselves. Kirkpatrick, affirming that *Red Channels* had not talked with the people listed in the volume, counter-charged that Wechsler's *Post* had not checked him prior to printing material about *Red Channels*. This Wechsler denied categorically, noting that two reporters had spent a full day with Kirkpatrick and that *The Post* had made personal or telephone queries before running later stories. Kirkpatrick challenged Wechsler's version, and no agreement was reached.

Kirkpatrick insisted his organization had the right to publish any information as reported in public documents, government and official committee reports, newspapers, letterheads, etc., without checking individuals. Turcott asked whether *Red Channels* had checked to determine whether newspaper ads or stories about performers' appearances or af-

filiations were accurate, particularly citing ads in *The Daily Worker*. Kirkpatrick said no checks were made.

Asked whether he was aware that some performers claimed their names had been used in such fashion without authority, Kirkpatrick said he had learned of some complaints within the past few days. Woltman then challenged Wechsler to mention anyone inaccurately named in *The Daily Worker*, stating that that newspaper was reliable in reporting people sympathetic to causes it supports. Wechsler responded with the name of "that sinister character, Gypsy Rose Lee."

Wechsler inquired why Irene Wicker's name could not be found among 30,000 signers of a petition which *Red Channels* said she had signed. In what seemed a mix-up over terminology, Kirkpatrick said it was not a "petition" which he had listed Miss Lee as signing.

Wechsler asked how many performers had complained about being listed, and Kirkpatrick said six. Wechsler asked whether, even if only six were innocent of the 150-odd people listed, *Red Channels* was justified in wrecking those six lives. Kirkpatrick said the book made no comment, merely published material previously printed elsewhere.

Kirkpatrick denied ever saying people listed in *Red Channels* should clear themselves by proving to him their anti-Communist sentiments, and said instead they should take positive action. He cited as an example the action of a writer (Irwin Shaw), who withdrew performance rights of a play on the ground its use today would help the Communists, as one means of shedding the taint. Work with pro-American organizations such as the American Legion and the American Civil Liberties Union also was recommended. He admitted that in Miss Lee's case, *Red Channels* had not printed derogatory remarks printed about her over the past several years by *The Daily Worker*, claiming he had never seen them.

Wechsler asked whether he himself could not have been eligible for *Red Channels*, since 13 years ago he "might have been considered a dangerous character." Kirkpatrick said Wechsler certainly would not have been included, since he has left no doubt about where he now stands. Asked by Woltman whether a performer should be heard by an employer before being fired over a *Red Channels* listing, Kirkpatrick said that was up to the employer, but he personally believed there should be a hearing.

Wechsler noted that 151 people's future, economic, social and political, was endangered because of listings in *Red Channels*. Kirkpatrick replied that their livelihoods do not depend on *Red Channels*, which doesn't hire them, and that the book's function is to create greater awareness of Communist influence in radio and TV.

Serves Employers
Kirkpatrick also responded to questioning by stating that his firm, American Business Consultants, Inc., had solicited and secured paid jobs from employers to supply information from its files on employees who were suspected of leftist sympathies, and also about various organizations suspected of being "front." He said the firm was paying its own way, but declined to state the number of sub-

Back on the Air

Aldrich Family

Nancy Carroll, the new mother Aldrich vice Jean Muir, did a competent job in the current TV version of the long-time radio veteran (NBC-TV, Sundays, 7:30 p.m.), but little else favorable can be said of the show. Plots have worn thin, with the scripting evidently reaching more and more into the unlikely and unbelievable to make Henry the weekly scapegoat. Dick Tyler, as Henry, not only seems a bit too mature for the role but has an unhappy tendency to step on the lines of Jackie Kell, playing the faithful sidekick, Homer. The show caught deal with the attempt to rescue dad's pants from a tailor shop which had been padlocked by the sheriff. The best thing about the show is the smoothness of the integrated commercial, which stressed the wedding anniversary of Mother and Dad Aldrich to plug Jello.

Lucky Strike Theater

The Bob Montgomery dramatic show (NBC-TV, Mondays, 9:30-10:30 p.m.) bowed back with the apparent success on the part of the sponsor and agency in prying loose more Hollywood properties and performers than last season. The initial opus was *The Awful Truth*, with Lee Bowman and Jane Wyatt playing the divorced couple who ultimately wind up again in each other's arms. Miss Wyatt did a slick job as the gal who knew her ex-mate's weaknesses and how to play on them. Bowman's work in the comedy also made for above-par viewing. The entire production was mounted and produced smoothly, altho Montgomery himself still has a strange tendency to bollox up his emcee lines once or twice per show. Announced for future production are *Big Sleep*, *Petrified Forest*, *Arrow-smith* and possibly *Night Must Fall*.

Lux Radio Theater

Lux Radio Theater (CBS, Monday, 9-10 p.m., EDT) dished up *One Sunday Afternoon*, with Dennis Morgan, Ruth Roman and Marie Windsor, for its second fall drama presentation Monday night (4). The old play has been done several times on the air but it holds up well and the performances were several notches above the caliber to be expected from this particular line-up of movie names. Miss Roman scored best with her delicately understated portrait of a gal married on the rebound, and Morgan warbled a couple of Gay '90s songs in acceptable fashion. The script sailed along nicely and several scenes were spiced with a genuinely nostalgic flavor. Lux is still plugging away at its old refrain of "use Lux soap and look like a movie star," complete with testimonials from the great ones.

My Friend Irma

My Friend Irma (CBS, Monday, 10-10:30 p.m., EDT) retained all the familiar ingredients which first made it click with listeners, upon its return to the air this month. Marie Wilson played the daffy title role with remarkable freshness and spontaneity and received an able assist from her regular supporting cast. Plot-wise, Monday's (4) show

reached for it a couple of times, in an effort to bring all of the series' characters into the script during a half hour. In the main, tho, the dialog was equal to the load, and the idea of Irma being turned down by the WACS was essentially a very funny premise. Pepsodent's commercials were cast in a mysterious vein, with Irma chanting the number "15-561" and promising a big surprise announcement on the September 18 broadcast.

Show of Shows

The NBC Saturday night video jamboree (8-10:30 p.m.) returned with a bang last week (9). The Jack Carter hour, starting things off, seemed somewhat better paced and better rounded than last year, with Don Ameche doing a top job of working into skits with Carter. Kitty Kallen did a personality job warbling *A Good Man Is Hard To Find*, even tho she hasn't the sultry voice usually associated with the number. Peggy Ryan and Ray McDonald showed well as comedy dance team. The *Asia Boys'* acro act, virtually unbilled in the proceedings, was a high spot, and Donald Richards was in his usual robust voice. If the sketch material sometimes was on the weak side, production gain offered a positive contribution. This hour now is done from New York instead of last year's Chi origination. Bob Cummings emceed the Sid Caesar-Imogene Coca 90-minute seg, which was as good as any edition of last season, which is to say it was top-flight TV, largely because of Max Liebman's superb production. The Caesar-Coca sketches were, without exception, hilarious. Dancing and warbling by Bob Merrill and Marguerite Piazza and production in general all were of highest level. Only a few uncomfortable stage waits by Cummings after commercials marred things, altho he fitted into the spirit of things in the psychological movie skit. If there is a major criticism, it is that the show has become too successful. Commercials pour out at viewers after virtually every number, so that the effectiveness of any is open to question.

Bob Hawk Show

The *Bob Hawk Show* (CBS, Monday, 10:30-11 p.m., EDT) is one of the most business-like quizzers on the air. The contestants speak right up and the whole show steps along at a consistently brisk pace. Hawk himself is sharp but never snide, and the realization that the brightly glib contestants can hold their own at the mike makes for comfortable listening. However, sometimes Hawk lets them have too much leeway, and their conscious efforts to be characters become a bit irritating. This was particularly true of a pert little sewing machine saleslady, who stayed on so long that her cute act began to fray at the seams. Camel's "Lemac" choral gimmick enhances the program's over-all sense of smart timing.

Halls of Ivy

This literate-sounding ainer has returned (NBC, 8 p.m. Wednesdays) with Mr. and Mrs. Ronald Colman again assaying the roles of prexy of Ivy College and frau. The initial stanza of the season was framed to present a plea for the United Nations idea as Colman sought to convince two anti-UN students that they were wrong in editorializing their point of view in the college paper. Proof was that they brought their fraternities' difference to him for arbitration. Seems no show dares defend the UN these days without concurrently spanking Russia's delegate Malik, which Ivy did in its usual slick dialog. This, as in the past, is too good to be realistic. Scripter Don Quinn dominates the program even more than do the Colmans. Schlitz sponsors again.

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Colgate Comedy Hour

Reviewed Sunday (10), 8-9 p.m. Sponsored by Colgate-Palmolive-Peet over NBC-TV thru Sherman & Marquette and Ted Bates. Producer-director Charles Friedman; executive producer, Sam Fuller; writer, Manning Ostroff; choreographer, Dick Barstow. Cast: Eddie Cantor, Yma Sumac, Joseph Buloff, Lew Hearn, Jack Albertson, Fay MacKenzie, Howard Smith, Bob Carl, Tommy-Wonder, Danny Daniels, Janet Gaylord, Helen Wood, Charlotte Fayne, Lou Wills Jr., Rudy Tonic, Joy Williams, Val Buttignat, Al Goodman's ork.

Television doubtless will do for Eddie Cantor what those nostalgia film biogs did for Al Jolson: It should make him again one of the hottest top-rung entertainers on the big wheel. Cantor's video plunge was one of the medium's truly thrilling events to date. The comic seemed ageless; he pranced, rolled his eyes, clapped his hands and cavorted generally in his inimitable style and as few of the current generation knew he could. What radio never could project of Cantor's personality—his major asset—is socked home powerfully by TV. His monthly appearances opposite CBS's Ed Sullivan show should become one of tele's major audience lures.

The show began to spark as soon as Cantor made his appearance, cued in by a set simulating a dinner tossed in his honor, at which he was to explain his TV plans to the sponsor. This threat was utilized thruout, with Cantor "dictating" the format to a blond lovely as a means of introing the numbers.

Cantor Is Tops

The high spots of the show were two sketches, both from old Cantor shows. One, from *Banjo Eyes*, had Eddie go thru the dumb draftee in the army routine, a fabulously funny skit in which he appears for inspection in his long underwear. The other was the vintage "belt in the back" suit-selling sketch from *Midnight Rounders*, in which he got perfect assistance from Joe Buloff and Lew Hearn, the latter having worked in (See COLGATE HOUR on page 10)

Screen Guild Theater of the Air

Reviewed Thursday (14), 8-9 p.m. EDT. Sustaining via ABC. Producer, Hunkley Gordon; director, Bill Lawrence. Ork conducted by Basll (Buzz) Adlam. Cast: William Powell, Joan Fontaine, Leon Belasco, Lou Merrill, Hans Conreid, Sally Creighton, Barney Phillips, Rolfe Sedan and Jack Kruschen.

One of ABC's most costly fall program acquisitions, the new unsponsored *Screen Guild Theater of the Air*, selected a timely vehicle—*Ninotchka*—to tee off its fall series. With Joan Fontaine playing the leads, the sure-thing bettors undoubtedly expected a sock hour of comedy. What materialized was sadly short of the sparkle and lift needed to hold an audience.

The story, acted so capably by Melvyn Douglas and Greta Garbo in the firm, concerns the visit of a fem commissar to Paris to peddle jewels confiscated from former Russian nobility. There she is wooed assiduously by an agent of the former owner of the sparklers until she loses her heart to him and leaves the Soviets for capitalist pastures.

What primarily makes for comedy in the situation is Ninotchka's deadpan reactions to bourgeois temptations until she begins to sound like a robot parroting the Commie line. But instead of creating the story in radio terms, the script took the easy way out—it rewrote the film. The result was a dead script.

Miss Fontaine, challenged by a part which needed something more than just adequate reading, did not give it anything extra. William Powell proved an adequate saboteur in the cause of romance with his rallying cry—"Lovers of the world, unite." Leon Morse.



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Truth or Consequences

Reviewed Thursday (7), 10-10:30 p.m. EDT. Sponsored by Philip Morris via CBS-TV. Producer-writer, Ralph Edwards; director, Phil Davis; announcers, Ken Roberts, Bud Collyer; music, Buddy Cole; production, Al Paschall and Dick Gottlieb; emcee, Ralph Edwards. Filmed by Trio Pictures.

Truth or Consequences is one of the most sadistic audience participation shows ever screened on TV. Maybe it's because the contestants are doing it for loot instead of fun, but no matter how much they whoop it up, the camera catches that initial flicker of agonized embarrassment when Emsee Ralph Edwards first slays them with his razor-sharp humor. The show is on 35mm. now, and Edwards should have hated himself in the morning when he viewed this particular film.

The telegenic Edwards, who cavorts around the studio like a malicious little boy, endeared himself to his audience by giving a "hot seat" to six men and women during a game of musical chairs; making a blindfolded gent kiss a steer, and dressing a group of oldsters up in Dali-styled ballet costumes. The last named stunt was climaxed by a prearranged surprise performance before a startled Actor's Lab audience. Judging by a brief camera glimpse of the latter, they were not amused. The ballet troupe was temporarily disrupted when one of the ballarinas, a white-haired old gal in her 80s, lost her bloomers. This, of course, delighted Edwards, who pranced around shouting "they're off!", all the while keeping a tight grip on the little old lady, who looked as tho she was going to burst into tears. As a topper we suggest that, next week, the audience rise up en masse, tie life-of-the-party Edwards to the mike, and burn him.

Truth or Consequences has built up a sizeable radio audience thru the years, but it's debatable whether it'll do the same on TV, unless it modifies the practical-joker format with a more considerate approach. Right now the program is more often embarrassing than amusing.

The Philip Morris commercials spotted one of their alleged off-the-cuff testimonials, wherein a non-P. M. smoker is converted after one puff. This one was on film, so nobody took any chances. *June Bundy.*

Don McNeill's TV Club

Reviewed Wednesday (13), 8-9 p.m. CDT. Sponsored by Philco via ABC, Chicago, thru Hutchins Advertising, Inc. Producer, Ivor McLaren; director, Grover J. Allen; supervisor, Cliff Petersen. Cast: Don McNeill, Johnny Desmond, Sam Cowling, Patsy Lee, Cliff Petersen. Guest: Gloria Swanson. Announcer, Bob Murphy. Orchestra leader, Eddie Ballantine.

Don McNeill has transferred his AM *Breakfast Club* to television and has retained the flavor and informality, which presumably was his objective. This should be the most painless audience participation show in TV.

Opening show alternated audience interviews with acts by his regular AM cast, who seemed right at home in the new medium. There were no "plants" among interviewees. Absence of gigglers and showoffs reflected experience of McNeill's assistants in conning audiences for good material.

Regular features of *Breakfast Club* were kept, including the "moment of (See DON McNEILL on page 10)

Star Time

Reviewed Tuesday (5), 10-11 p.m. EDT. Sponsored by Food Store Programs Corporation over the DuMont network. Producers-directors, Robert Wright, George Forrest; writer, Harry Bailey; camera director, Sean Dillon; music director, D'Artega; choreographers, Don Liberto and Peter Hamilton; scenic designer, Edward Gilbert; production supervisor, Jay Hyde. Cast: Frances Langford, Benny Goodman and Sextet, Kathryn Lee, Don Liberto, Emsee, Lew Parker. Guests: Phil Regan, Ben Blue, Walter Rinner.

There is hardly likely to be a more disappointing TV premiere this season than that of DuMont's much-heralded *Star Time*. This show turned out to be an all-star nothing, with some of the sloppiest production seen in many a month, and with entertainment value close to rock bottom. This in spite of some good people associated with it, notably Benny Goodman and Frances Langford.

Lew Parker, as 'emsee, did virtually nothing except introduce the acts. His reputation as a comic certainly gained nothing from what the script called upon him to do. Miss Langford and a male quartet suffered from having to perform some original music, penned by producers Robert Wright and George Forrest. Latter duo did the score for *Song of Norway* and some 35 Hollywood pix. The material showed it; it was the type of stuff you've heard over and again in many different versions, each based on the one before, and none of it distinctive in any way.

Two sketches aided very little. One, featuring Ben Blue in the hoary barber-shop routine in which the customer gets lathered from head to foot, was ancient a quarter of a century ago, when Lew Fields splattered Vernon Castle in the same skit. It has lost much of whatever it had in the interim, winding up as nothing but a slapstick farce which wasn't even laugh-provoking. Other skit, penned by Arnold Aurbach on a suggestion made by George S. Kaufman, was also of the genre of another year, but the training of rude waiters stood up better than the barbershop business.

Benny Goodman did well when given an opportunity, which was much too seldom. Phil Regan flashed a warm personality in guesting. Some under-a-rock taste came from his introduction of New York's Acting Mayor Impelleri, who proceeded to make an all-out campaign pitch for election, on what he called "the experience ticket." Having a bad show is offense enough, but this was unpardonable.

Production-wise, the camera messed up the dance routines, with one or both of the tapers either wholly or partially out of frame. Lighting, much ballyhooed by DuMont before the preem as having a new slant, also showed badly, with Miss Langford particularly victimized by a bright head-on spot which washed out her face. Commercials, aired locally by affiliates on cue, were brought in too abruptly with almost no transition.

In all, the most charitable thing to be said is: Let's toss this whole first show out and start all over. *Sam Chase.*

Bob Hope

Reviewed Thursday (13), 8-9 P.M. over NBC-TV Network. Sponsor, Frigidaire Division, General Motors. Agency, Foote, Cone & Belding. Producer, Leo Morgan. Director, Hal Keith. Writers, Marvin Fisher, Larry Gelbhart, Mort Lachman, Larry Marks, Norman Sullivan. Choreographer, Jack Cole. Announcers, Nelson Case and Ed Herlihy. Music, Al Goodman. Cast: Bob Hope, Dinah Shore, Bob Crosby, Lucille Ball, Jimmy Little, Tom Pedi, Mary Wickes, Vince Donahue, Howard Morris, Stanley Tackney, Jack Cole Dancers.

Bob Hope's third television show for Frigidaire was a spotty hour-long session, with most of the spots holding up well, but with one very bad sag in the middle. Production efforts were held to a minimum—and that's the way it should be, for unless you're a Max Liebman (*Saturday Night Revue*), elaborate production seems more of a handicap than otherwise. Hope himself was sock—faultless timing, some punchy topical lines and good and slapstick in the closing sketch, really funny.

Thanks to Jack Cole, who did the choreography and used his own superb troupe of dancers, the show had some of the best dancing seen on video so far. In the first number, Cole wisely kept the action to a limited area, juxtaposing his dancers to avoid long shots. His second number, a Brazilian routine, altho consisting largely of long shots, which mitigate so heavily against TV terping, nevertheless was particularly arresting. This was attributable to two elements—the use of only two bongos and a conga for the rhythm accompaniment and the projection of (See BOB HOPE on page 10)



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BRIEF AND IMPORTANT

Rod Mitchell New WKRC-TV Program Director

Roderick Mitchell, assistant program director of WCBS-TV, New York, has been appointed program director of WKRC-TV, Cincinnati, replacing Richard von Albrecht, who has resigned to join WGN-TV, Chicago, as co-program manager.

Martin Ankles to Jones From Esty

Gerry Martin has left the William Esty Agency to head up the TV activities of Duane Jones, beginning in late September. Martin has been assistant to Kendall Foster, head of Esty's video department, for the last several years. He started in radio as an NBC page.

CBS-TV Sells Pre-Football Chatter Time

CBS-TV last week sold 15 minutes of chatter before and after their fall football video telecasting to two different sponsors. Old Spice will bankroll Curt Gowdy's quarter-hour pre-football spilling. With a firm order already in the house by Guild Wine for post-pigskin rambling by Gowdy, the web is trying to make certain that his baseball commitment for Ballantine does not conflict with an assignment by a wine company. Indications are it will not. Esso will sponsor the actual televising of the games.

Cavallaro Records Test for WJZ Deejay Chores

The latest to consider taking the disk jockey plunge is Carmen Cavallaro. Last week, Cavallaro cut an audition record at ABC for a projected early evening program over WJZ, New York. Cavallaro not only flips biscuits on the stanza, but fingers the piano as well. The decision on the stanza is due shortly, with time still to be set.

Ross Signs 3-Year Radio Pact With MBS

Lanny Ross last week inked a three-year pact with MBS, giving that web his exclusive daytime radio services. The contract went into effect Monday (18), and covers all radio work up to 6 p.m. Ross currently is warbling on MBS for Gulf in the 12:15 to 12:30 p.m. slot across the board, with the 20-week summer series due to come up for renewal shortly.

Mutual Takes Religious Show Away From ABC

MBS last week nabbed a religious show bankroller from ABC with the inking of a deal with the Dawn Bible Students' Association of East Rutherford, N. J. Pact calls for a Sunday show from 12:45 to 1 p.m., starting October 15 on the full MBS web. Agency is William Gleason, of Riverside, Calif. Title of the show is "Frank and Earnest."

D. C. Bus FM, Druggists To Stage Unique Promosh

Washington Transit Radio (WWDC-FM) and a group of Washington drug tradefolk have combined in a unique promotion plan starting October 16, with two half-hour periods to be devoted daily Monday thru Friday to "Your Drugstore Hour" over WWDC-FM. Participating in the program will be the District of Columbia Pharmaceutical Association, Washington Transit Radio and three drug wholesalers—the Henry Gilpin Company, the District Wholesale Drug Company and the Washington Drug Exchange. Advertisers of drug products sold in drugstores are offered participation in the program. Tie-ins will be arranged for display windows, bulletins, etc. In connection with the scheme, Peoples Drug Stores, D. C.'s biggest drugstore chain, agreed to display all Washington Transit Radio advertised products approved by the chain for a period of two weeks out of each month.

Simon Ackerman Signs WMCA Trial Pact

Simon Ackerman Clothes last week signed with WMCA, New York, for two sportscasts daily across the board, on a four-week trial basis. Should the shows pan out, a 52-week contract is believed in the offing. Bert Knapp is handling the chores on the shows, which air from 7:30 to 7:35 a.m. and 11:05 to 11:10 p.m.

Hazard Named to CBS Sales Post

Eldon Hazard last week was named assistant CBS network sales manager, effective October 1. He has been with the web since 1940 at WCBS-TV. Robert Patt becomes head of advertising and sales promotion for WCBS-TV and WCBS. Patt formerly headed advertising and sales promotion for only WCBS.

Wise Buys Saturday MBS Slot

Book publisher William Wise last week bought the 5:30 to 5:45 p.m. period Saturdays on MBS for its "Get More Out of Life" radio show, which has been heard on other webs as well. The MBS show kicks off September 23.

ABC-TV Eyes Leased WOR-TV Studios

The still drastic shortage of studio facilities in TV has network execs thinking better than two years ahead on how to get more space. ABC brass last week were reported considering recapturing the portion of the 66th Street studios which are leased to WOR-TV. The WOR-TV lease on the space runs thru December 31, 1952.

Gilbert Buys Time on CBS-TV

A. C. Gilbert, makers of children's mechanical gadgets, last week purchased the 7:30-7:45 p.m. CBS-TV Saturday time slot for its "Boys' Railroad Club" beginning October 28. The sponsor will use a 20-station hook-up for its show which is run eight weeks. Charles W. Hoyt is the agency.

FCC-er Asks Public Demand Better AM

Federal Communications Commissioner Frieda Hennock last week called upon the public to demand better radio programming and to impress the demand upon broadcasters and the Federal Communications Commission (FCC). In a speech to the National Association of Women Lawyers (NAWL) Friday (15), she declared that the public trust to set up good programming rests mainly on the station licensee and that this trust cannot be fulfilled "unless the public is fully aware of what it is entitled to, and impresses that awareness on the licensee and the commission."

CBS-TV Renegotiates With Dorothy Doan

CBS-TV last week was renegotiating its contract with Dorothy Doan. The web had planned to drop "Vanity Fair," which currently stars Miss Doan 4:30-5 p.m. across the board, because of other program plans. Developments, however, were such that program execs decided to star her in a hyped version of the show. Miss Doan will probably be presented twice weekly, Tuesday and Thursday, in the 3:30-4 p.m. slot on CBS-TV.

Saphier Sets Revised "Man Called X" for NBC

Package Jimmy Saphier last week set a deal for "The Man Called X" to be aired over NBC this fall, with a somewhat revised format. The show, which has aired on NBC in previous seasons, will go into the 8 to 8:30 p.m. Sunday period, starting October 1. Herbert Marshall again will have the lead role, but this season will be headquartered in Shanghai. The show will assume a Far Eastern locale, in a move to keep up with the headlines.

DON McNEILL

(continued from page 9)

silent prayer," which McNeill can do without getting sloppy, and march time, used to bridge the half-hour station break, which would have been more effective if someone had been in step with the march.

Johnny Desmond and Patsy Lee handled vocals competently, altho Miss Lee will improve when she loosens up and doesn't try quite so hard. Sam Cowling's role of general stooge fits in well. He particularly scored on two visual bits—wisely brief—showing him as a puppet being manipulated by a real puppet, and a phony, bare-chested wrestling match with 220-pound announcer Bob Murphy.

Gloria Takes Part

Gloria Swanson was guest. She was particularly good in straight interview with McNeill, her quick wit easily matching McNeill's repartee. Show bogged slightly when she and McNeill did a take-off on old-time flickers, an act which demanded precise pacing and which their limited rehearsals precluded.

McNeill was relaxed, has an expressive face and was not above occasional mugging. He has a great talent for using corn without making it either offensive or dull.

Jim Carmine, executive v.-p. of Philco, put a good twist on commercials by tearing up Murphy's script as he was about to launch lecture on merits of Philco. Camera, lighting and direction all were high caliber. In view of this show, McNeill makes ABC look smart in signing him to a 10-year pact. Jack Mabley.

BOB HOPE

(continued from page 9)

the greatly enlarged shadow of one of the players, frenetically beating his skin, as the background against which the dancers worked. In any event, Cole's stylized solo and group hoofing is especially good for tele cameras, especially when the routines permit medium and close camera positions.

Singers Look Good

The vocal work was provided by Dinah Shore and Bob Crosby. Dinah looked swell and sang better, whamming the standard, *Thrill Is Gone*, against an effectively lighted background. Crosby's start (he photographs quite well) was hindered by a long drawn out, typical Hope routine about brother Bing, the gimmick this time being that Bing had lost his voice some years ago, and Bing today was actually sister Gwendolyn. It didn't play any funnier than it sounds in print, either. Crosby's song was *I Don't Care If the Sun Don't Shine*, cued in via a Penny Arcade shot which set the stage for a nostalgic tune, rather than so mediocre a present day pop.

Lucille Ball was hindered by miserable material in which she played the mayor of New York City, with all the routine and expected pieces of business and dialog. It ended, too, on a sour and questionable note, when Hope, as her husband, started knitting baby clothes. The only funny gag was the bit when a Mexican walked in, took something off the

COLGATE HOUR

(continued from page 9)

the original. Capping the show was Cantor's inevitable appearance in blackface, in the course of a miniature minstrel show, supplying him with the opportunity to romp thru a succession of numbers including *Now's the Time To Fall in Love, Ain't She Sweet?*; *Charlie, My Boy; Ma, He's Making Eyes at Me*, and *Waiting for the Robert E. Lee*.

Besides Cantor, the show offered a Peruvian singer named Yma Sumac, who flashed not only a startling voice, but a most arresting appearance. This near-Oriental and highly sensual look, plus her singing range, running from a deep alto to the highest falsetto, and her dramatic delivery mark her as perfect tele material. A talented group of top legit hoofers also made themselves felt in a most positive fashion. Jack Albertson, himself a comic, turned serious in a little sketch in which, portraying an ancient doorman of the New Amsterdam Theater, he mused with Cantor about the old days. This, effectively done, led into the minstrel finale.

Cantor's Show

In essence, however, it was Cantor's show all the way. He not only was the bulwark of the proceedings, but it was when he came before the cameras that the show leaped from merely good to an exciting experience. Direction was loose enough to permit the showman to take over without becoming ubiquitous.

Colgate's commercials, plugging Halo, Colgate toothpaste, Ajax Cleaner and Palmolive soap, were unobjectionable but seemed slotted too closely together in the later stages of the program. Cantor himself delivered an Ajax plug.

It's entirely possible that many younger viewers, who knew Cantor only from his recent radio efforts, will discover a new comedy hero. In any event, whether he was made for TV or vice versa, it's clear that the marriage will be a happy one. Congratulations are in order.

Sam Chase.

desk and cracked, "He forgot his fountain pen," a reference, of course, to ex-Mayor O'Dwyer's Mexican ambassadorship.

Ribs Commercials

Hope's opening bit with a cabbie driving him to the theater for the show, his typical monolog that followed and the last sketch held plenty of laughs. They didn't miss a trick in that closing skit, a burlesque of telecasts of surgical operations, ribbing especially TV cigarette commercials, notably the Philip Morris nose test. Hope is being sponsored on AM this fall by Chesterfields.

There were a number of awkward moments in the show, including blank screen shots at the conclusion of numbers and clipping off parts of the heads of Hope and his vis-a-vis at the moment.

Commercials were on the hard sell side, the most effective being a close-up of the Frigidaire washing machine at work. Nelson Case punched over the vocal accompaniment in his usual able manner. Jerry Franken.

DANCE BAND BIZ STEPS INTO \$\$

GI Training Centers Now Focal Point

Midwest in Hey-Day

By Johnny Sippel

CHICAGO, Sept. 16.—More signs of a regenerated dance band situation appeared this week, with the bulk of the optimism stemming from reports of interest in newly-activated military training centers. While ballroom booking, which looks to hit a peak this fall over the past several years (*The Billboard*, September 2), continues as the basis for the terp optimism, the reactivation of recreation centers utilizing dance bands, appears stronger as each week goes by.

Alice McMahon, op of the Indiana Roof, Indianapolis, in Chi this week on a band-buying tour, reports that major Southern Indiana and Kentucky training camps are seeking name band booking information, with rumblings also coming from the many training centers in Texas.

Air Forces Use Bands

For the past 18 months the air force bases, centering around San Antonio, have been using a band once a month for approximately nine days, at better-than-average loot. Bookers are keeping new outlets as secret as possible in order to foil competition for new prospective dance dates. One office rep reported that he had received word from the War Department that service commands in various areas would keep interested parties aware of expanded recreation programs in the camps.

Recreation Programs

Bookers here are hoping that dance bands will form the basis for recreation programs, if and when they are forthcoming. Military dates during (See *Midwest Enjoys* on page 14)

ASCAP Coast Meet Gets Set

NEW YORK, Sept. 16.—Otto Harbach, prexy of the American Society of Composers, Authors and Publishers (ASCAP), was to leave for the Coast Friday (16) to address the annual Coast meeting of the ASCAP membership. The confab is set for Thursday (28) at the Beverly Hills Hotel. The Society's attorney, Herman Finkelstein, and Ex-Presy Fred Ahlert will leave for the meeting next week.

One of the principal orders of business will be an orientation session on the new writer classification plan. An arrangement is effective as of October 1, and the writer classification board is reportedly burning the midnight oil in an effort to transfer members into their proper niches in the new number-bracket system, the placement being made on five-year performance averages.

It is also expected that the Society execs will get with screen background writers who are reportedly considerably miffed over not getting consideration for their efforts in the new plan.

Convention Set

NEW YORK, Sept. 16.—The 1951 convention of the American Federation of Musicians (AFM) will be held at the Commodore Hotel in this city, for one week beginning June 3. AFM, at its last convention in Houston in June had decided on Saratoga Springs, N. Y., for the 1950 clambake, but upon subsequent investigation it was decided to change the location because of the lack of printing and other facilities.

Victor Gives '45' Fixtures To Distributors

4,000 Handed Out

NEW YORK, Sept. 16.—RCA Victor has put more than 4,000 of its "45" fixtures, display units for the seven-inch disks, into the hands of its distributors, according to Dave Finn, advertising and sales promotion manager. Decca, taking a leaf from RCA's success, is readying a line of the "45" wax fixtures similar to RCA's, for passage to its distributors.

RCA had gone into the fixture line in January as part of the general '45 promotion. The display units, in five different models, were ordered from two outside suppliers. At the outset, RCA subsidized the venture to the tune of \$60,000 shipping the units to distributors with the understanding that any they could not sell to retailers might be returned to the diskery. The initial stock was sold in short order, RCA got its entire investment back and re-orders for the fixtures have been coming in to the point where the suppliers cannot keep up with the demand.

The five models range from one accommodating 300 single 45 records to one which can handle 3,150 singles or 324 albums. Some are designed for self-serve.

In addition to providing active dealers with compact racks for the (See *Victor Gives '45'* on page 14)

TV Group, AFM Prep Pic Talks

NEW YORK, Sept. 16.—The stage is being set for a resumption of talks between James C. Petrillo, American Federation of Musicians (AFM) chief, and the industry-wide TV committee, with a view toward setting scales covering TV film work. Negotiations had reached an impasse, with the TV committee claiming the agreement reached by AFM and a number of indie companies was unsound. This agreement, of course, included the 5 per cent royalty to be paid into the Music Performance Trust Fund. The AFM, in answer to the industry's point of view, claimed the industry's offers were far below par.

This week it was ascertained that a spokesman for the industry committee sounded out the AFM regarding a renewal of talks: Petrillo had

Foley's 3, Bing's 4 In Decca Bag; How About Cantor's 5?

NEW YORK, Sept. 16.—Decca Records will uncover as its "secret weapons" for the coming Christmas boom season a pair of diskings—one featuring Bing Crosby and his four sons, the other spotting Red Foley and his three daughters.

Crosby and his boys, Dennis, Philip, Lindsay and Gary, the latter already a waxing star via his work with Bing on *Sam's Song* and *Simple Melody*, did a two-sided special seasonal recording which will be packaged both as family and kid merchandise.

Foley, whose daughters will be making a disk debut, and kin have sliced a coupling of *Rudolph, the Red-Nosed Reindeer*, and *Frosty the Snowman*. His daughters are Shirley (9), Julie (11), and Jenny (15).

Band Road Biz OK, Brown Sez, Grossing 143G

HOLLYWOOD, Sept. 16.—There's nothing wrong with the band business once you take to the road, according to Les Brown, just back from his best grossing tour in four years. Brown and aggregation played 70 one-nighters in 10 weeks and grossed—to the penny—\$143,040.39. Tour covered 17,000 miles and delivered an average gross per date of \$2,100. Held to the Coast by the Bob Hope show for the past four years, Brown has been devoting the summers to one-nighter treks.

By mid-July the band had already grossed around \$70,000. Among the record-making dates, Brown topped the 1950 turnouts at Crystal Beach, Ont., June 25 with a \$3,187 gross; Waldameer Park, Erie, Pa., July 28, \$3,303; Hershey Park, Hershey, Pa., July 29, \$4,504; Joyland Park, Lexington, Ky., August 1, \$2,610; Playmor Ballroom, Kansas City, Mo., August 19, \$4,875, and New Casino, Fort Worth, August 26, with a gross of \$3,589. Latter, the final date of the Brown band tour, played to turnaway crowds and delivered the terper's record gross in postwar years.

Radio-wise, Brown's p.m.'s were supported by his four years on the Bob Hope show, while the wax hypo was provided by his best-selling dance album of his instrumentals plus non-vocal single releases including *Drifting and Dreaming*, *I Can Write a Book and Taking a Chance on Love*.

Brown goes back on the Bob Hope AM show early in October. With Hope, he will do some one-nighters, working out of the Coast.

left the way open for this several weeks ago when he stated that he would be willing to listen to any new offers the TV committee would propose.

It is likely, however, that some weeks will elapse before a date is set for resumption of negotiations. Petrillo is scheduled to go to the American Federation of Labor (AFL) convention in Houston, where he will spend two weeks.

Armed Force Expansion Is Vital Factor

Orks Toot at Camps

(Continued from page 3)

This would require maintenance of service camps, depots, air training centers, naval and marine stations, etc., beyond the normal peacetime requirement. For bands, the operation of these military stations means the creation of new work both in camps and in the neighboring towns.

2. Hand-in-hand with the armed forces' program is the government armament program. Estimates place the new arms program, at about \$30,000,000,000. A large portion of this money will be spread on the West Coast and in New England, where the heaviest concentration of aircraft plants is located. These territories, if a parallel with World War II is made, will develop into rich band buying centers. They currently are among the poorest band centers in the country.

3. Band grosses, in the past couple of months, have a generally promising increase. There haven't been too many world beaters but the takes have paid off percentage money to the orks.

4. Tying-in with the bettered grosses is the fact that the average name band's price has been brought down to more reasonable levels. There's only one \$2,500 and better per night dance crew left in the business—Vaughn Monroe's. The smaller prices have been mainly responsible (See *Dance Band Biz* on page 14)

2-Day Col Walk Ended by Union

BRIDGEPORT, Conn., Sept. 16.—After a two-day work stoppage by 800 production workers at Columbia Records, Inc., here, work was resumed this week after an agreement by the company and representatives of Local No. 227, United Electrical Workers' Union. The firm's more than 200 office workers were not affected by the work stoppage. The agreement calls for no change in wage scales.

The stoppage, called by the union, arose over what the union called a production speed-up and pay out in the pressroom where 200 workers are employed. This spread to the entire production force.

Company officials contended that the present working contract, which expires May 31, 1951, provides a method of setting pay rates for new jobs, and that the union is disregarding that agreement. Union had contended that the new jobs required operators to put in 25 per cent more effort into their work and that the pay rate resulted in reduced income.

Representing the company were Kenneth E. Raine, secretary of the company; Herbert M. Greenspun, Andrew A. Wooley and John K. Lemry.

It's **TUB** . . . and it's going to be **BALLYHOOD TO MILLIONS**
by NOVEMBER 4

Big Three To Start Europe Market Plan

Four Capitals Set

NEW YORK, Sept. 16.—The Big Three pubberies (Robbins, Feist and Miller) are planning an extensive expansion of operations on the European Continent. Details are now in the process of being worked out by Abe Olman, Big Three topper, and Jack Denton, managing director of Publications Francis Day & Hunter, continental subsid of Great Britain's Francis Day & Hunter. Robbins now owns France Melodie, firm which has headquarters in Paris and of which Denton is also managing director.

Denton, via his connection with Francis Day & Hunter, manages branches in Brussels, Amsterdam, Milan and Berlin. It is the Big Three's intention to set up offices in each of these cities—and later on, to expand ever further in Europe. The plans of the Big Three's Berlin operation, it is understood, are practically set. Offices in the other centers will be crystallized as soon as a number of present contractual engagements are terminated.

Set-up is likely to be one in which Publications Francis Day & Hunter and Big Three firms will occupy the same headquarters in the different continental capitals, but the professional staffs will be entirely separate and distinct.

Denton, in addition to his business with the Robbins organization, is concluding a number of deals whereby he will represent American publishers in the various European capitals. One of the chief angles, of course, is the simultaneous exploitation of an American tune in the different countries.

"Forever" Hot

Shaping up as a sensational sheet music seller on the Continent, says Denton, is *Forever* and *Ever*. In its French version, as *Etoile de Neige*, this has sold very close to 1,000,000 copies in France, Belgium and Switzerland since January 1—and it is still going. Biggest American sheet music hit in decades was *Ramona*, which hit the two-million mark.

Only continental country where American hits have a degree of acceptance in their American form is Holland, but even here the acceptance is not very wide. In other continental countries, continental artists and a new set of lyrics are necessary.

In France, disk jockeys—alho they are not called that—are becoming increasingly important in the promotion of tunes. The breed there is known as "radio producer," and there are about 40 such over a similar number of outlets. Early morning time is very important—the use of disks being widespread on breakfast and physical training programs.

Of late, continental publishers are buying an increasing amount of time on Radio Luxembourg for the plugging of tunes. The super-power outlet covers France, Belgium, Holland and Germany. To a lesser degree, pubs are also taking time on the commercial Monaco and Andorra outlets.

Holyoke Danecry Opens

HOLYOKE, Mass., Sept. 16.—Valley Arca Gardens here, under the new management of Joe Fahey, kicks off tomorrow (17) with name band one nighters. Xavier Cugat opens, to be followed on subsequent Sundays by Tommy Dorsey, Vaughn Monroe, Sammy Kaye and Frankie Carle.

Welk Bests Kaye

NEW YORK, Sept. 16.—Lawrence Welk set a one-nighter record at the American Legion Ballroom in Arcadia, Ia., with 2,018 admissions Wednesday (13) for a gross of \$3,207. Sammy Kaye had held the record with 1,804 admissions. Welk's deal was \$1,500 against 60 per cent of the gross.

Gray Invading Eastern Area

HOLLYWOOD, Sept. 16.—Jerry Gray, Coast entry in the Glenn Miller-styled band sweepstakes, will invade Ralph Flanagan's territory when he takes his ork into a three-week invasion of the East. Gray, who smashed thru with record biz during his recent dancery debut at Hollywood Palladium, will open a two-week stand November 15 at the Cedar Grove (N. J.) Meadowbrook, preem spot of the Flanagan band.

He will play three one-nighters (November 11, 12 and 13) prior to the Meadowbrook bow and four similar stands after he closes at the dancery, plus a tele shot on *Cavalcade of Bands* November 14. All one-nighters will be in the East, with Gray getting \$1,250 guarantee against a 60 per cent split. Meadowbrook stand also will be on a guarantee-percentage basis.

Gray's swing into the Eastern territory at this time came as an unexpected move. Batoner is tied to the Club 15 show and was not expected to be free for out-of-State work until show takes its summer hiatus. However, Club 15 will air for three weeks via tape, starting November 10. Original move for advance taping was prompted by the Andrews Sisters, who wanted two weeks off to play St. Louis's Hotel Chase.

Jan August Buys 26 Master Disks

NEW YORK, Sept. 16.—Pianist Jan August this week bought up 26 masters he had cut for the now defunct Diamond diskery several years ago. August, who waxes for Mercury, is discussing a deal with the waxery's execs for release of the disks on Mercury, on a lease basis.

August traced the masters to Manny Warner, operator of Songcraft Enterprises, which comprise a recording studio and an indie disk operation. Warner had purchased them at a government auction when Diamond's assets went on the block some months back. August reportedly paid Warner \$2,500 for the 26 masters.

Make a Guess; What's 2 Plus 2?

NEW YORK, Sept. 16.—Crime doesn't pay—except in the music business. Some Tin Pan Alley neighbors were recently comparing notes on a certain hit waxing put out by an indie label. The vocalist who made the disk announced that he had been paid for 800,000 copies, which didn't seem quite enough. The publisher of the song, slightly perturbed, claimed that his statement read 278,000, whereupon the publisher of the forgotten song on the other side of the disk revealed that he had been paid for 120,000.

Another publisher, who had purchased 300 copies of an indie disk to promote his own tune, later got a statement from the company claiming a total sale of 160.

U. S. May Okay Music Disks as Copyright Proof

WASHINGTON, Sept. 16.—The U. S. copyright office is considering accepting phonograph records as official copyright deposits in order to aid the music industry in the situation that developed from the Igoe ruling, it was learned this week.

At present, disks cannot be used for copyrighting tunes, only the written notes and lyrics being acceptable as official instruments of copyrights. The copyright office, however, can change its policy without specific authorization from Congress.

Officials believe the step would help relieve the anxiety raised when District Judge Michael L. Igoe ruled in a Chicago court that the release of a platter containing a non-copyright tune constitutes "publication" of the tune and thereby throws it into the public domain. (The Billboard, June 17).

The Igoe decision is contrary to the policy previously followed by the copyright office, but officials say it is the duty of jurists to interpret the law and that they have no complaints.

Accepting records will mean a lot of extra work for the office, and it is possible that extra funds may be asked from Congress. However, the practice would also bring in additional revenue in fees, and the income and outgo might balance.

Tower, Snyder London in Pact

NEW YORK, Sept. 16.—Alho papers hadn't been linked as this edition went to press, it was reported here that London Records had verbally completed a three-way deal with Tower Records, Prexy Dick Bradley and pianist-orkster Bill Snyder. Deal would make Snyder a London artist.

Snyder, whose moody dinking of *Bewitched* on Tower was one of the year's biggest sellers, and who is credited with the revival of the Rodgers-Hart oldie, is on the ascent once more with his follow-up platter, *My Silent Love* and *Choppin' Up Chopin*. In all probability, these masters, as well as all future Snyder slicings, will appear on the London label.

Bradley made a similar deal with London last year involving the Teddy Phillips band. The Chicago disk impresario reportedly received a chunk of cash and royalties.

Rainbow, Derby Quit Co-Op for Expansion Of Separate Labels

NEW YORK, Sept. 16.—The Rainbow and Derby diskeries, which had been sharing office and warehouse facilities on a co-op basis, last week split up their association, reportedly to permit expansion of both lines. Rainbow, headed by Eddie Heller, retains the present location, and Derby, headed by Larry Newton, has moved to 520 West 50th Street.

Rainbow now plans to enter the rhythm and blues field, which it had eschewed on agreement with Derby, and also intends to hit out heavy in the LP field. Fifteen long-play disks are on the diskery's fall program, with four already released.

Derby is continuing as a rhythm and blues specialty label, and last week added Jimmy Preston, Billy Fair and the Do, Re, Mi Trio to its roster. Preston, alho sax-orkster, formerly was under contract to Gotham. Fair is a blues singer-band leader. The trio formerly cut for Commodore. Newton also named Phil Rose, former sales manager for Cosnat, as general sales manager for Derby.

Jack Osfeld Quits Post at Red Foley Firms

NEW YORK, Sept. 16.—Jack Osfeld this week left the Red Foley music pubberly combine, Old Hickory and Music City pubberies, after a short-lived stay as professional manager of the Nashville firms. He will be replaced by veteran pluggar, Frank Kelton. Osfeld originally left a post with Henry Spitzer's firm to set up the Foley pubbing deal. He has no immediate plans but still retains his interest in Milton Music, of which Milton Stavlin is co-owner, which firm holds the copyright to Cincinnati Dancing Plo. Milton Music leased the copyright to Foley's Old Hickory, and Spitzer is selling agent for the song.

When queried as to why his Foley deal so rapidly fizzled, Osfeld said: "Did you ever live in Nashville?"

Pubber Vs. BMI 2d Suit Filed

NEW YORK, Sept. 16.—Pubber Perry Alexander and three co-plaintiffs filed suit this week in Southern District Court under the Sherman and Clayton anti-trust acts against Broadcast Music, Inc. (BMI). This is the second action Alexander, a former BMI affiliate, has undertaken against the licensing organization. The first having dragged thru the courts for two years without result.

Alexander charges that BMI is owned exclusively by broadcasting interests, and has been able to "fix prices, stifle competition and to create a monopoly over the performance rights" of tunes, further according to the complaint, BMI, instead of distributing copies of his songs to the radio stations, destroyed them or sold them for waste. He calls BMI's logging system "unfair and inaccurate." BMI is also accused of conspiring with and financing a "clique" of pubbers, band leaders, performers and broadcasters so that the tunes of the preferred pubbers get air play to the exclusion of others outside the "clique."

Accuses Diskeries

Alexander also claims that some of BMI's "substantial" stockholders own, operate or control some of the major recording companies, enabling BMI to get records and transcriptions of the "preferred" pubbers' tunes while pubbers outside this group are forced to "accede to prohibitive arrangements by the . . . recording companies or are required to turn over the very title to the song to the . . . recording company." In the same connection, the diskeries and BMI are charged with having a pay-off or kick-back arrangement whereby the favored firms obtain records and the unsubsidized or "independent" pubbers are shut out.

Complaint recapitulates the charges in Alexander's first action against BMI to the effect that the monies collected from non-radio sources by the licensing organization—theaters, cabarets, skating rinks, hotels, night clubs—are not turned over to the pubbers. In this connection, he accuses BMI of "relying upon a construction of the contract that the petty payment of 2 cents a broadcast song shall be exclusive compensation" (for performances in all media). Alexander also charges BMI with the same monopolistic control over performances on TV that he maintains its exercises on radio.

Alexander asks damages of \$25,000; his co-plaintiffs, Joseph Nuccio, doing business as Crestwood Music Publications; Clement Tamraz and Beatrice Reynolds, executrix of the estate of Robert Reynolds, are asking \$27,000, \$5,500 and \$7,000 respectively. They also ask that the defendant and "its agents and servants" be enjoined from continuing their illegal confederation, combination, conspiracy and monopoly.

Decca Moves Out Into World Mart

NEW YORK, Sept. 16. — Decca Prexy Milton Rackmil this week completed a deal with Rogers Majestic Radio Corp., Ltd., of Canada, a close business associate of the far flung Phillips empire which headquarters in Holland, to distribute the products of Decca's subsidiary labels, Coral and Brunswick, in the Dominion of Canada.

This deal marks the first direct effort in Decca's plan to build the Coral line as a major diskery on a world-wide basis, with a set-up similar to the parent organization's. Only variation is that Coral has been and will continue to be merchandised thru independent distributing sources.

Bulk of the Coral catalog will be issued in Canada immediately, and these will be followed by a large release of long-play Brunswick and Corals. Rogers Majestic will set up Canadian distrib points in Toronto, Winnipeg and Montreal immediately, and will move into the provinces later.

Sixth Division Opened by Cap

HOLLYWOOD, Sept. 16.—Capitol Records is expanding its sales organization with the opening of a sixth regional division headquartering in Dallas October 1, with Ray Marchbanks, vicepres in charge of Chicago's Midwestern division, to head the new link. Gordon (Bud) Fraser, formerly manager of Cap's Detroit branch, will be promoted to divisional manager of the Midwestern headquarters in Chicago. Fraser will be replaced as head of the Detroit branch by Dick Davis, heretofore salesman at the Motor City office.

According to Cap Prexy Glenn E. Wallach, addition of a new regional division was necessitated by firm's continually mounting sales. Example of mushrooming sales, diskery's top-per said, is the fact that its August sales topped all other months this year and, when final tabulation is made, may well prove to be company's all-time biggest month.

ASCAP, TV Men Resume Parley

NEW YORK, Sept. 16. — Representatives of the American Society of Composers, Authors and Publishers (ASCAP) and TV broadcasters resumed negotiations this week toward setting a per-program contract covering the use of ASCAP music. Sessions were held Monday and Wednesday.

In the meantime, another extension on the use of ASCAP music has been granted to October 1. Current extension ends Monday (18).

Eckstine Expects \$15G for Orph Date

HOLLYWOOD, Sept. 16. — Billy Eckstine is expected to personally pocket \$15,000 for his yule holiday stand at Los Angeles's Orpheum Theater, one of the fattest hauls ever made by a single entertainer at the Sherril Corwin house. For his eight-day run (December 25-January 1), Eckstine will get a \$7,500 guarantee plus a 50 per cent split with the house. The singer has always been a top grosser at the downtown theaters, and heavy holiday trade is expected to match the guarantee with a similar sum.

Eckstine will not have to share his loot with other talent appearing with him, as the theater will pay the band and other acts. So far, no one has been inked to share the bill. Pete Rugolo, who has bated Eckstine's MGM disk backings, will most likely front the accompanying band. William Morris handled the booking.

BIEM Seeks Direct U. S. Diskery Collection on Foreign Tunes

NEW YORK, Sept. 16. — The system, or lack of system, for collecting mechanical royalties here for foreign publishers is currently undergoing reorganization, and a uniform plan may be in the making. Most of the European publishers and cleffers have designated the Bureau Internationale de L'Edition Mechanique (BIEM) as their agent and trustee for mechanicals thruout the world. It's an organization that in effect, combines many of the functions of a Harry Fox, Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA).

Since October, 1949, BIEM has been represented here by a general delegate, G. De La Chapelle, who, incidentally, has also been representative here for Societe De Auteurs, Compositeurs et Editeurs de Musique (SACEM), a French performing rights society. The two organizations have no connection, however. BIEM is a world-wide operation, with its main office in Paris; SACEM, similar to our own American Society of Composers, Authors, and Publishers (ASCAP), operates only in France. Before De La Chapelle took the BIEM reins here, the outfit was represented for several years by publisher Ralph Peer.

Foreign-U. S. Deal

De La Chapelle's plan would provide for direct collection by BIEM of mechanical royalties due European publishers and writers from American diskeries. When an American publisher acquires the domestic rights to a foreign product, his deal ordinarily guarantees the foreign publisher and writers a total of one-half the disk royalties. In most cases, the American pub has been collecting all the royalties, later sending the foreign parties their shares via BIEM. Now BIEM, under pressure from its clients, wants to issue a separate mechanical license to the diskery, providing for direct collection of its share from the diskery itself. This would mean that any diskery cutting a foreign tune must apply for two licenses—one from the American publisher, and one from BIEM. The reason for the attempted revision is, according to De La Chapelle, to eliminate doubt and suspicion, and "to create a climate of clear understanding" among the internationally affiliated musicmakers. In the past, it has been noted, some American pubs have held back payment to the original pubs until the tune has earned back expenses here. In other instances, there has been distrust by foreign parties who overestimated the hit potential of their product on the gold-paved Tin Pan Alley. The BIEM rep anticipates no opposition to his plan among local pubs.

BIEM's Set-Up

BIEM differs from any local collecting agents in that it divides disk royalties among the publishers and cleffers. Here, of course, the pub

AFM Signs Up Puerto Ricans

NEW YORK, Sept. 16.—The trek of James C. Petrillo, president of the American Federation of Musicians (AFM), to Puerto Rico, ended successfully. Puerto Rican musicians, numbering 1,200 and belonging to four trade unions, agreed to affiliate with the AFM.

The AFM has 700-odd locals, including branches in Havana and Alaska, and now Puerto Rico. Petrillo's office, queried last week, stated the AFM chief had no current plans for organizing musicians in any other outlying U. S. territories.

collects all, then divides with the writers.

The introduction of tape and long-playing recordings has revealed old flaws in the statutory scale set-up for mechanicals, De La Chapelle feels. In Europe, he pointed out, royalties are figured at 4 per cent of the retail price. Here, altho all other costs have risen, the 2-cent rate instigated in 1909 still holds. He has sent a detailed report on the subject to the Library of Congress.

In an unofficial capacity, De La Chapelle has been attempting to boost reciprocity between American and European publishers. Recently he's been encouraging American pubs to take over foreign hits, and also has made it a point to call the attention of European pubs to unassigned American hits.

MPCE Fines Schuster, Marks

NEW YORK, Sept. 16.—The Music Publishers' Contact Employees (MPCE) this week refused pluggler Wally Schuster's claim for back wages against Johnny Marks, owner of St. Nicholas Music, and slapped both Schuster and Marks with \$100 fines.

Schuster told the union council that he had been hired by Marks in March at a stipend of \$75 weekly for expenses and no salary. In June, Schuster was put on a salary pegged so that his take home remained \$75, and no expenses. Two weeks ago Marks juggled his professional staff, ousting Schuster and hiring Lou Comito and Jerry Lewin. Schuster's stand was that Marks owned him the full union minimum of \$75-a-week for each week during which his pay was in the guise of expense money.

Both Remiss

The MPCE council found Marks was guilty of violating the union contract, which specifies that contact men must receive a minimum of \$75 a week in salary, with expenses optional with the pubber. They also held that Schuster was remiss in agreeing to the arrangement, a violation of the union constitution and by-laws. Both parties have the right of appeal.

The union is reportedly cognizant of other instances in which the expense dodge is being worked, and may be expected to take action. The Schuster-Marks affair came to MPCE on charges filed by Schuster.

DJ Dreams of NY, Lands WNEW Job

NEW YORK, Sept. 16.—Al (Jazzbo) Collins, disk jockey at KDYL, Salt Lake City, achieved the dream of every platter pilot from Hobokus to San Berdoos when he walked into Station WNEW this week and wrapped himself up a staff job with the prospect of his own disk show to follow shortly.

Collins had come to town as the guest jockey on the Robert Q. Lewis-Ralph Flanagan radio show, and had told his friends before leaving Salt Lake City that he was going to shoot for a New York job while he was here. His announcement was greeted with loud raspberries, with the razzers pointing out that New York was the mecca of every hinterland spinner in the country. But a brief chat with Bernice Juds, operator of WNEW, got him the post, the clincher reportedly being his answer to her point that there were many top-notch applicants for the job. "I'm different," Collins is supposed to have told her, "I've got a beard."

NY Opera, AFM Settle Chi Fuss

NEW YORK, Sept. 16.—The hassle between Chicago Local 10 of the American Federation of Musicians (AFM) and the New York City Opera Company was settled this week, with a joint statement being issued by AFM chief James C. Petrillo and Morton Baum, chairman of the executive committee of the New York City Center. Both parties agreed that the opera will go to Chicago on the same basis as last year. In other words, there will be a proportion in Chicago's favor—that is, 36 musicians as against 24.

The statement pointed out that opera in Chicago must be continued and that commitments and arrangements have already been made for this autumn season which opens November 15 as scheduled.

It was also agreed that the ultimate goal is to have at least one opera season in Chicago each year. For subsequent seasons, new negotiations will be entered into in order to work out a satisfactory settlement for all concerned.

Warren-Pollak Suit Is Settled

NEW YORK, Sept. 16.—Al Pollak's breach of management suit against thrush Fran Warren was settled in mid-trial Monday (11) in New York Supreme Court, with Miss Warren forking over what was described as a "nominal" sum. According to the grapevine, the amount was in the vicinity of \$500.

A settlement was reached at the instance of Supreme Court Justice Rabin during the trial. Pollak had charged that the thrush in 1948 had broken a management pact he had made with her in 1946. The contract, according to Pollak, was for seven years, calling for 10 per cent of her weekly earnings up to \$1,000 and 15 per cent of her take upward of \$1,000. The complaint stated that Pollak had received no payment at all.

Miss Warren was represented by Attorney Lewis P. Randell, Pollak by David Strauss.

Jubilee Airs New Distrib Set-Up

NEW YORK, Sept. 16.—Jerry Blaine, owner of Jubilee Records, has asked his distributors outside of New York to consider a new approach in the merchandising of promotional records. His plan would eliminate all free records for promotional purposes. Instead, distributors would pay cost—18 cents per disk—for the first 100 records of a number. They would also be obliged to buy a minimum of 100 pieces of each record in a release, at the 18-cent price.

The scheme is aimed at a twin headache of the indie waxery—the heavy cost of free records sent to distributors for deejay and juke exploitation but which are never used for the purpose intended and the practice of distributors of ordering only one or two records in a release and letting the rest go begging.

Blaine, who is a distributor himself, operating the Cosnat outlet here, said he would be perfectly amenable to accepting the same deal from the lines he distributes.

Asked whether he expected to pay pubber and artist royalties out of the 18 cents, Blaine said that he thought both pubbers and artists would agree to waive royalties on the first 100 pressings in the interest of getting the disks started.

Legalites Look at Old Law, Hope for Copyright Revision

WASHINGTON, Sept. 18. — The foundation for possible sweeping revision of domestic copyright law was laid before the nation's lawyers Friday (16), as members of the American Bar Association's (ABA) copyright section kicked around the problems caused by antiquity of the Copyright Act of 1909. At the same time, lawyers were briefed on the progress of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in attempting to set up global copyright laws by treaty.

In a general discussion participated in by copyright law specialists and representatives of the U. S. Copyright Office and State Department, the copyright section agreed that the act is outmoded by the development of radio and television and by changes in disk and publishing practices.

Arthur Farmer, of the New York firm of Stern & Rubens, was called upon to address the group on copyright peculiarities under existing law. Stressed were the lack of performing rights in records, general confusion brought about by conflicting court decisions on assignment of copyrights, and the manufacturing clause of the Copyright Act. Discussion also centered about the recent decision of District Judge Michael Igoe which ruled that non-copyrighted tunes go into the public domain upon release of a disk.

The House and Senate Judiciary committees have long delayed scheduled action on general overhaul of the Copyright Act. If the nation's lawyers decided to exert pressure on the groups, it is likely that congressional action would follow next session, despite the general preoccupation with defense measures.

On the international copyright scene, John Schulman, a member of the UNESCO copyright panel which drafted recommendations for a global treaty, outlined developments and discussed the U. S. position. Schulman explained that the UNESCO board has yet to approve the calling of an international copyright convention, but expressed belief that it would do so soon. The United States, he said, strongly favors a world treaty and desires that it be couched in general terms to gain the widest possible adherence.

Robert Myers, of NBC, discussed the copyright problems involved in

television, stressing that the only law on the subject is developing out of court decisions, since the Copyright Act was hatched far too long ago to mention TV.

Mrs. Harriet Pilpel, of Greenbaum, Wolf & Ernest, spoke on the complexity of tax laws affecting copyright income. Fulton Brylawski, representing the motion picture industry, discussed the copyright problems of the flickers.

Midwest Enjoys Terperery Boom

(Continued from page 11)

World War II formed the nucleus of a large number of Southern tours, which normally is poor one-night territory. Too, these dates have their advantages: (1) Salaries paid bands are pretty much standardized and payoff good; (2) orksters can forget transportation worries for, if the jump is lengthy, military cargo planes transport the ork to its first date and either cars or planes jump the band between dates. The latter factor was especially important in jumping bands from coast to coast, especially between Omaha and Los Angeles. This stretch is arid one-night land and plane transportation across this 1,300-mile strip is too expensive for a band's budget.

The shot in the arm given the band business by the prospect of more military dates has caused agency band execs to carefully prune and strengthen their band rosters. This week Don Reid received his release from Music Corporation of America (MCA) and went with McConkey Artists Corporation, while Russ Carlyle, who previously had received his release from MCA and spent short stretches with Associated Booking Corporation and McConkey, returned to MCA. Ray Robbins, it was understood, had filed for his release from MCA and was dickering for a transfer to General Artists Corporation.

Frankie Laine Faces Suit Over New Tune

NEW YORK, Sept. 16.—Frankie Laine faces a \$25,000 suit in New York Supreme Court over his tune, *It Only Happens Once*. It was disclosed this week. Suit was filed by Arnold Freeman, actor and songwriter, who claims to have written the lyrics for the song.

Freeman claims he entered into a contract with Laine July 7, 1943, by which he was to get 50 per cent if the song was sold or published. He charges that Laine caused the song to be published and recorded in 1949 without his knowledge or consent and without giving him an accounting of profit, payment or co-writer credit.

20, No Groaning

HOLLYWOOD, Sept. 16.—

Bing Crosby waxed 20 sides for Decca in four days, a record number even for the Groaner. Datch includes two disks with his four sons, to be aimed at the yule mart, serving as a follow-up for the smash duo with his son, Gary. Others include four sides with the Andrews Sisters, Bingle solos, one with Carol Richards (who shared the lyrics on *Sunshine Cake*) and four with the Lynn Murray Chorus.

Sides will be released as single disks with possible pairing for albums later. Decca expects a terrific response to family platterings as a result of its success with the Gary duos.

Dance Band Biz Steps Into \$\$\$; Armed Force Expansion Is Factor

(Continued from page 11)

for keeping the operators above water.

Record companies' activities with bands have done much to recreate the public's interest. RCA's effective *Here Comes the Dance Bands Again* album series; the same diskery's potent campaign which led to the development of the Ralph Flanagan band and a current plan to build orks around Bob Dewey and Buddy Morrow; Decca's drive with its Jerry Gray band; the same diskery's remarkable merchandising of Guy Lombardo on wax and its recent acquirement and skedded hypo of Tommy Dorsey's ork; Capitol's dance band drives glued to the workings of the Ray Anthony and Jan Garber bands, and Columbia's double-barreled dance band drive in its long playing disk series—*Dance Parade and Dance Date*.

The military training and supply centers have not yet proved to be major sources of band work, the anticipation is that they will develop into key work days by the first of the year. The camps, stations and depots are not sticklers for week-end or other special dates and take name crews for Mondays, Tuesdays and Wednesdays. Filling these days have been the bookers' greatest problem in the recent years. While the Midwest, which has been a steady band territory in spite of mediocre business thru the rough years, has shown signs of increased armed forces' work (see other story this page), it is the East Coast and West Coast which stand to make the greatest gains out of the combined military training and arms programs. Even at this stage, the Eastern territory line-up of buyers is beginning to reach imposing proportions. Centers already on monthly and bi-monthly band diets are such spots as Bradley Field, Washington; Fort Lee, Petersburg, Va.; Fort Bragg; Fayetteville, N. C.; Langley Field, Va.; naval air stations of Jacksonville and Pensacola, Fla.; Maxwell Field, Ala.; Camp Lejeune, N. C.; Cherry Point Air Base, N. C.; Fort Benning, Columbus, Ga.; Greenville Army Air Base, N. C.; and the Naval Supply Depot, Harrisburg, Pa. There are a number of others which have been making initial requests of the agencies for band bids.

Symptoms of new life in the business is best pointed up in the grosses of tours by such orksters as Les Brown (see other story this section), Woody Herman, Tony Pastor, Ralph Flanagan, Lionel Hampton, Henry Busse, Johnny Long, Sammy Kaye, Guy Lombardo, Tommy Dorsey, and Harry James.

Brown's 143G

Brown racked up \$143,040.39 for his summer tours, averaged \$2,747 per night for his troubles and broke half a dozen attendance and money marks en route.

Flanagan came out in percentage money on virtually all of his dates during August, just prior to his Hotel Statler, New York, opening September 11. His top figures were made on a three-day stand at Walled Lake Casino, Michigan, August 11-13, when he grossed \$7,342.50.

Kaye, who was spotty earlier in the summer prior to his Waldorf Astoria date, picked up such gates as \$2,747 at Ephrata, Pa., August 20; \$2,333, Youngstown, O., August 18; \$2,150, Bridgeport, Conn., August 13; \$2,100, at Pottstown, Pa., August 12.

Tony Pastor's band scored 15 percentage dates out of 18 promotion dates during August. Hampton has been doing some of the best Coast one-night business in some time and his agency, Associated Booking Corporation (ABC), claims he has hit percentage on at least three of every four dates. Lombardo scored 9 per-

centage dates of 11 promotions he played in August. Woody Herman, whose band was a tough sale for some time, broke thru with his reorganized crew to hit three overage money dates of every four he played. Herman picked up \$842 over-money in Fort Worth July 15, set an all time record at Lou Anne's, Dallas, July 14 with 2,186 people, broke other records in Tulsa and Tuscola, Ill. Incidentally, the Texas territory has been booming as a band center in recent months with the growth of the oil boom there and the migration of large numbers of laborers into the oil centers.

Flanagan Big

To complement the one-night business pick-up, there have been reports of increased interest in the location takes. Flanagan currently is doing top business at the Hotel Statler here; Tommy Dorsey and Harry James scored solid Hotel Astor trade this summer; Jerry Gray just completed one of the biggest Palladium Ballroom, Hollywood, dates in quite a while and he was followed by Freddy Martin, who opened to a packed house in the giant Coast terperery. Some new class locations have opened to names with such samples as the Statler Hotels in Washington and Buffalo going for such crews as that of Shep Fields.

Band booking agents too are reflecting an optimistic picture. Larry Barnett, co-ordinator of Music Corporation of America's national ork and nitery operations, told *The Billboard* that "business for the fall looks good—but generally what the band business needs is some new ideas." He said that summer business, tho it was confined to fewer working spots, was better than last season's. Barnett handed kudos to the record companies for taking steps to develop bands. Barnett summed up that band business needs a "changed orientation" because money is needed to develop personalities.

Milton Krasny, executive veepee of General Artists Corporation (GAC), said that the "bookings have been better and we have enjoyed a general pick-up in business." He believes that the future of band business is bright and made a strong point of the fact that "band leaders have their nuts down to workable levels." He did not believe the government military program would have immediate effects on the ork trade but believed that it could become an important factor in the near future.

Joe Glaser, who Associated Booking Corporation (ABC) has developed into the third band agency since the demise of the William Morris agency band department, told of enjoying the biggest three months in the history of his agency during the past summer. Willard Alexander, veteran ork agent and operator of his own agency, noted that "there has been an increase in business."

VICTOR GIVES "45"

(Continued from page 11)

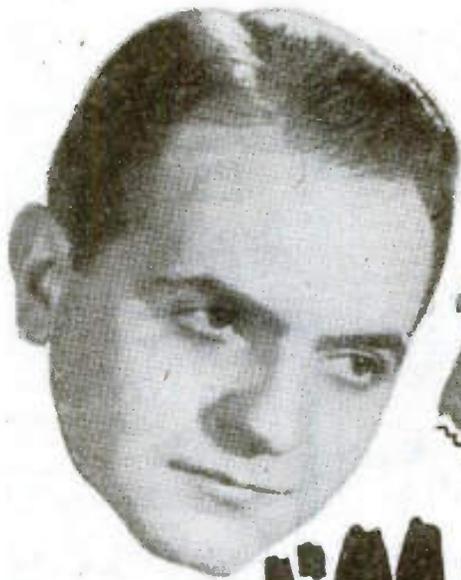
mini-disks, the fixtures have started record lines in appliance stores where disks were not previously handled and re-stimulated sluggish disk outlets. Finn cited a recent instance in the East Hartford, Conn., RCA distributor, who made up an inventory of \$100 in 45 disks in the Highboy fixtures, largest of the units, selling at \$98. The package was turned over to the distributor's appliance salesmen, who sold 87 to appliance dealers. Finn also gave as an example of the salability of the units the experience of the Cambridge, N. J., distributor, who sold 300 of the Selerette units, smallest of the models, in the last month and a half.

Masters and Wife To Chi Tele, Ork Set for 1-Niters

CHICAGO, Sept. 16.—Frankie Masters and his frau, band chirp Phyllis Miles, have figured out another approach to attacking the TV front. First such prospective solution was suggested last week, when Associated Booking Corporation here worked out a deal with the Blue Note, downtown jazz bistro, to use Louis Armstrong's All-Stars for an indefinite period, so that the tooter could work out a network TV show (*The Billboard*, September 16).

Masters, who closes a 30-month stay at the Boulevard Room of the Stevens Hotel here late in October, switches with his wife to an audience participation TV show five days per week over WGN-TV. Show, which will air locally between 1 and 2 p.m., will be bankrolled by Walgreen's drug chain. In order to keep his ork together, Masters will work from three to four one-niters per week in the Chi vicinity. Promotion of the new Mr. and Mrs. TV seg will be handled by Joe Kayser Jr., while Carson Harris will handle script duties.

Leighton Noble follows Masters into the Stevens for an indefinite period November 1.



SONNY BURKE

and His Orchestra

"MAMBO JAMBO"

DECCA 24993 (78 rpm)
and 9-24993 (45 rpm)

COUPLED WITH **WHAT, WHERE & WHEN**



BEST SELLERS POPULAR

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Play a Simple Melody Sam's Song	GARY CROSBY and FRIEND Decca 27112 *9-27112
Cincinnati Dancing Pig Somebody's Cryin'	RED FOLEY Decca 46261 *9-46261
All My Love ("Bolero") The Swiss Bellringer	GUY LOMBARDO Decca 27118 *9-27118
Nola Let's Do It Again	GUY LOMBARDO Decca 27178 *9-27178
Blue Light Boogie— Parts One and Two	LOUIS JORDAN Decca 27114 *9-27114
Mona Lisa The 3rd Man Theme	VICTOR YOUNG and DON CHERRY Decca 27048 *9-27048
Thinking of You Here in My Arms	DON CHERRY Decca 27128 *9-27128
Can Anyone Explain (No! No! No!)	DICK HAYMES Decca 27161 *9-27161
I Cross My Fingers La Vie En Rose	SING CROSBY Decca 27111 *9-27111
I'm Forever Blowing Bubbles	ARTIE SHAW and GORDON JENKINS Decca 27186 *9-27186
You're Mine, You!	RED FOLEY Decca 14526 *9-14526
Our Lady of Fatima The Rosary	RED FOLEY Decca 14526 *9-14526
All My Love ("Bolero") The Friendly Islands	SING CROSBY Decca 27117
Steal Away Just a Closer Walk With Thee	RED FOLEY with JORDANAIRE Decca 14505 *9-14505
Helpless This Could Be Forever	SING CROSBY with RUSS MORGAN Decca 27143 *9-27143
There Will Never Be Another You	ANDREWS SISTERS with GORDON JENKINS Decca 27115 *9-27115
Can't We Talk It Over	ANDREWS SISTERS with GORDON JENKINS Decca 27115 *9-27115
Sometime I Was Dancing With Someone	INK SPOTS Decca 27102 *9-27102
Our Little Ranch House Here, Pretty Kitty	GUY LOMBARDO Decca 27092 *9-27092
La Vie En Rose C'est Si Bon	LOUIS ARMSTRONG Decca 27113 *9-27113

COUNTRY & WESTERN

Goodnight Irene Hillbilly Fever #2	RED FOLEY and ERNEST TUBB Decca 46255 *9-46255
Cincinnati Dancing Pig Somebody's Cryin'	RED FOLEY Decca 46261 *9-46261
You Don't Have to Be a Baby to Cry G-I-R-L Spells Trouble	ERNEST TUBB Decca 46257 *9-46257
I'm Moving On Guitar Shuffle	NAME GARLAND Decca 46256

SEPIA

Bésame Mucho (Kiss Me Much)	THE RAY-O-VACT Decca 48162 *9-48162
You Gotta Love Me Baby Too	THE RAY-O-VACT Decca 48162 *9-48162
The Natural Facts I Heard My Mother Call My Name	SISTER ROSETTA THARPE and SAM PRICE TRID Decca 48166 *9-48166

NEW RELEASES

Boulevard of Broken Dreams Your Eyes Have Told Me So	DICK HAYMES with VICTOR YOUNG Decca 27195 *9-27195
The Tubby the Tuba Song Popo the Puppet	DANNY KAYE Decca 27199 *9-27199
Crumbum The Shekomeko Shuffle	ARTIE SHAW Decca 27196 *9-27196
The Samba Polka Catana	ETHEL SMITH and BANDO CARIOKA Decca 27197 *9-27197
Where or When There Will Never Be Another You	LIONEL HAMPTON Decca 27198 *9-27198
Me Voy Pa' Korea Pedro, Tienes Que Valer	HORO MORALES Decca 21316
Mamborombombo Paloma	ALBERTO IZMAGA Decca 21317
My Tight Wad Daddy I Like That Kind	AUDREY WILLIAMS Decca 46264 *9-46264
I'm Sitting on Top of the World Why, Oh Why, Oh Why	JAKE VAUGHN Decca 48173 *9-48173

*Indicates 45 RPM Version

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Selections include: PANAMA—NEW ORLEANS FUNCTION—FINE
AS A BIRD—OH, DIDN'T HE RAMBLE—MY BUCKET'S GOT A HOLE
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DECCA ALBUM 9-77 • Four 45 RPM Unbreakable Records • Price \$3.35
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COME HOME

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RAY MCKINLEY'S JAZZ BAND

vs. JOE MARZALA and HIS CHOSEN SEVEN

27072 NEW ORLEANS PARADE • *9-27072 LOVE IN THE FIRST
DEGREE • 27073 SHACK IN THE BACK • *9-27073 FINGERWAVE
• 27074 CHIMES BLUES • *9-27074 • SWEET MAMA, PAPA'S
GETTING MAD • 27075 LAZY DADDY • *9-27075 WALKIN' THE
DOG

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DECCA ALBUM A-773 • Four 10-inch 74 RPM Records • Price \$2.75

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Our Very Own Mad About You	VICTOR YOUNG and DON CHERRY Decca 27067 *9-27067
Tic-Tock Polka Professor Spoons	BOB NANNON and JOHNNY RYAN Decca 27105 *9-27105
I Think I'm Gonna Cry Again Ace in the Hole	MERVIN SHIMER Decca 46260 *9-46260
Yesterday We're Gonna Rock	GUNTER LEE CARR Decca 48170 *9-48170

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- DINAH SHORE Columbia
- G. GIBBS-B. CROSSBY Coral
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FRIENDLY STAR

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LATEST BALLAD

"YOUR NOT IN MY ARMS TONIGHT"

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MUSIC BOURNE TO LIVE

JUST SAY I LOVE HER

JOHNNY DESMOND

MGM 10738

ABC MUSIC CORP. 700 7th Ave. N.Y., N.Y.

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Thanks to... RAYBURN AND FINCH for creating a big stir with

"PROFESSOR SPOONS"

Hannon-Ryan Decca #27105

GENERAL MUSIC

400 Madison Ave., N. Y. C., PL 3-7342

An Important Message for Everybody in the Music-Record Industry! See page 34...

Gypsy Rose Lee, Hazel Scott, Ireene Wicker in Red Spotlight

(Continued from page 3)

"The-Com-mie-s-played-Me-for-a-Sucker" statement to the House Un-American Activities Committee, and Myron McCormick's denunciation of Red Channels and its publishers (all in September 2 and 9 issues of The Billboard), three more performers found themselves, or claimed to find their careers, in jeopardy as a result of being listed in Red Channels.

Early in the week, Gypsy Rose Lee's skedded appearance as regular fesssee on the American Broadcasting Company's (ABC) What Makes You Tick was protested by the Illinois chapter of the American Legion (225,000 members) at its convention in Chicago. Protest was in the form of a wire from Edward Clamadge, chairman of the organization's Anti-Subversive Commission to ABC Prexy Robert Kintner.

Replying to the Legion, Kintner quoted Gypsy's flat denial she was or ever had been a Commie and told Clamadge: "If you have any evidence to the contrary, please advise me." (For Gypsy's statement, plus full list of her non-Commie and anti-Commie record see separate story this issue.) Gypsy, it seems, will go on as scheduled, thanks to Kintner's and ABC's "show-us-proof" position.

Apparently less fortunate were Ireene Wicker and Hazel Scott. Miss Wicker, long-time radio and TV "Singing Lady" said that it was a "curious coincidence" that, following the publication of her name in Red Channels, her sponsor, the Kellogg Company, failed to renew her option for the ABC TV show. Miss Wicker also issued a vehement denial that she was or ever has been a Communist, and said her lawyers were looking further into the situation.

Hazel Scott told a press conference in New York Friday afternoon (15) that her DuMont TV show had been building steadily, had attracted considerable sponsor interest, was right on the verge of being sold, until Red Channels became the book of the industry. An advertising agency exec, she said, remarked to her manager, Mike Vallon, recently: "What are you going to do about your girl, she's in the book, you know?"

Realizing that her career was in grave danger she said she approached the House Un-American Activities Committee over a month ago to ask for the opportunity of appearing and stating her case. As late as Thursday morning (14) she was in Washington, hoping to "go on." When the committee informed her they weren't ready to hear her, due to previous commitments, she released a statement denouncing Communism, dehying any sympathies with the cause, vehemently castigating Red Channels and its publishers, and otherwise fully stating her case. (Her complete statement appears elsewhere in this issue.)

The Misses Scott, Wicker, Lee, Muir and the Messrs. White and McCormick are six of the 151 people listed in Red Channels. It is known that a number of the remaining 145 have begun to feel the effects of being included in one way or another, and it is considered likely that this sextet of cases is only the beginning.

In the meantime, Ted Kirkpatrick, managing editor of Counterattack and Red Channels continued to take a lashing from virtually all show business unions (see separate story in this issue). Kirkpatrick, however, continued to stand his ground. In an appearance on the Mutual Broadcasting System's (MBS) Reporter's Round-Up, he answered press men's questions and outlined Counterattack's position in the present situation (see review in Radio Department this issue). And in the current issue of Counterattack he stated his organization's position. "The publishers of Counterattack," he said, "have been, and are doing what they can to sup-

ply information concerning Communist activities to the public. They are determined to continue doing so, now that the Korean crisis has highlighted the menace to the U. S. and all free nations that is presented by the international Communist movement... It is Counterattack's stand that no sponsor of any radio or TV program should have a totalitarian of any kind on the air. Quite a few people with continuing records of pro-Communist activity are still associated with a considerable number of programs. They should be dropped even if they are good money-makers for the sponsor."

GF, Red Book Take Beatings From Unions

(Continued from page 3)

the practice of firing, or refusing to hire a performer because of pro-Commie allegations made against that performer (all were in reference to the celebrated General Foods-Jean Muir case).

The Television Authority (TA) condemned sponsors and advertising agencies for succumbing to self-appointed pressure groups "who in their anti-Communist zeal destroy basic individual rights."

The Authors League of America (ALA) rejected the General Foods proposal that a joint industry board be set up to "pass on" so-called controversial personalities (GF's tag for Miss Muir). "This," said the League, "is a sorry plan for backdoor censorship and we register our strong disapproval." The League also slugged Counterattack, the anti-Commie news letter, which also published Red Channels. With "... growths as potentially malignant as Red Channels cannot be cured by commercial compromises."

Actors' Equity (AE) Council also denounced "irresponsible individuals, groups, organizations and publications" who smear the reputations of actors and condemned employers "permitting themselves to be intimidated." Equity specifically condemned GF in the Muir matter.

Henry Dunn, president of the American Guild of Variety Artists (AGVA), told The Billboard: "We won't take it lying down. Red Channels is a violator of civil liberties. Whenever some private agency takes a poke at our members and takes away their bread and butter, we'll be in there battling." AGVA, said Dunn, would hold a meeting on the problem some time during the week of September 18.

Even the Friars passed a "proposed resolution," protesting the dismissal of any theatrical person for any political reason "without having first given the said person an opportunity to be heard before a properly constituted tribunal."

Two resolutions were passed by the national board of the American Federation of Radio Artists (AFRA). One called upon performers' unions to invite reps of networks, agencies and advertisers to meet "to explore methods of working out an intelligent solution to the problem posed by the Muir case and similar incidents." The other resolution called for appointment of a committee to study the question of black-listing.

During the week, too, 29 members of the Radio Writers' Guild (RWG) petitioned the organization's council to take steps "to free the RWG from any justifiable charge of Communist domination." The 29 asked the union to pass a resolution condemning Communism, Fascism and totalitarianism in any form.

THE PEAK OF MUSICAL DISTINCTION

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IT'S LOVE

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Recorded by

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by KAY STARR
Capital 1-936

For Christmas C-H-R-I-S-T-M-A-S

THE MERRY CHRISTMAS POLKA

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TWO HOT SONGS—TWO HOT RECORDS

I SHOULDN'T LOVE YOU BUT I DO

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Write for Your Free Copy of This Terrific Record Today.

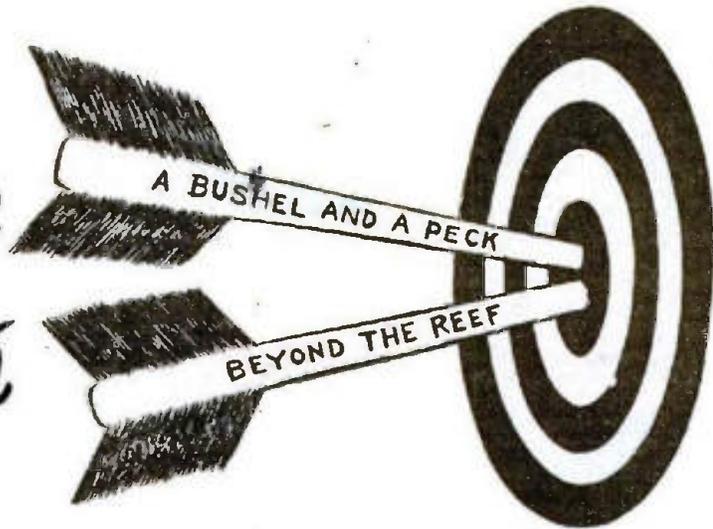
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*Score a
 Twin
 Bulls-Eye
 with*



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A BUSHEL AND A PECK and **BEYOND THE REEF**

From the New York Musical "Guys and Dolls"

78 rpm—No. 1234



45 rpm—No. F1234

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One of the Greatest Inspira-
tional Songs of the Time



A RECORD EVERY FAMILY
IN AMERICA WILL WANT
TO HEAR . . . TO OWN



RCA VICTOR Records



MUSIC—AS WRITTEN

Lanson Buys House in Stamford, Conn.

Warbler Snooky Lanson, who estimates he's been commuting 2,000 miles a week from his home in Nashville to meet his radio and TV commitments, has bought a house in Stamford, Conn. Lanson is on the "Hit Parade" TV and AM shows and does the commercials on two other TV programs.

BMI Sez Catalog's Always Been Free to Armed Forces

Broadcast Music, Inc. (BMI), points out that it has always made its catalog available to the armed forces performance-free, and has never rescinded its offer. The BMI statement follows an American Society of Composers, Authors and Publishers (ASCAP) announcement to the effect that the ASCAP catalog was again being put at the disposal of the armed services as it had in World War II.

Reiner's First for Columbia To Be "Fledermaus"

Fritz Reiner, Met opera conductor who recently switched from Columbia to RCA Victor, is preparing his first cutting for the latter, an album of highlights from Johann Strauss's opera "Die Fledermaus" with an all-star cast. Work will be in an English translation by Ruth and Thomas Martin, and will be presented complete in about 20 performances at the Met this season. The recording cast will include Jan Peerce, James Melton, Robert Merrill, Rise Stevens, Patrice Munsel and Robert Shaw. The album will be released in 1951. London Records has a complete recording of the work in German, which will be released here this fall.

Leonard Feather Recovered; Back on Busy Sked

Jazz Critic-Composer Leonard Feather, fully recovered from a serious auto accident, has taken over a multiple role in the Duke Ellington organization. Feather takes charge immediately as general manager of Duke's Tempo Music publishing firm, and also of Mercer Records, diskery recently launched by Duke's son, Mercer. In addition, Feather is working with Duke on several radio and TV script series. Feather is also back on the air making semi-weekly appearances on Skitch Henderson's deejay show over WNBC, New York.

Ten-Word Titled Tune Knocks 'Em for Washington Loop

"Baby, Say You Love Me (In 25 Words Or Less)," written by Sally Meredith, Washington housewife, is getting a good play in D. C. sheet music departments. Mrs. Meredith had the music published by Acme Music Corporation after winning an amateur song-writing contest conducted by Jackson Lowe, WWDC, Washington.

Cap To Use P.A.'s in Building Ferguson Into Name

Capitol Records will try a new technique in building Maynard Ferguson as a band leader. Rather than try to achieve this aim in the recording studio as Victor did for Ralph Flanagan or Decca on Jerry Gray, Cap will intro Ferguson to the dancing public and deejays by allowing him to tour with the Stan Kenton band. Youthful trumpeter will take over the Kenton baton on a couple of numbers he has already cut for Cap under his own name, in addition to holding the featured spot as trumpet soloist.

Victor Splash for Disney "Alice" Disks

RCA Victor will team its promotional might with Walt Disney for a giant campaign on its disk releases of "Alice in Wonderland." Bob MacRae, Victor disk merchandising chief, concluded a week's huddles with Disney's exploitation-promotion toppers and Disney licensees. Fact that the campaign is expected to be of unprecedented proportion is indicated by the early start of plans. Full-length technicolor cartoon feature based on the Lewis Carroll classic will not be released until August, 1951. Victor's "Wonderland" disk wares are not expected to hit the market until late spring. Diskery has appropriated a \$100,000 budget for its campaign, using everything from window displays and magazine advertising to theater lobby cards and tie-ins with other Disney licensees.

In Other Words—Even We Can Be Wrong

In last week's "Honor Roll of Hits," The Billboard inadvertently credited Harms with publishing the new tune, "All My Love," and listed Al Jolson, Harry Akst and Sol Chaplin as the writers. We must have been thinking of another song; this one is published by Mills and was clefted by Paul Durand, Mitch Parrish and Henri Contet.

Kenton One-Nighter Tour Bows in Sacramento

Initial leg of Stan Kenton's one-nighter dance tour is set, with the Steinwaying maestro kicking it off Saturday (16) at the Sacramento Auditorium. Crew plays the Edgewater, San Francisco, the following night; Sweet's Ballroom, Oakland, Calif., 18; Palomar, San Jose, Calif., 19; Rainbow Randevu, Salt Lake City, 21; Rainbow, Denver, 22-23-24; Silvar Ballroom, Norton, Kan., 28; Meadow Acres, Topeka, Kan., 27; Turnpike Casino, Lincoln, Neb., 28; Peony Park, Omaha, 29; Pla-Mor, Kansas City, Mo., 30; New Moon, Wichita, Kan., October 1; Cimarron Ballroom, Tulsa, Okla., 2; Dennison, Tex., 3; Texas A. & M., College Station, Tex., 4, and Lou Anne's, Dallas, 5.

Mindy Toys With Promotion

Mindy Carson, RCA thrush, has sent out a cute promotion piece. It's a tiny toy umbrella (and it works, too), as a reminder of her disk-ing of "A Rainy Day Refrain."

Signature R&H Label Renewed

Signature Records is reactivating its rhythm and blues label, kicking off with two instrumentals by Julian Dash, ex-Erskine Hawkins tenorman. Singing 88'er Tommy Edwards also has been inked for the R & B series.

Peanuts Hucko Forms Trio

Jazz clarinetist, Peanuts Hucko, has formed his own trio. Joe Glaser is booking the group on a tour of the jazz club circuit, with Ernie Anderson managing.

Kenton Eyes Ballet as Dancers Use His Works

Stan Kenton may try his hand at creating ballet music as a result of interest in his work by dance directors of TV's hour-and-a-half Saturday night "Show of Shows." Tele terpers are currently rearranging four Kenton creations for their 22-piece ork, and are using his Cap diskings of these selections for rehearsal purposes. Music has never before been used functionally.

Seeco To Issue Eight Prado Sides on One LP

Seeco Records, which recently purchased the masters of the Lina diskery, has culled eight Perez Prado sides from the Lina catalog, and will issue them next week on an LP disk. Prado, now a Victor artist, has become a pop as well as Latin seller. Seeco will also issue two Spanish children's records obtained in the Lina deal. Seeco Prexy Sidney Siegel leaves September 24 for a one-month tour of South and Central America, where he will scout new talent.

New York:

Murray Baker, professional manager of Robbins Music, became the father of twins, a boy and a girl, last week. . . . Hill & Range secured rights to put a pop lyric to the Pepsi-Cola jingle. . . . Guy Lombardo returns to the Roosevelt Grill Monday (25). . . . Nick Campbell reduced his professional staff this week, laying off Burt Haber here and Benny Kanier in Chicago. . . . Harry Finfer is the new sales manager for Gotham Records, Philadelphia indie. . . . Eddie Fisher opens at the 400 Casino, Albany, N. Y., Thursday (21), for four days, then goes to the Town Casino in Buffalo for a week.

Maxine Sullivan set for five weeks at La Comedia. . . . The Deuces Wild held over for another six weeks at Ruban Bleu. . . . Three Flames opened this week at the Town House, Utica, N. Y. . . . Eddie Heywood Trio goes into the Royal Club, Columbus, O., September 25. . . . Adrian Rollini Trio now at the Town Hotel, Milwaukee.

London deejay promoter Harvey Geller married Toni Hagedorn recently. . . . Thrush Chubby Kent rejoined the Duke Ellington band last week. . . . The Southernaires are cutting four sides for Joe Davis's Beacon label next week. The tunes will all be Davis's publications. The group resumes its Sunday show over WJZ September 24. . . . Orkster Paul Neighbors opens at the Hotel Roosevelt, New Orleans Thursday (21). . . . Warbler Roger Coleman is cutting a series of kidisks for the Children's Record Guild (CRG). The first package will be released in October. . . . Elaine Sherwood, former Tommy Tucker chirp, made her solo TV debut last week on Robert Q. Lewis's "The Show Goes On." . . . E. R. (Ted) Lewis, president of London Records and the British Decca industries, returns to England Thursday (21).

Chicago:

The Chuck Subers (he's the GAC comptroller here) became parents of a daughter, Ann, both September 11. Mother is the former Grace Mary (Leo) Dain, secretary to Howard Sinnott, GAC's one-night booker in New York. Granddad is Sam Suber, v.-p. of Local 802, New York AFM chapter. . . . Dick Williams is the boy singer with Harry James's crew, currently working Midwest one-nighters till his return to the Coast October 30. . . . Benny Strong into the Aragon Ballroom November 7 for eight weeks. Date, his second in a year, is one of the few two-month stays accorded any band at either Karzas ballroom this year. . . . Frankie Masters has bought a three-apartment building in Chicago and intends to make his home here. . . . Sylvia Wischoff has left GAC here as cocktail booker, with a man from another GAC office, possibly Gray Gordon, now in Ciney, coming in to take over her spot. . . . Mercury has inked Tony Fontaine to a waxing pact. . . . Jack Buckley and Lloyd Garrett, once executives of the now defunct Vitacoustic label, are operating a talent agency here, specializing in south-of-the-border imports. . . . Lou Douglas, free-lance musical conductor and arranger here, has inked with Mercury to handle recording dates exclusively for the diskery. . . . Mercury putting out a series of illustrated sleeves for standard single 10-inch items, starting with Frankie Laine's "God Bless the Child" and the Richard Hayes-Kitty Kallen "Our Lady of Fatima."

On the Sound Track:

Frankie Carle inked for Universal-International short. . . . David Buttolph to score "The Enforcer," U. S. Pictures production for Warners release. . . . Mercury's Kay Brown getting vocal-dramatic-dancing instructions at Metro to prep her for pic debut. . . . David Raksin at work on his fourth musical score of the year for MGM, "The Magnificent Yankee." Already penned and on the shelf are "The Reformer and the Redhead," "Right Cross" and "The Next Voice You Hear." . . . Benny Carter inked for "American in Paris" (M-G-M). More often heard on the soundtrack than seen on the screen, Carter this time will be shown heading a combo in a Parisian cafe scene. . . . Cy Miller and Jerry Seelen have inked three new songs for Doris Day and Gene Nelson in Warners' "Lullaby of Broadway." "We'd Like To Go on a Trip," "You're Dependable" and "The World's a Wonderful Place." . . . Dennis Day's talent for impersonations will get the spotlight in 20th Century-Fox's "I'll Get By." Day takes off on Jean Sabilon singing "J'attendrai," Sophie Tucker doing "Some of These Days" and "Jimmy Durante in a medley of Schnoz faves.

Metro will switch from the usual procedure of using popularized Broadway scores as in "Annie Get Your Gun" or musicals composed of old faves as in "Three Little Words" by leaning heavily on original song material in future productions. "Pagan Love Song" will feature eight new Harry Warren-Arthur Freed tunes. Howard Keel will shoulder the vocal load with songs including "Music on the Water," "The House of Singing Bamboo," "Tahiti," "Why Is Love So Crazy?" "Singing in the Sun," "Etiquette," "Sea of the Moon" and "Here in Tahiti We Make Love." Ditto number of tunes were completed by Burton Lane and Alan Jay Lerner for "Royal Wedding," to be shared by Fred Astaire and Jane Powell. Tunes include "Every Night at Seven," "Open Your Eyes," "How Could You Believe Me?" "I Left My Hat in Haiti," "You're All the World to Me," "The Sunday Jumps," "Happiest Day of My Life" and "What a Lovely Day for a Wedding." Four new tunes by Dorothy Fields and Arthur Schwartz will be used in "Excuse My Dust," Red Skelton-Sally Forrest co-starrer with six ditties by Warren and Mercer on the books for "Belle of New York." Miss Fields and Harold Arlen have three new tunes in the Pinza-Turner starrer, "Mr. Imperium," including "My Love and My Mule," "Andiamo" and "Let Me Look at You" with the basso thundering all three.

Breaking for a Hit!
 Coast to Coast—
 the Great *Original* recording of...

"PETTITE WALTZ"



by...

The Three Suns



RCA VICTOR Records

78 rpm
 20-3834
 45 rpm
 47-3834

M-G-M



LIST OF HITS!

M-G-M Disk Hits Heading for Top Sales

INDICATE QUANTITY

BILLY ECKSTINE	THE SHOW MUST GO ON YOU'VE GOT ME CRYING AGAIN	10778 (78 RPM) K10778 (45 RPM)	_____
BILLY ECKSTINE	MY DESTINY ROSES	10684	_____
JIMMY DURANTE	BILL BAILEY, WON'T YOU PLEASE COME HOME? WHAT YOU GOIN' TO DO WHEN THE REAT COMES 'ROUND?	30255 (78 RPM) K30255 (45 RPM)	_____
MONICA LEWIS	LET'S DO IT AGAIN NEVERTHELESS (I'm In Love With You)	10772	_____
JOHNNY DESMOND	JUST SAY I LOVE HER IF ANYBODY DOES	10758 (78 RPM) K10758 (45 RPM)	_____
FRANK PETTY	AT SUNDOWN BLESS YOUR HEART	10735 (78 RPM) K10735 (45 RPM)	_____
BILL FARRELL	YOU'RE NOT IN MY ARMS TONIGHT 'DEED I DO	10757 (78 RPM) K10757 (45 RPM)	_____
TOMMY TUCKER and his Orchestra	I'M PRAYING TO SAINT CHRISTOPHER CHERRY STONES	10767 (78 RPM) K10767 (45 RPM)	_____
GEORGE SHEARING Quintet	WHEN YOUR LOVER HAS GONE CARNegie HORIZONS	10763 (78 RPM) K10763 (45 RPM)	_____
ART LUND	YOU WONDERFUL YOU FRANCIE	10750	_____
RUSS CASE and his Orchestra	ALL MY LOVE COULD BE	10792	_____
IVORY JOE HUNTER	LIVING A LIE OLD MAN'S BOOGIE	10761	_____
MACKLIN MARROW and MGM Orchestra	BANJO AND FIDDLE DANCE OF THE VIOLINS	30256 (78 RPM) K30256 (45 RPM)	_____
BLUE BARRON and his Orchestra	BEYOND THE REEF BUBBLES	10766 (78 RPM) K10766 (45 RPM)	_____
ART MOONEY and his Orchestra	THERE'LL NEVER BE ANOTHER YOU WHAM! BAM! THANK YOU MA'AM	10765 (78 RPM) K10765 (45 RPM)	_____
HANK WILLIAMS	THEY'LL NEVER TAKE HER LOVE FROM ME WHY SHOULD WE TRY ANYMORE	10760 (78 RPM) K10760 (45 RPM)	_____
BOB WILLS	FADED LOVE BOOT HEEL DRAG	10788 (78 RPM) K10786 (45 RPM)	_____
ARTHUR (Guitar Boogie) SMITH	CONVERSATION WITH A MULE MANDOLIN BOOGIE	10791 (78 RPM) K10791 (45 RPM)	_____
THE MELODEONS	CINCINNATI DANCING PIG SWINGING DOORS	10805	_____
JACK BOLES	THE RED WE WANT IS THE RED WE'VE GOT THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE	10794	_____

3 Best Selling MGM Albums

ANNIE GET YOUR GUN Betty Hutton & Howard Keel	MGM 50 (78 RPM) E-509 (33 1/3 RPM) MGM K50 (45 RPM)	_____
THREE LITTLE WORDS Fred Astaire & Red Skelton	MGM 53 (78 RPM) E-516 (33 1/3 RPM) MGM K53 (45 RPM)	_____
SUMMER STOCK Judy Garland & Gene Kelly	MGM 56 (78 RPM) E-519 (33 1/3 RPM) MGM K56 (45 RPM)	_____

Use this check list to order M-G-M RECORDS Hits...
Mail to your local MGM RECORDS DISTRIBUTOR!

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M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days or Week Ending September 15

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week | By | Last Week |
|--|--|-----------|
| 1. GOODNIGHT, IRENE | By Muddle Ledbetter and John Lomax
Published by Spencer (BMI) | 1 |
| Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E 1ubb, 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)10713; D. Day-C. Dam, V(78)20-3870, (45)47-3870; L. Dee Dec 46258; J. Stafford, Cap 73142; C. Stewart, Coral 60766; Leadbelly, Atlantic 917; H. Mullican, King 886; G. Aubry, 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 3261.
Electrical transcription libraries: Ray Anthony, Lang-Worth. | | |
| 2. MONA LISA | By Jay Livingston and Ray Evans
Published by Famous (ASCAP)
From the Paramount Film, "Captain Carey, U. S. A." | 2 |
| Records available: Dennis Day-M. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27040; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Cully Ork, Atlantic 918.
Electrical transcription libraries: Norman Cloutier's Ork, Theaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated. | | |
| 3. PLAY A SIMPLE MELODY | By Irving Berlin
Published by Irving Berlin (ASCAP) | 3 |
| Records available: G & B Crosby-M. Mallico's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Hamis-W. Schard Ork, V(45)47-3781; D. Shore H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Palce-J. Cortez Ork-R. Charles Quartet, Admiral 1016.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth. | | |
| 4. SAM'S SONG | By Jack Elliot and Lew Quaiding
Published by Sam Weiss (ASCAP) | 4 |
| Records available: J. "Fingers" Carr, Cap 962; G & B. Crosby-M. Mallico's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Okieband Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodones, 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 | (Copyright in dispute) | 5 |
| Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Lantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Soltz Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Theaurus. | | |
| 6. LA VIE EN ROSE | By Pierre Louiguy and Mack David
Published by Harms, Inc. (ASCAP) | 10 |
| Records available: L. Armstrong, Dec 27113; D. Bradley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachino Strings, V 20-3739; N. Morates, 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 24616.
Electrical transcription libraries: Skinny Ennis, Standard. | | |
| 7. ALL MY LOVE | By Paul Durand, Mitchell Parrish and Henri Contet
Published by Mills (ASCAP) | 8 |
| Records available: M. Babbitt, Coral 60290; D. 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.
Electrical transcription libraries: Allan Holmes-Johnny Corvel, Associated; Betty Chappell, Theaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzak; Patti Page, Lang-Worth. | | |
| 8. CAN ANYONE EXPLAIN? | By Bronie Benjamin and George Weiss
Published by Valando (ASCAP) | 9 |
| Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Honeydewers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 746; H. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)38927, (33) 1-759; Soft Notes, Mer 5464.
Electrical transcription libraries: Ray Anthony Ork, Lang-Worth. | | |
| 9. BONAPARTE'S RETREAT | By Pee Wee King
Published by Acuff-Rose (BMI) | 6 |
| Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McAllister, Col(78)20706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.
Electrical transcription libraries: Jack Rivers, Standard. | | |
| 10. COUNT EVERY STAR | By Bruno Copatirix and Sammy Gallop
Published by Paxton (ASCAP) | 7 |
| Records available: R. Anthony, Cap 859 and 979; M. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111; S. Stitt, Prestige 718.
Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated. | | |

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

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This week's

New Releases

... on RCA Victor

Release 50-15

Ships Coast to Coast, Week of September 24

POPULAR

- PHIL SPITALNY and his Hour of Charm Choir and All-Girl Orchestra**
Our Lady of Fatima
Ave Marie 20-3920—(47-3920)*
- MINDY CARSON with Orchestra conducted by Andrew Ackers**
A Rainy Day Refrain
Looks Like a Cold, Cold Winter
20-3921—(47-3921)*
- PERRY COMO with Mitchell Ayres and his Orchestra**
Marrying for Love
The Best Thing for You
20-3922—(47-3922)*
- THE THREE SUNS**
Sleigh Ride
I'll Find You 20-3924—(47-3924)*
- ZIGGY TALENT**
Please Say Goodnight to the Guy, Irene
Lena, the Queen A' the Uptown Arena
20-3925—(47-3925)*

COUNTRY

- JESSE ROGERS and his '49ers**
Plain Old Lovin'
I Can Fool the World
21-0389—(48-0389)*

WESTERN

- JIM BOYD and his Men of the West**
Dixieland Boogie
I Got Along Without You Before I Met You
21-0383—(48-0383)*

RHYTHM-BLUES

- ARBEE STIDHAM**
So Tired of Dreaming
You'll Be Sorry
22-0101—(50-0101)*

POP-SPECIALTY

- LAWRENCE DUCHOW and his Red Raven Orchestra**
Beloved, Be Faithful
Cry Baby Polka
23-1174—(51-1174)*

*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. 16). Obviously, sure things!

- \$ Bonaparte's Retreat**
Gene Krupa 20-3766—(47-3766)* **7**
Pec Wee King 21-0379—(48-0379)*
- \$ Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)* **7**
- \$ Cuddle Buggin' Baby**
Eddy Arnold 21-0342—(48-0342)* **7**
- \$ Enclosed One Broken Heart**
Eddy Arnold 21-0342—(48-0342)* **7**
- \$ I Love the Guy**
Fran Warren 20-3848—(47-3848)*
- \$ I Need You So**
Don Cornell 20-3884—(47-3884)* **7**
- \$ I'm Movin' On**
Hank Snow 21-0328—(48-0328)* **7**
- \$ La Vie En Rose**
Tony Martin 20-3819—(47-3819)* **7**
Ralph Flanagan 20-3889—(47-3889)* **7**
Melachirino Strings 20-3739—(47-3739)*
- \$ Mona Lisa**
Ralph Flanagan 20-3888—(47-3888)*
Dennis Day 20-3753—(47-3753)*
- \$ Music, Maestro, Please**
Tony Martin 20-3883—(47-3883)*
- \$ Patricia**
Perry Como 20-3905—(47-3905)*
- \$ The Red We Want Is the Red We've Got**
Ralph Flanagan 20-3904—(47-3904)* **7**
Hugo Winterhalter 20-3913—(47-3913)* **7**
Elton Britt 21-0381—(48-0381)*
- \$ Take a Letter, Miss Smith**
Tony Martin and Fran Warren 20-3874—(47-3874)*



★ . . . 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.
- ★ Can Anyone Explain**
Larry Green-Honeydreamers 20-3902—(47-3902)*
No. 8 Disc Jockeys Pick, Billboard, September 18th.
- ★ Orange Colored Sky**
Betty Hutton 20-3908—(47-3908)*
No. 10 Disc Jockeys Pick, Billboard, September 16th.
- ★ Thinking of You**
Eddie Fisher 20-3901—(47-3901)*
No. 8 Disc Jockeys Pick, September 18th.

TIPS

MARRYING FOR LOVE
THE BEST THING FOR YOU Perry Como 20-3922—(47-3922)*
First with top tunes from Irving Berlin's CALL ME MADAM!

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

Swing's

JULY AUG. SEPT

to

OCT. NOV. DEC.

"45"



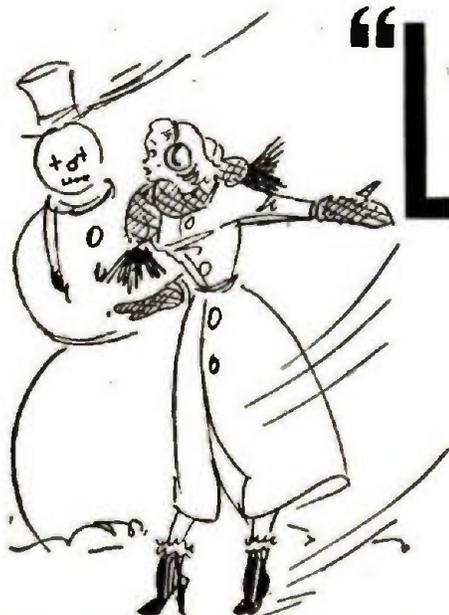
A MILLION MINDY

“A RAINY DAY
REFRAIN”



backed by

“LOOKS LIKE A COLD,
COLD WINTER”



78 RPM 20-3921 45 RPM 47-3921

 **RCA VICTOR**

FOR MINDY 

CARSON

**“YOU’RE NOT
IN MY ARMS
TONIGHT”**



backed by

“THE TOUCH OF YOUR LIPS”

78 RPM 20-3878 45 RPM 47-3878

Records





To Stafford's

Greatest Record . . .

NO
OTHER
LOVE

45 rpm
F1053



78 rpm
1053

The Billboard
MUSIC POPULARITY CHARTS
PART II
Based on reports received last three days of Week Ending September 15

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 This Week	Title	Publisher
10	1	1	GOODNIGHT, IRENE (R)	Spencer
15	2	2	MONA LISA (F) (R)	Famous
12	3	3	PLAY A SIMPLE MELODY (R)	Berlin
8	6	4	LA VIE EN ROSE (R)	Harms
11	4	5	SAM'S SONG (R)	Sam Weiss
3	10	6	ALL MY LOVE (R)	Mills
8	5	7	TZENA, TZENA, TZENA (R)	Copyright in dispute
3	11	8	CAN ANYONE EXPLAIN? (R)	Valando
17	8	9	COUNT EVERY STAR (R)	Paxton
5	9	10	BONAPARTE'S RETREAT (R)	Acuff-Rose
26	7	11	THIRD MAN THEME, THE (F) (R)	Chappell
1	—	12	THINKING OF YOU (F) (R)	Remick
22	14	13	OLD PIANO ROLL BLUES, THE (R)	Leeds
5	15	14	NO OTHER LOVE (R)	Walt Disney
22	13	15	BEWITCHED (R)	Chappell

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last This Week	Title	English	American
8	2	1	SILVER DOLLAR	Pic Music, Ltd.	Hampshire Publishing Corp.
14	1	2	BEWITCHED	Chappell	Chappell
6	7	3	HAVE I TOLD YOU LATELY?	Leeds	Duchess
5	4	4	IF I WERE A BLACKBIRD	Box & Cox	*
25	5	5	DADDY'S LITTLE GIRL	Yale	Bacon
6	6	6	SENTIMENTAL ME	Cinephonic	Knickerbocker
23	3	7	MY FOOLISH HEART	Sun	Santly-Joy
4	9	8	SAM'S SONG	Sterling	Sam Weiss
5	10	9	ONCE IN A WHILE	Magna	*
18	8	10	DEARIE	Campbell-Connelly	Laurel
10	12	11	IF I LOVED YOU	Williamson	*
2	18	12	MONA LISA	New World	Famous
15	11	13	I REMEMBER MY FIRST LOVE	Arcadia	Leeds
19	15	14	QUICKSILVER	W. H. Morris	W. H. Morris
8	14	15	CANDY AND CAKE	Irwin Dash	Oxford Music
19	13	16	LET'S DO IT AGAIN	Lennox	Robbins Music
20	17	17	OLD PIANO ROLL BLUES	Leeds	Leeds
1	—	18	ASHES OF ROSES	Campbell-Connelly	*
10	16	19	YOUR HEART AND MY HEART	Lawrence Wright	*
17	—	19	ME AND MY SHADOW	Francis Day	Bourne

*Publisher not available as The Billboard goes to press.

INTERESTING FIGURES



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THE TOP TUNES OF THE DAY

are on



TOP POPS!

	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
"MOLA," "JEALOUS" Les Paul.....	1014	F1014
"AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Starr-Ernie.....	1124	F1124
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford	1142	F1142
"I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028
"CININNATI DANCING PIG," "BRIGHT LIGHTS AND BLOND HAIRED WOMEN" Ernie.....	1174	F1174
"HOME" Nat "King" Cole.....	1133	F1133
"CININNATI DANCING PIG," "THE RED WE WANT" "Fingers" Carr.....	1182	F1182
"ORANGE COLORED SKY," "JAM-BO" Nat Cole-Stan Kenton.....	1184	F1184
"I LOVE YOU BECAUSE" Jan Garber.....	983	F983

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
JIMMY WAKELY "Mona Lisa".....	1151	F1151
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!".....	1150	F1150
JESS WILLARD "Trouble Then Satisfaction".....	1137	F1137
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952
ANN JONES & SMOKEY ROGERS "Bloodshot Eyes".....	864	F864

A NEW RECORD-READER

"BOZO on the FARM"
JUST RELEASED!

Gordon MacRae



Sings a "Different" Rhythm Novelty

"JUST THE WAY YOU ARE"

coupled with

"HONESTLY I LOVE YOU"

78 rpm 1193 • 45 rpm F1193

Stan Kenton and his Orchestra



Nat "King" Cole and his Trio

"ORANGE COLORED SKY"

with vocal by "King Cole"

coupled with "JAM-BO"

Instrumental (with Nat at the Piano)

78 rpm 1184 • 45 rpm F1184

Kay Starr



with orchestra conducted by FRANK DeVOL

"HONEYMOON"

coupled with

"NOBODY'S SWEETHEART"

78 rpm 1194 • 45 rpm F1194

Ray Anthony



AMERICA'S FAVORITE DANCE ORCHESTRA

"HARBOR LIGHTS"

coupled with "NEVERTHELESS I'm In Love With You"

78 rpm 1190 • 45 rpm F1190

ANOTHER ANTHONY HIT "CAN ANYONE EXPLAIN"

coupled with "SKYCOACH"

78 rpm 1131 • 45 rpm F1131

Jan Garber and his Orchestra



"DADDY'S LITTLE BOY"

coupled with

"LONGING"

78 rpm 1202 • 45 rpm F1202

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week ending September 15

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Week, Record Title, Artist, and Label. Lists top 30 records most played by disk jockeys.

Vox Jox

SPEED TALK... "Three-speed players are terrific. Every time one is sold, the customer starts buying records of all three speeds."

TUNE TOUTING... "There should be more theater pipe organ pop recordings like we had in the 1920's and 30's."

GRIPE DEPT... "Is it possible to get Jenkins' 'Goodnight, Irene,' in the rest of the country? This territory hasn't had it since July."

TRADE TALK... "How about some cellophane or plastic transparent envelopes to protect LP record covers from dust and fingerprints?"

MERCHANDISING TIPS... "One of the most effective ways to sell records is to display as many titles as possible."

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Patman's Audience Coverage Index.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

Table with columns: Song Title, Artist, and Label. Lists top 30 songs with greatest radio audiences.

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.

Table with columns: Song Title, Artist, and Label. Lists top 30 songs with most TV performances.

placed in a rack with the name of the songs and the artists plainly displayed. No matter how old, there will be a buyer for the record if he can see it."



A HIT IN CHICAGO!

GOIN' STRONG IN LA.!

BOSTON'S BUYING IT!

A BIG LIGHT ON BROADWAY!

FLOWERIN' IN PHILLY!

ATOMIC IN ATLANTA!

CINCH IN CINNCY!

**FRANKIE'S RECORD
IS DOING IT!!!**

"LET'S DO IT AGAIN"

He made it..  ..Frankie Carle



RCA VICTOR Records

78 rpm
20-3899
45 rpm
47-3899

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 15



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 weighted according to size of market area. Records listed numerically, according to greatest sales. The "W" side of each record is also listed.

Table with columns: POSITION, Weeks (Last 1 This to date/Week/Week), Record Title, Artist, Label, and other details. Includes records like 'GOODNIGHT, IRENE', 'MONA LISA', 'SAM'S SONG', etc.

Dealer Doings

HERE AND THERE... Ed Martin, deejay at WREV, Reidsville, N. C., has been named music director. Bob Thompson, station's sports-caster, has become general manager. Jimmie Pedace handling a new late afternoon show, "Around the Town," over WICH, Norwich, Conn., daily at 5:45-6 p.m. "Casino by the Thames," now heard thruout the week over WNLC, New London, Conn., being handled by Johannes Lef-fingwell. Hugh McKinnon, Nelson Brown and Jim McEnaney... Jack Lacey, whose "Listen to Lacey" is heard twice daily over WINS, New York, left on a European vacation last week. Hugh Cherry, WSM, Nashville, spinner, in New York visiting the music fraternity... Jay Mc-Master, WMEX, Boston, recently voted most fa-vorite jock by the Radio and Movie Fan Club of Dorchester... Jack Mills, KSIB, Creston, Ia., spinner, doing a new show from the municipal swimming pool. Swimmers leaving requests hear them played the next day... Jack Lacey, WINS, New York, signed a new one-year con-tract Friday (15), just before taking off on a three-week air junket with Mrs. Lacey, taking in England and the Continent.

SERVICE SPINNERS... Bob Shaw, KRDU, Dinuba, Calif., has "joined Uncle Sam." Roget Klucas, KHUZ, Borger, Tex., leaves for the navy this month, but plans "to return to radio when I get out." Joe Constantino, KDB, Santa Barbara, Calif., called for one year's ser-vice as code man at Hamilton Field... Scott Douglass, KFMB, San Diego, Calif., pens: "Being in the reserves, and having received orders to report for my physical, it looks as tho this boy will be back in the army soon." Andy Andriat, KNKS, Hanford, Calif., reported to Hamilton Air Base last week for processing as T/Sgt. Air Force.

PLATTER PALAVER... Doug Rains, WACO, Waco, Tex., introduced his three-month-old-son, James Brian, to the radio audience the other day, but junior just yawned and went to sleep, according to the chagrined Papa... Irwin Johnson, WBNS, Columbus, O., reports that the "Early Worm" show has just completed 10 years on the air... Sig Swain, WWGP, San-ford, N. C., claims that Margaret Blake, the sta-tion's program director, is on vacation "scouting around" for more "Stag-Ray" material to use on her "Stag Line" show... Ken Haven, WTCM, Traverse City, Mich., is back at the station after a 10-week stretch in the hospital for brain sur-gery... Tom Edwards, WEXT, Milwaukee, writes "WEXT is going on the air full time this month (4). New call letters are WOKY." Loqua-cius Del Ward, WNEK, Macon, Ga., is hailed as the "queen of ad lib" by local radio columnists. Her early morning show is tagged "Miss Music." Bob Kennedy, WHB, Kansas City, Mo., has parlayed an occasional singing chore on his d. j. show into a recording contract. First two sides are "Goodnight, Irene" and "Have I Told You Lately That I Love You?"

GIMMIX... Jim Russell, WWGP, Sanford, N. C., pens that the station featured a special program last month in co-operation with the town's clean-up campaign. Show featured such apt numbers as "Tm Gonna Wash That Man Right Out of My Hair" and "I Didn't Slip, I Wasn't Pushed, I Fell (on a Banana Peel)." Benny Heller, WMID, Atlantic City, saved the life of singer Mary Holley, according to officials of the local hospital, when he broadcast an ap-pel for blood donors on his "Musical Varieties." Within an hour, 75 calls came in, and 15 donors showed up at the hospital. The thrush is the wife of drummer Irv Shapiro, with Harold Fer-rin's ork at the Haddon Hall Hotel... Ted Steele will dedicate part of his daily WMCA show, New York, and his TV stints on WPIX and WABD to servicemen and their units. He has already shipped 500 pop disks from his per-sonal library to the Mitchell Field hospital and has lined up other New York disk jockeys to con-tribute additional wax... Parry Brown, WNDR, Syracuse, is giving away a 22-year calendar clock for the best letter on love at first sight.

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 sur-vey. Records are listed according to greatest sales.

Table with columns: POSITION, Weeks (Last 1 This to date/Week/Week), Record Title, Artist, Label, and other details. Includes records like 'CINDERELLA', 'HOPALONG CASSIOY AND THE SINGING BANDIT', 'TREASURE ISLAND', etc.

POP ALBUMS

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Further-more, 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, Record Title, Artist, Label, and other details. Includes records like 'YOUNG MAN WITH A HORN', 'SOUTH PACIFIC', 'ANNIE GET YOUR GUN', etc.

Best Selling 45 R.P.M.

Table with columns: Last Week, This Week, Record Title, Artist, Label, and other details. Includes records like 'ANNIE GET YOUR GUN', 'THREE LITTLE WORDS', 'RALPH FLANAGAN PLAYS RODGERS AND HAMMER-STEIN', etc.

He's
Making

“PATRICIA”



America's
Favorite
Date!!!



RCA VICTOR Records

78 rpm
20-3905
45 rpm
47-3905



NEW HARLEM HITS!

ROY BYRD AND HIS BLUES JUMPERS

"Hadacol Bounce"

A Natural... and you can cash in on the \$7,000,000 Hadacol ad campaign!

FLIP SIDE

"Her Mind Is Gone"

MERCURY 8184



ALMA MONDY

(THE LOLLIPOP MAMA)

"Street Walkin' Daddy"

FLIP SIDE

"Miss Lollipop's Confession"

MERCURY 8190



NEW COUNTRY HITS

Louis Innis AND THE STRING DUSTERS

"I Thought She Was A Local"

(BUT SHE WAS A FAST EXPRESS)

FLIP SIDE

"She's Mean To Me"

MERCURY 6273

Mac O'dell And His Alabama Jubileers

"A Prayer For Freedom"

FLIP SIDE

"The Master's Train"

MERCURY 6272



The Billboard MUSIC POPULARITY CHARTS PART V Juke Box Record Plays

Based on reports received last three days of Week Ending September 15

MOST-PLAYED JUKE BOX RECORDS

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

Table with columns: POSITION, Weeks Last | This to date | Week | Record Title, Artist, Label, Catalog Number, and Chart Reference. Includes records like 'GOODNIGHT, IRENE', 'SIMPLE MELODY', 'MONA LISA', 'SAM'S SONG', 'TZENA, TZENA, TZENA', 'BONAPARTE'S RETREAT', 'CAN ANYONE EXPLAIN?', 'CINCINNATI DANCING PIG', 'HARBOR LIGHTS', 'NOLA', 'I'LL NEVER BE FREE', 'BONAPARTE'S RETREAT', 'I'M FOREVER BLOWING BUBBLES', 'MONA LISA', 'ALL MY LOVE', 'COUNT EVERY STAR', 'I'LL ALWAYS LOVE YOU', 'MONA LISA', 'I WAYNA BE LOVED', 'HARBOR LIGHTS', 'TENDERLY', 'GOODNIGHT, IRENE', 'CAN'T WE TALK IT OVER', 'MONA LISA', 'SAM'S SONG', 'GOODNIGHT, IRENE', 'CINCINNATI DANCING PIG', 'TZENA, TZENA, TZENA', 'LA VIE EN ROSE', 'DREAM A LITTLE DREAM OF ME', 'NO OTHER LOVE', 'OUR LITTLE RANCH HOUSE', 'SOMETIME'.

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 heading "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.

DORIS DAY

SONGS FROM THE WARNER BROS.
NEW TECHNICOLOR
PRODUCTION



"Tea for two"

FEATURING
"HERE IN MY ARMS"
"TEA FOR TWO"
"I KNOW THAT YOU KNOW"
"OH ME! OH MY!"

"I ONLY HAVE EYES FOR YOU"
"DO DO DO"
"I WANT TO BE HAPPY"
"CRAZY RHYTHM"

with
GENE NELSON

in Dance Effects and Songs

Axel Stordahl and His Orchestra

with The Ken Lane Singers

and The Page Cavanaugh Trio

Columbia LP Record CL 6149 or 78RPM Set C-215

WHAT AN ARRAY OF ARTISTS! WHAT A PACKAGE FOR PROMOTION AND PROFIT! STOCK IT NOW!

COLUMBIA RECORDS

Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

It TOPS them all!

The **BILLBOARD'S** 1950 DISK JOCKEY SUPPLEMENT

published as a special section of the OCTOBER 7 ISSUE

1

... it's a valuable programming manual

2

... it's an essential reference work of immediate and long-term value

3

... it's a must, not only for America's 3,000 disk jockeys, but for everyone in the entire music-record industry

WARNING!

Although many extra copies are printed, the demand for The Billboard's Annual Disk Jockey Supplement is always larger than can be supplied. Naturally, preference is given to subscribers. To be sure to get your copy, enter your subscription right now! 52 issues of The Billboard plus The Billboard's Big 1950 Disk Jockey Supplement, \$10.

MEMO TO ADVERTISERS:

Last day for advertising reservations, Monday, September 25. Advertising forms close Wednesday, September 27. Get your most powerful message across to America's 3,000 disk jockeys in The Billboard's Big 1950 Disk Jockey Supplement. Reserve space today, or ask to have a salesman call.

See this line-up of important features and reference lists:

FEATURE ARTICLES:

- The Disk Jockey in TV
- Experiences in TV by Art Ford, WNEW, WPIX
- The Trend Toward the Network Disk Jockey—by Bob Poole, Mutual Broadcasting System
- The Mushrooming of the Eigen-type Show
- Record Library Operation—by Al Trilling, WNEW

SPECIAL REFERENCE LISTS AND PROGRAMMING AIDS

- Condensed Biographies of Important Songwriters
- Music and Trade Bibliographies
- Recording Artists' Birthdays
- Recording Artists' Theme Songs and Records Available
- College Marching Songs and Records Available
- Current Music Popularity Charts

ANNUAL DISK JOCKEY POLL

- Part I—Artist and Record Popularity
- Part II—Trade Aspects

The
Billboard

NEW YORK
DETROIT

CHICAGO
ST. LOUIS

CINCINNATI
HOLLYWOOD

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	Bernstein: Peter Pan, J. Arthur-B. Karloff-M. Henderson-P. Hillias-J. Marks	Col (33)ML-4312
2	2	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork.	Col(33)ML-4308
—	3	Beethoven: Concerto No. 1 in C Minor for Piano and Ork, W. Gieseking Philharmonia Ork	Col(33)ML-4307
—	4	Bizet: Carmen Excerpts, R. Stevens, Metropolitan Opera Ork; Sebastian, conductor	Col(33)ML-4013
5	5	Bach: Well Tempered Clavicorn, W. Landowska	VG(33)ML-1017

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
1	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. Rubenstein, NBC Symphony Ork; V. Golschmann, conductor	V(45)WDM-1075
4	3	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor	V(45)WDM-920
5	4	Cooland: Ballet Suite From Billy the Kid, RCA Victor Symphony Ork; L. Bernstein, director	V(45)WDM-1333
—	5	Brahms: Concerto in D Opus 77, Y. Menuhin, Lucerne Festival Ork; W. Furtwangler, director	V(45)WDM-1361

Advance Classical Record Releases
 (Includes Semi-Classics)

Beethoven: Emperor Concerto—The Symphony Ork of the Viennese Symphonic Society, F. Karer, pianist; K. Woss, conductor (1-12") Remington (33) RLP-199-1

Bizet: Carmen Suite—The Symphony Ork of the Viennese Symphonic Society, G. Singer, conductor (Smetana: Die Moldau) (1-10") Remington (33) RLP-149-10 album

Dvorak: New World Symphony—The Symphony Ork of the Viennese Symphonic Society, G. Singer, conductor (1-12") Remington (33)RLP-199-4 album

Encore—Andor Foldes, pianist (1-10") Remington (33)RLP-149-4 album

Familiar Themes From Tchaikovsky Album—Lamoureux Ork of Paris, G. Tzipine, director (Music by Max Steiner) Cap(33)P-255

Gregg: Concerto in A Minor—Felicitas Karer, pianist; Symphony Ork of Viennese Symphonic Society, K. Woss, conductor (1-12") Remington (33)RLP-199-3 album

Mozart's Divertimento in D Major—Remington Chamber Ork, E. Fendler, conductor (Schubert: The Trout) (1-10") Remington (33)RLP-149-5 album

Mozart: Fantasia in F Minor—The Vienna Symphony Ork, Z. Fekete, conductor (Schubert: Symphony) (1-12") Remington (33)RLP-199-2 album

Classical Record Reviews

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

MUSIC BY MAX STEINER, COND. BY MAX STEINER, AND FAMILIAR THEMES FROM TCHAIKOVSKY, COND. BY GEORGES TZIPINE (1-12") Capitol (33) P255 **78**

Three Academy Award film scores by Max Steiner are sampled on one side of this LP, nine Tchaikovsky melodies played by the Lamoureux Orchestra of Paris occupy the other. The reasons for this pairing are not apparent, except that the Capitol diskery may reason that people who buy sound track music will in all likelihood be thrilled by nine disembodied classical tunes as well. Flick music is from *Since You Went Away*, *Now Voyager* and *The Informer*, and of the three scores only the latter is substantial. Others are monotonous, fragmented and generally lurid, heard dissociated from the films. The Tchaikovsky themes, whom buyers of this package will identify as *Moon Love*, *Isle of May*, *Tonight We Love*, etc., are played as saccharinely as could be desired. In sum, a commercial item here.

RISE STEVENS SINGS VICTOR HERBERT FAVORITES—Rise Stevens-Frank Black (3-7") RCA Victor (45)WDM-1396 **86**

Toyland; I Can't Do the Sum; Because You're You; Moonbeams; I'm Falling in Love With Someone; 'Tis the Southern Moon; Gypsy Love Song; Rose of the World. With tasteful assistance from a chorus and ork under Conductor Frank Black, Miss Stevens offers her debut package for the Victor label—and a mighty successful commercial entity it is. The popular Mezzopop mezzo-soprano's voice and style are perfectly suited to these Victor Herbert operetta gems and she turns them out in superb, convincing fashion. Her interpretations of these prize songs can withstand any competition, past and

present. This should prove to be a best-selling set this year and for years to come. Certainly an impressive kick-off on Victor for Miss Stevens.

BEETHOVEN: VIOLIN CONCERTO IN D MINOR, OP. 61—Georg Kulenkampff. Berlin Philharmonic Orchestra—Hans Schmidt-Isserstedt, Cond. (1-12") Capitol (33) P-8099 **72**

Another worthy standard addition to the slowly but surely building Capitol-Telefunken catalog. This rendition of a giant in the concert literature compares favorably with its many predecessors on the domestic market and will lose out competitively, primarily because of the weight of opposition name power. The recording lives up to the previous high standards shown by the Telefunken slicings. Kulenkampff plays the soloist's role with the assurance of experience while Schmidt-Isserstedt drew a spirited and entirely acceptable performance out of the Berlin Philharmonic. The recording and performance should attract enough business to make this rendition a worthy catalog seller which will draw its share with the non-name buyers.

LILY PONS SINGS DEBUSSY—Frank LaForge, accompanist (1-10") Columbia (33) ML-2135 **68**

The opera and pop-concert patrons who favor Miss Pons's brand of coloratura sopranoing will find less to satisfy them in these sophisticated French art songs. For these rely on subtle interpretation rather than technique or acrobatics. Consequently, art song lovers high-registrar are not likely to be satisfied with Miss Pons. She sings the notes, and that's about all. There should be a fair Pons following, however, to whom the lady can do no wrong, and among them the set should enjoy a moderate sale. They, too, Maggie Teyte's recordings aren't on LP.

The Billboard September 16, 1950
THE COUNTRY & WESTERN DISK JOCKEYS PICK:

1. GOD, PLEASE PROTECT AMERICA.....Jimmy Osborne King 893



This is a MUST!

JIMMIE OSBORNE'S

TIMELY RECORDING
GOD, PLEASE PROTECT AMERICA

Backed by

THE MOON IS WEEPING OVER YOU

KING 893

KING RECORDS

QUALITY RECORDINGS

by

COMPLETE RECORD SERVICE

• 78 rpm
 • 45 rpm
 • 33 1/3 rpm

Recording
 *Rerecording

Labels, Processing,
 Pressing, Shellac,
 Vinylite, Plastic
 Low Prices
 Prompt Delivery

*From your safeties

UNITED Recording Laboratories

1650 Broadway New York 19, N. Y.
 Circle 7-3718, 2089



78 rpm

6 Minutes on 10" record (each side)

78 rpm

3 Minutes on 7" record (each side)

• Can be played on any Conventional Phonograph



best sellers



- ★ **JOHNNY LONG**
15060 THE B-I-EE-I-EE
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 HAW
- ★ **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
TIN PAN POLKA



- ★ **TINY BRADSHAW**
4357 WELL, OH WELL
I HATE YOU
4376 SOODIE 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

KING
Records

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

PART VII

Based on reports received last three days of Week Ending September 15

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
10	1	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
7	2	2	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
17	3	3	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
5	5	4	MONA LISA	M. Mullican	King 886—ASCAP
25	7	5	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
3	9	6	CINCINNATI DANCING PIG	R. Foley	Dec(78)46263; (45)9-46261—ASCAP
11	4	7	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
13	6	8	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
2	10	9	(REMEMBER 'E) I'm the One Who Loves You	S. Hamblen	Col(78)20714; (3)32-692—BMI
2	—	10	GOODNIGHT, IRENE	M. Mullican	King 886—BMI

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
12	1	1	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
7	2	2	GOODNIGHT, IRENE	R. Foley	Dec(78)46255; (45)9-46255—BMI
3	5	3	CINCINNATI DANCING PIG	R. Foley	Dec(78)46263; (45)9-46261—BMI
17	4	4	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
28	3	5	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
13	6	6	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
4	10	7	(REMEMBER ME) I'm the One Who Loves You	S. Hamblen	Col(78)20714; (3)32-692—BMI
14	8	8	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
1	—	9	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
2	—	10	GOODNIGHT, IRENE	M. Mullican	King 886—BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Could You—J. Johnson with Jack Rhodes Ramblers (Salt Your) Freedom 5009
 Craziest Feeling, The—J. James (Swinging On) 4 Star 1520
 Draft Board Blues—R. Anderson & Tennessee Mountaineers (I'm Lonely) Dixie Jamboree 513
 God, Please Protect America—Randy Hughes (It May) Tennessee 724
 I'll Still Love You—Tani Allen (Just Checkin') Bullet 713
 I'm Lonely Because—R. Anderson & Tennessee Mountaineers (Draft Board) Dixie Jamboree 513
 I'm Sending My Heart for Repairs—P. Howard (You Couldn't) King 888-AA
 In a Land of Broken Dreams—B. Leaders with Western Rangers (Think of) Freedom 5007
 It May Be—R. Hughes (God, Please) Tennessee 724
 I've Found My Own—J. Wilson (Remember, Me) Tennessee 723
 Just Checkin' on You—Tani Allen (I'll Still) Bullet 713
 Silt Your Pillow Oows—J. Johnson with Jack Rhodes Ramblers (Could You) Freedom 5009
 Swinging on the Sleet—J. James (Craziest, The) 4 Star 1520
 Tater Tune, The—Peter Muntar & Dude Ramblers (Wrapped in) Freedom 5008
 Think of Me—B. Leaders-Allene Stevens with Western Rangers (In a Land) Freedom 5007
 Wrapped in Callophane—P. Hunter & Dude Ramblers (Tater, The) Freedom 5008



NEW HITS!

THE HEE-HOO SONG

Sung by ELAINE RODGERS with NOOK SCHREIER ORCH.

THAT TEXAS LAND

Sung by ELAINE RODGERS DANNY O'NEIL and the MEADOWLARKS

ORIOLE 105

RED LIPS

KISS MY BLUES AWAY THE WOODEN SOLDIER and the CHINA DOLL

Vocal JACK STAULCUP JACK STAULCUP and ORCH.

ORIOLE 103

HERE COMES MY BALL AND CHAIN

BABY, WON'T YOU PLEASE COME HOME

Vocal JACK STAULCUP JACK STAULCUP and ORCH.

ORIOLE 104

EMMA LOU

WHEN LOLA PLAYS THE PIANOLA

DANNY O'NEIL with NOOK SCHREIER and ORCH.

ORIOLE 101

DUBLIN ROSE

STICKS AND STONES

DANNY O'NEIL with NOOK SCHREIER and ORCH.

ORIOLE 102

Attention, Record Stores, Distributors and Operators . . . for records that are TOPS . . . that sell FAST . . . and in BIG VOLUME . . . write, wire or phone . . .

ORIOLE

RECORDS CORPORATION

2134 SO. WABASH AVENUE
TELEPHONE VICTORY 2-0787
CHICAGO 16, ILLINOIS

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

Based on reports received last three days of Week Ending September 15

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

POSITION	Weeks Last This to date Week Week	Record Title	Artist	Label	
13	3	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
8	4	2.	(REMEMBER ME) I'm the One Who Loves You	S. Hamblen	Col(78)20719; (3)12-692—BMI
6	2	3.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
18	2	4.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
2	8	5.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
4	—	5.	AIN'T NOBODY'S BUSINESS BUT MY OWN	Tennessee Ernie-K. Starr	Cap(78)1124; (45)F-1124—ASCAP
1	—	7.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46263; (45)9-46263—ASCAP
12	7	8.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
28	5	9.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
13	3	10.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
1	—	10.	MONA LISA	J. Wakely	Cap(78)1151; (45)F-1151—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Jenks (Tex) Carman (4 Star) has concluded a junket thru the Northwest and will return to KXLA, Pasadena, Calif., on a new contract soon. . . **Earl Bolick**, of the **Blue Sky Boys** (Victor), who recently moved to WNOA, Raleigh, N. C., is doing a daily d.j. shot. The **Blue Sky Boys** also do two half-hour live shows daily. . . **Jesse James** (4 Star) has added two new members to his ork, airing on KTBC, Austin, Tex. They are pianist **Harold Horner** and drummer **Eddie May**. . . **Sunflower** has left WWVA, Wheeling, W. Va., and may wind up at WRVA, Richmond, Va. **Milly Wayne**, WWVA disk jockey, is the mother of a daughter, born August 18. **Cherokee Sue** and **Little John**, formerly at WPDJ, Clarksburg, W. Va., have moved to WWVA. **Doc Williams** and his **Border Riders** (Wheeling) are slating a three-week tour of New Brunswick and Nova Scotia this fall, airing over the Canadian web. . . **Jimmy Kish**, WBBW, Youngstown, O., has changed the name of his band to the **Pioneer Cowboys**. He is now operating **Pioneer Picnic Park**, a folk music park at Pierpont, O., and has been inked by **Morales records**, new Fresno, Calif., diskery. . . **Jerry Irby** (MGM) is running a Monday night dance at his **Texas Corral**, Houston, featuring his **Texas Ranchers** and **Ben Christian**, **Jerry Jericho**, and **Texas Cowboys**, with travelling guests. Show is aired over both **KLEE** and **KTRII** during the evening.

T Tex Tyler (4 Star) again drew record biz to the **Spanway Lake Park Ballroom**, Tacoma, Wash., according to op **Jack Henley**, of **KMO**, Tacoma. . . **Smookey Rogers** (Coral) has a three-hour-per-day TV show seven times per week on **KFMB-TV**, San Diego, Calif. He flies his own plane daily from his home in Hollywood. . . **Arthur** (Guitar) **Smith** (MGM) drew 9,000 admishes to **Avon Park**, Pa., recently. . . **The Stanley Brothers** (Columbia) **WSAZ**, Huntington, W. Va., have joined **KWKH**, Shreveport, La. . . **Johnny Durham** is the new musical director of **Cormac**, the **Santa Ana**, Calif., diskery. . . **Donn Reynolds**, the Australian yodeller, won the yodelling championship at the recent **Pacific National Exposition**. . . **Danny Dedmon** (Imperial) has recovered from injuries, suffered in an auto crash, and is working at **KRIC**, Beaumont, Tex. . . **Sons of the Pioneers** (Victor) and **Sleepy Marlin's** band drew 10,000 **Labor Day** at the **Tristate Oil Celebration**, Grayville, Ill. . . **Hank Locklin** (4 Star) is taking a vacation trip to **McClellan**, Fla., to visit his parents. . . **The Armstrong Twins** (4 Star) are working personals with **Hank Williams**. . . **Alex Campbell**, boss of **Rainbow Park**, Elkton, Md., reports **Little Jimmie Dickens** did record business for the season **September 2**. . . **A. V. Bamford** is now managing **Hank Snow**. . . **Billy Bell** and his **Ridge Wranglers** (Atlantic) are appearing at the **Surf Club**, Pas-saic, N. J.

DISK JOCKEY DOINGS

Carl Story (Mercury) has opened a record store in **Knoxville**. **Story** and his **Rambling Mountaineers**, **WNOX**, **Knoxville**, will be at the **Alabama State Fair**, **Birmingham**, **October 2-7**. **Claude Boone** (Mercury), a member of the **Story** band, has set up his own sirup and extract business, but remains with the band. **Charlie Lamb** is business manager for both **Story** and **Boone**. . . **Esmeraldy** (MGM) left **WHBQ**, **Memphis**, for a week late in **August** to work a series of **Eddy Arnold** dates at the **Warner Theater**, **Oklahoma City**, and the **Fall Festival** at **San Angelo**, **Tex**. . . **Tex Daniels** and his **Lazy H Ranch Boys**, **WSID**, **Baltimore**, start a new one-hour show over **WAAM-TV**, **Baltimore**, **September 24**. . . **Audrey Williams** (Decca), frau of **Hank**, the **MGM** recorder, is now working regularly on the "Grand Ole Opry," **WSM**, **Nashville**. **Hank** is making **MGM** disks under the monicker, **Luke the Drifter**. **MGM** and **Williams** decided on the new name for the talking disks, so that juke ops especially would not overstock on these disks, which are aimed more at retail trade and d.j.'s. This was necessary to protect juke ops, who have heavy standing orders for all **Williams** releases.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 3, Ill.



THE BILLBOARD PICKS:

BACK IN YOUR OWN BACKYARD...Patti Page...Mercury 5463
 Patti comes on like gang busters in her sock delivery of this fine oldie from the pens of writers Al Jolson, 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."

MERCURY RECORD NO. 5463 45 RPM. 5463X45



Specials by Specialty

SINCERE LOVER'S BLUES
JIMMY LIGGINS—Specialty 374

PLEASE SEND ME SOMEONE TO LOVE
PERCY MAYFIELD—Specialty 375

Specialty records

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ARCHIBALD

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"SHE'S SCATTERED EVERYWHERE"

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Heading for a Hit! 2 Great Johnny OTIS Releases

<p>REGENT #1021</p> <p>"FREIGHT TRAIN BOOGIE"</p> <p>and</p> <p>"GOOD TIME BLUES"</p> <p>Vocal by REDD LYTE</p>	<p>★</p> <p>★</p> <p>★</p> <p>★</p> <p>★</p> <p>★</p> <p>★</p> <p>★</p>	<p>REGENT #1022</p> <p>"LONELY BLUES"</p> <p>and</p> <p>"STRANGE WOMAN"</p> <p>with MEL WALKER</p> <p>The New Romantic Blues Sensation</p>
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REGENT RECORDS, INC. 58 Market St., Newark 1, N.J.

TIPS ON TOPS!!

"Blues and Rhythm Standout"

AMOS MILBURN

SAX SHACK BOOGIE

REMEMBER

AL 3064

Aladdin RECORDS

The **Billboard** **MUSIC POPULARITY CHARTS**

Rhythm & Blues Records

PART VIII

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 Week Week		TITLE		ARTIST		RECORD COMPANY	
7	1	1	1	1	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114	(45)9-27114	
5	2	2	2	2	BLUE SHADOWS	L. Fulson		Swingtime 226	
21	4	3	3	3	PINK CHAMPAGNE	J. Liggins		Specialty 355—BMI	
14	5	4	4	4	HARD LUCK BLUES	R. Brown		De Luxe 3304—BMI	
2	—	5	5	5	DECEIVING BLUES	J. Otis-Little		Esther M. Walker Savoy 759	
16	9	6	6	6	CUPID'S BOOGIE	Little Esther		Savoy 750	
6	—	6	1	1	I LOVE MY BABY	L. Darnell		Regal 3274—BMI	
1	—	8	1	1	LOVE DON'T LOVE NOBODY	R. Brown		De Luxe 3306	
17	10	9	2	2	WELL, OH WELL	Tiny Bradshaw		King 4357—BMI	
12	3	10	3	3	MONA LISA	"King" Cole		Cap(78)1010; (45)F-1010—ASCAP	

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 Week Week		TITLE		ARTIST		RECORD COMPANY	
12	1	1	1	1	MONA LISA	Nat "King" Cole		Cap(78)1010; (45)F-1010—ASCAP	
5	2	2	2	2	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114	(45)9-27114	
17	8	3	3	3	EVERYDAY I HAVE THE BLUES	L. Fulson		Swingtime 196	
8	3	4	4	4	HARD LUCK BLUES	Ray Brown		De Luxe 3304—BMI	
20	3	5	5	5	PINK CHAMPAGNE	J. Liggins		Specialty 355—BMI	
17	8	6	6	6	WELL, OH WELL	Tiny Bradshaw		King 4357—BMI	
7	5	7	7	7	BLUE SHADOWS	L. Fulson		Swingtime 226	
2	—	8	8	8	TENDERLY	Lyna Hope Quintel		Premium 851	
6	5	9	9	9	I'LL NEVER BE FREE	P. Gayten-A. Laurie		Regal 3256—ASCAP	
15	5	10	10	10	CUPID'S BOOGIE	Little Esther		Savoy 750	

ADVANCE RHYTHM & BLUES RECORD RELEASES

Baby, I Don't Need You Now—Don Q and the Q Tones (Private Property) Bullet 330 Atlantic 920
Flying High—T. Grimes (Jumpin' at) Atlantic 920
Hadalcol Bounce—Ray Byrd (Her Mind) Mer 8184
Her Mind Is Gone—R. Byrd (Hadalcol Bounce) Mer 8184

Jumpin' at Grasons—T. Grimes & Band (Flying High) Atlantic 920
Private Property Blues—Don Q and the Q Tones (Baby, I) Bullet 330
Saturday Nite Boogie Woogie Man—J. Liggins & His Drops of Joy (Sincere) Specialty SP 374

RHYTHM & BLUES RECORD REVIEWS

THE ORIOLES Jubilee 5031	We're Supposed To Be Through The popular group gets off one of its usual slow note-benders on an okay torcher.	78--78--78--78
	I'd Rather Have You Under the Moon Warblers do a Mills Brothers here as they double the tempo for second chorus. Ditty is attractive.	81--81--81--81
BENNIE GREEN Jubilee 5032	La Vie En Rose Big, resonant, heavy-echoed tram by the leader and a Budd Johnson tempo go may propel this instrumental waxing to the forefront.	83--83--83--83
	Blues Is Green Cleanly played up-tempo blues-in-bop will be confined to the hipster segment.	66--68--66--64
DOROTHY DONEGAN (Red Saunders Ork) Columbia 30223	Ridin' Boogie Miss Donegan plays an uninspired boogie piano bit to a stiff, joggling combo backing.	51--50--50--53
	D.D.D. This boogie effort is much superior to flip. Combo builds on a stylized riff as Miss Donegan leads the way on the BB.	72--72--70--74
ERLINE HARRIS Deluxe 3303	Spare Time Papa Fairly mild-mannered chirping of an acceptable blues tune.	67--68--66--66
	Blues at First Sight Another competent effort that fails to catch fire.	60--61--60--60
GUNTER LEE CARR Decca 49170	We're Gonna Rock Fair-to-middlin' rock boogie for dance purposes.	68--66--68--70
	Yesterday A slow ballad in the Cecil Gant idiom is charmed with some flavor by the warbler who sounds like a ring between Louis Armstrong and Gant.	76--77--75--76
MANHATTAN PAUL—THE DAYTON-AIRES Asa 1006	I'm You, My Baby Warbler, male quartet and rhythm combo do a spilted job on a so-so novelty jingle. Arrangement is hybrid pop-r. and b.	65--65--63--62
	When Tomorrow Comes Uninspired chanting of an okay Sammy Fain ballad.	61--60--60--63
JIMMY CANNADY QUARTET Admiral 1019	Blues All Around Me Group warbles and plays a slow blues with nice mood effect.	67--67--67--67
	What About Me? Duke Williams chants an okay bluesy sentimentalizer in a feelingful bary.	70--70--70--70

Billboard
MUSIC POPULARITY CHARTS
 PART VIII
Rhythm & Blues Records

LILLIE GREENWOOD Modern 20-771	Dissatisfied Blues Superb slow blues shout by Miss Greenwood is lent added color by some driving ork work which spots a standout alle go. Should be a big winner.	84--84--84--85
	I'm Goin' Crazy Romping ork enhances an otherwise rather routine jumper warbled by the thrush in fine style.	67--65--65--70
LOWELL FULSOM RPM 305	Doin' Time Blues Poignant slow blues chant by Fulsom should meet favor in the Southern market.	72--72--70--74
	Some Old Lonesome Day Another earthy effort geared for Southern business is done effectively by Fulsom.	72--72--70--74
DINAH WASHINGTON (Teddy Stewart Ork) Mercury 8192	How Deep Is the Ocean? Dinah applies her shout style to this Irving Berlin fave and it should find coin among her large following.	78--79--77--78
	Why Don't You Think Things Over? Dinah tries it with a new and not extraordinary ballad.	68--68--68--68
JIMMY WITHERSPOON Modern 20-772	Failing by Degrees Taken off at a Gene Norman concert, this is a lusty slow blues shout by Winterspoon which should bring in big returns. Fine mood, swinging background enhances.	83--83--83--83
	New Orleans Woman Paced by some swinging alto work, Winterspoon knocks out an up-blues. The incessant drive of the dinking figures to bring in the nickels.	82--82--82--83
EDNA BROUGHTON Modern 20-773	Two Years of Torture Thrush shouts a heavy blues in fine traditional manner. Guitar and band backing hand a strong assist.	70--70--70--70
	Too Many Women Brighter-tempo affair is for the same diminishing blues market.	66--64--67--67
RUTH BROWN (Bud Johnson's Ork) Atlantic 919	Am I Making the Same Mistake Again? The stylized Miss Brown turns in her most effective effort in quite a while in her warbling of this attractive ballad. Should be an r & b coin grabber.	84--85--83--83
	Teardrops From My Eyes Miss Brown is not quite so effective with this rather ordinary rhythmic effort, the orking is beautiful and ear-attracting.	71--71--70--72
LUKE JONES RPM 303	Ropin' the Boogie Light-bop band riffs, straight boogie piano, fragmentary unison chanting, chewy tenor sax are mixed in rapid tempo. Combination doesn't jell.	55--55--53--57
	Mama, Oh Mama Medium-tempo blues job is quite ordinary in male warbling, orking, and lyric.	52--52--51--53
B. B. KING RPM 304	B. B. Boogie High-pitched warbler does okay on jump boogie blues, backed by guitar, piano obligatos and solos in a Basie-type ork setting.	66--66--64--68
	Mistreated Woman Relaxed slow blues finds combo laying down an easy-rock backing to King's earnest chanting.	71--71--70--72
BUMP MYERS RPM 306	I Can't Give You Anything But Love Taken off at a Gene Norman jazz concert, side shows fine Bumps Myers tenor at slow and doubled tempo. "Head" support of other instruments doesn't showcase the soloist to advantage, however.	68--69--68--67
	Bumps and Lumps Fine and frantic up-tempo bopper will appeal to hipsters and JATP fans.	58--60--60--53
JOE MORRIS ORK (Laurie Tate) Atlantic 914	Anytime, Any Place, Anywhere New thrush. In the Dinah Washington-Little Esther tradition, sings with impressive conviction on a strong bluesy torcher. Should score big.	85--85--85--85
	Come Back Daddy, Daddy Slow rock blues is piped with piercing, heartfelt abandon by Miss Tate.	76--76--76--76

R. & B. BLUE NOTES

Blues chanter Larry Darnell, Regal recording artist, and Paul ("Huckle-buck") Williams's small jump crew have been traveling the Midwestern one-night promotion circuit as a package. . . . Atlantic thrush Ruth Brown and National's Ravens comprise another touring package. Team is making the Eastern theater rounds and is currently playing the Howard in Baltimore. . . . Benny Carter, veteran orkster-composer-arranger, scored some of the background music for the "No Way Out" flicker. He cuffed a group of Duke Ellington's songs, prominently spotted in radio sequences thru the background of the flicker. Music is heard as part of a disk jockey show in background, with the spinning speller identified as Coast whirler Gene Norman.

Harlem's Apollo Theater has undergone a \$75,000 revamping, its first in 12 years. . . . Bunny Briggs, scat-singing tapster who formerly worked with Charlie Barnet's band and who was reported killed in a barroom brawl, is very much alive and is working. . . . Warbler Al Hibbler, who is inked to an Atlantic disking pact, has given up his status as a single performer to return to the Duke Ellington bandstand for a series of theater dates. Thrush Kay Davis, former Ellington stand-by who left to be married, was replaced in the band by canary Chubby Kent. . . . Herb Coleman, the 11-year-old warbler who was featured in the Maxwell Anderson-Kurt Weill legitier, "Lost in the Stars," has been signed to record for Apollo. . . . Rainbow Records acquired on a lease arrangement a brace of masters from the Saturn label. Rainbow primarily was interested in an etching tabbed "H-Bomb Boogie," which was recorded by Charlie Singleton and his crew.



Floyd Dixon

DOES IT AGAIN
SAD JOURNEY
 BACKED BY
SHE'S UNDERSTANDING

Plenty of Feeling

PEACOCK #1544

GWONNA MAKE A CHANGE
 BACKED BY
KEEP YOUR MAN AT HOME

FEATURING
Jona Wade

Double A Sides

PEACOCK #1532



THE FIVE BLIND BOYS
 THE ORIGINAL FAVORITE

Jackson Harmonizers

WITH TOUCHING SPIRITUAL OF
OUR FATHER
 BACKED BY
MOVE IN THE ROOM WITH THE LORD

PEACOCK #1550

Peacock Records
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SENSATION

ACROSS THE NATION!

HIT #4
 by
 AMERICA'S #1 TEAM
Johnny Otis
 Little Esther
 Mel Walker

SAVOY #759

"DECEIVIN' BLUES"

—and—

"LOST DREAM BLUES"

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FATS DOMINO

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"KOREA BLUES"

"EVERY NIGHT ABOUT THIS TIME"

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DAMONE

TWO
SMASH HITS!



'TAKE ME IN YOUR ARMS'
'BELOVED BE FAITHFUL'

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Sensational
The NEW HOWARD "Sound"



EDDY HOWARD

With Orchestra and Choral Group

"I'm Forever
Blowing Bubbles"

Flip Side

"THE RED WE WANT IS
THE RED WE'VE GOT"

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Billboard MUSIC POPULARITY CHARTS

PART IX

Record Reviews

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are rated four ways: (1) overall (2) as to their value for disk jockeys, (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates a record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record advt's promotion film, legit and other "plus" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

RATINGS	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
HARRY RANCH ORK MGM 10777	I Didn't Know Competent handling of an interesting ballad by Ranch ork, Jane Martin and trio.	69--69--69--69
	Can Anyone Explain Heavy competition on the Benjamin-Weiss tune and lateness of release hurt a better than average rendition.	72--72--72--72
ELMO TANNER MGM 10776	Ev'rytime You Turn Me Down Ex Ted Weems whistler handles both vocal and whistle chores on this Dixie dishing of slightly more than routine interest.	72--74--72--70
	Nobody's Sweetheart The old standard gets a fairly rousing two-beat treatment.	74--76--74--72
MACKLIN MARROW MGM 30256	Banjo and Fiddle Deejays should go for this interesting bit of salon-styled music. Big Tudio ork gives it the full treatment.	73--77--72--70
	Dance of the Violins Much more commercial this David Rose, string-plucking bit of fluff.	77--71--76--74
FRANKIE CARLE ORK Victor 20-3899	Don't Make Me Sorry Shuffle-rhythm Carle piano and airy chirping of Terri Stevens combine to make a good disk of a bright ditty.	83--84--82--82
	Let's Do It Again By far the best version yet heard on the likely hunk of rag time material is this bouncy Carle dishing. A good nickel-nabber.	85--85--85--85
OWEN BRADLEY Coral 60293	Is There Somebody Else? Ops with nabe tavern locations could make good use of this ballad rendition by Bradley's organ-led sextet and vocal duet.	78--78--78--78
	I'll Never Be Free Benjamin-Weiss ballad is ably played and sung. Another good juke version; this for semi-country spots.	78--78--76--80
BILL DARNEL Coral 60295	Three Little Words For Darnel fans, the not up to the standard he's set for himself on previous disks.	71--71--71--71
	Blues My Naughty Sweetie Gives to Me More standard material. The shuffle rhythm sells well, but Darnel doesn't seem to be in there punching.	70--72--68--70
LORRY RAINE Universal 8955	Every Road That I Take Tavern-type tune is above the average, and is ably sung and played.	77--77--77--78
	Walkin' Hound Country-style material less suited to Raine voice and style.	75--75--75--75
JACK STAULCUP ORK Oriole 103	Red Lips Bright micky formula treatment of a likely hill-billy-pop novelty should grab some nickels.	71--70--70--74
	The Wooden Soldier and the China Doll Pedestrian micky orking of the a-side gets nowhere.	55--55--55--55
BILLIE HOLIDAY Decca 27145	Them Thero Eyes Lady remakes one of her great sides. Pungent Sy Oliver orking showcases her admirably; her piping is not up to her old standards.	72--72--71--73
	Keeps On Rainin' Meaty blues-ballad in the character of the old Bert Williams vaude tunes is winsomely projected by Billie and ork.	74--74--73--75
POLLY BERGEN Victor 20-3886	Oh Them Dudes Situation tune by Frank Losser, a takeoff on the hillbilly vogue, doesn't impress on wax. Thrush gives it a good go a la Dorothy Shay.	65--68--65--62
	I Got Tookin Sprightly novelty, also in the Park Ave. hillbilly vein, has more commercial potential than flip, the treatment again is typical gag production stuff.	71--74--71--68
FREDDY MARTIN ORK Victor 20-3892	Rumbalero The sweeping Tutti Camarta color piece is handsomely mounted by the Martin ork. Should be a welcome jockey item.	79--84--77--75
	Did-ee, Did-ee Do Right By You Lifting novelty ditty with an infectious tag unison-chanted by band. Merv Griffin does a first-rate lead vocal; orking is zippy and smart.	80--80--80--80
DENNIS DAY Victor 30-3900	Beautiful Land of My Dreams Day and big chorus-ork production join in a stagey, opera-like treatment of a pretty waltz ballad.	66--68--66--64
	There Will Never Be Another You Pretty revival from the "Ice-land" flick is warbled with charm and considerable warmth by Day, richly backed by chorus and Merv Rene orking.	75--75--75--75

(Continued on page 98)



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Dance Music of



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JERRY GRAY and his Orchestra*

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I Don't Care If the Sun Don't Shine Vagabond Shoes	Decca 27179 *9-27179	Night and Day What is This Thing Called Love?	Decca 24995
In the Mood A String of Pearls	Decca 27177 *9-27177	Bamboo One! Two! Three!	Decca 24894
You Wonderful You Dig-Dig-Dig Dig for Your Dinner	Decca 27122 *9-27122		
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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.

MISTER TOUCHDOWN, U. S. A......Hugo Winterhalter Ork and Chorus...Victor 20-3913

Big, brassy production, cast in a richly resonant recording, of a snappy and catchy collegiate type ditty, figures to ring up campus nickels and pick up heavy jockey action during the coming pepkin season. Victor's promotional guns are due to give this slicing added potential.

HARBOR LIGHTS.....Bing Crosby.....Decca 27202

This lovely oldie, being revived via strong Sammy Kaye etching, is treated to one of Bing's warmest croon jobs in some time. Should give the Kaye slicing a run for the money. Coupling is a smart Hawaiian flavored ballad, which is handled beautifully by Crosby, who is supported by a soft but lovely strings and voices background.

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. **ORANGE COLORED SKY**.....King Cole-Stan Kenton Ork.....Capitol 1184
2. **NEVERTHELESS**.....Paul Weston Ork.....Columbia 38982
3. **HARBOR LIGHTS**.....Ray Anthony Ork.....Capitol 1190
4. **THINKING OF YOU**.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-3901
5. **IN MY ARMS**.....Mitch Miller Ork.....Columbia 38964
6. **PATRICIA**.....Perry Como.....Victor 20-3905
7. **CAN'T WE TALK IT OVER?**.....Andrews Sisters-Gordon Jenkins...Decca 27115
8. **CAN ANYONE EXPLAIN?**.....Larry Green Ork.....Victor 20-3902
9. **MY SILENT LOVE**.....Jan August.....Mercury 5478

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. **PATRICIA**.....Perry Como.....Victor 20-3905
2. **YOU'RE MINE, YOU**.....Gordon Jenkins-Artie Shaw.....Decca 27186
3. **I NEED YOU SO**.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3884
4. **IN MY ARMS**.....Mitch Miller Ork.....Columbia 38964
5. **ORANGE COLORED SKY**.....King Cole-Stan Kenton Ork.....Capitol 1184
6. **THINKING OF YOU**.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-3901
7. **DADDY'S LITTLE BOY**.....Eddy Howard.....Mercury 5475
8. **LET'S DO IT AGAIN**.....Frankie Carle Ork.....Victor 20-3899
9. **HARBOR LIGHTS**.....Jerry Byrd Harmonicats.....Mercury 5461

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. **IN MY ARMS**.....Mitch Miller Ork.....Columbia 38964
2. **DREAM AWHILE**.....Frank DeVol Ork.....Capitol 1143
3. **I NEED YOU SO**.....Don Cornell-Hugo Winterhalter Ork.....Victor 21-3884
4. **GOOFUS**.....Les Paul.....Capitol 1192
5. **ALL MY LOVE**.....Percy Faith Ork.....Columbia 38918
6. **DADDY'S LITTLE BOY**.....Eddy Howard.....Mercury 5475
7. **SUGAR SWEET**.....Sammy Kaye Ork.....Columbia 38963

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. **LOVEBUG ITCH**.....Eddy Arnold.....Victor 21-0382
2. **FEELIN' SORRY**.....Sheets Yancy.....MGM 10773
3. **CINCINNATI DANCING PIG**.....Poe Wee King.....Victor 21-0379
4. **GOD, PLEASE PROTECT AMERICA**.....Jimmy Osborne.....King 893
5. **SOMEBODY'S CRYIN'**.....Red Foley.....Decca 46261
6. **WILD CARD**.....Tex Williams.....Capitol 1166
7. **I THOUGHT SHE WAS A LOCAL**.....Louis Innis.....Mercury 6273
8. **HAOAOOL BOUNCE**.....Bill Nettles.....Mercury 6275
9. **PRISON WITHOUT WALLS**.....Eddy Arnold.....Victor 21-0382
10. **BRIGHT LIGHTS AND BLONDE HAired WOMEN**.....Tennessee Ernie.....Capitol 1174

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

Lincoln Makes Big 10-In. Kidisk Pitch

NEW YORK, Sept. 16.—Lincoln Records, specialist in kidisks, is making a major pitch in the 10-inch field this season, and de-emphasizing its miniskid lines. No new titles are being added to its 8-inch Teddy Bear line, and the 7-inch Bobolink product, launched last year, will have to sell itself without the benefit of promotion, according to diskery President George Rosette.

Emphasis this season, Rosette stated, should be entirely on the 30 new disks issued in the 10-inch, 49-cent plastic line. These will be furnished in new four-color illustrated packaging. Twelve of the numbers are also available on 45 r.p.m. disks, retailing at 59 cents. The recordings, which feature full orchestral productions, include moppet editions of Gilbert and Sullivan's *The Mikado* and H. M. S. Pinafore.

PUNKY PUNKIN
Recorded by
Fran ALLISON... Victor
Roy CHARLES... MGM
Rosemary CLOONEY... Columbia
Teresa BREWER... London
Roberta GUINMAN... Mercury

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The Billboard MUSIC POPULARITY CHARTS

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

- | | |
|--|--|
| Always Love Him—M. Anderson M. Hayes (It's Time) Col 30226 | One Rose—K. Schemmie Trio (Harvest Time) Discovery 525 |
| Am I Making the Same Mistake Again?—R. Brown (Teardrops From) Atlantic 919 | Orange Colored Sky, An—Janet Brace-M. DeLury Ork (Oceana Roll) King 15061 |
| Beloved, Be Faithful—P. Weston Ork-Norman Luboff Choir (Nevertheless) Col 38982 | Orange Colored Sky, An—Doris Day-Page Trio (Load) Col 39980 |
| Beyond the Reef—The Mariners (Minnequa) Col 38966 | People Have Money Are Funny—Herb Fisher Trio (They'll Be) Modern 20-755 |
| Could Be—V. Monroe Ork-The Moon Maids (Frosty the) 20-3915 | Play a Sentimental Tune—L. A. Carol-R. Bloch Ork (Way Marie) Signature 15286 |
| Daddy's Little Boy—J. Garber (Longing) Cap 1202 | Please Send Me Someone To Love—P. Mayfield Ork (Strange Things) Specialty SP 375 |
| Deep Night—J. August (Where Do) Mer 5483 | Punky Punkin—R. Ford (I'll Never) High Time 139 |
| Do I Worry?—R. Morgan Ork (This Is) Dec 27160 | Remember Me—J. Wilson & Peggy Carroll (I've Found) Tennessee 723 |
| Dust Of The Old Piano Reels—Terry Shand & Ork (I Would'd) King 15064 | Stardust—D. Griffin (Wabash Blues) Rondo 224 |
| Feelin' Happy—Joe Turner Ork (You'll Be) Freedom 1540 | Strange Things Happening—P. Mayfield Ork (Please Send) Specialty CP 375 |
| Forest City Polka—Joseph Lasicky Ork (When the) Mer 20F | Street Walkin' Daddy—A. Mondy (Miss Lollipop's) Mer 8190 |
| Frosty the Snowman—V. Monroe Ork-the Moon Maids (Could Be) V 20-3915 | Teardrops From My Eyes—E. Brown (Am I Making) Atlantic 919 |
| Frosty the Snowman—R. Rogers (Gabby the) V 21-0374 | Tenderly—G. Wright (Times Square) King 15065 |
| Gabby the Gobbler—R. Rogers (Frosty the) V 21-1374 | This Is the Last Time (I'll Cry Over You)—R. Morgan Ork (Do I) Dec 27160 |
| Harvest Time—K. Schemmie Trio (One Rose) Discovery 525 | They'll Be There—Herb Fisher Trio (People Have) Modern 20-755 |
| I'll Never Let You Forget—R. Ford (Ravel's Brler) High Time 139 | This Time the Dream's On Me—Page Cavanaugh Trio (Of All Things) Discovery 528 |
| I'm Gonna Hang Your Picture In the Post Office—L. Kirk-H. Rene Ork (Life Is) V 20-3914 | Times Square Boogie—George Wright (Tenderly) King 15065 |
| In a Little Spanish Town—J. Dorsey Ork (Let a) Col 38968 | Tiptoe Thru the Tulips With Me—Stocum Bros. (Knockin' On) King 15063 |
| It's Time You Cried—M. Anderson (Always Love) Col 30226 | True Children of Vienna, The—A. Karas (Where a) Col 12479-F |
| I Wouldn't Touch You With a Ten-Foot Pole—Terry Shand & Ork (Out On) King 15064 | Under a Palms Dot Sky—D. Jurgens Ork-Al Galante (Just a) Col 38970 |
| Just a Baby's Prayer at Twilight—D. Jurgens Ork-Ray McIntosh (Under a) Col 38970 | Sarah Vaughan Album—S. Vaughan (1-10") Remington (33) RLP1024—Interlude, What More Can a Woman Do?, Mean to Me, No Smokes Blues; East of the Sun, I'd Rather Have a Memory Than a Dream, Signing Off |
| Knockin' On the Door of Love—Stocum Bros. (Tiptoe Thru) King 15063 | Sarah Vaughan Album—S. Vaughan-G. Treadwell & His All Stars (1-10") Col (33) CL6133—Ain't Misbehavin', Can't Get Out of This Mood, Come Rain or Come Shine, East of the Sun, Goodnight, My Love; It Might as Well Be Spring, Mean to Me, Nice Work If You Can Get It |
| Let a Smile Be Your Umbrella—J. Dorsey Ork-Claire "Shanny" Hogan (In a Little) Col 38968 | Vienna, City of My Dreams—A. Karas (Villa) Col 12478-F |
| Life Is So Peculiar—L. Kirk-Henri Rene Ork (I'm Gonna) V 20-3914 | Villa—A. Karas (Vienna, City) Col 12478-F |
| Load of Hay, A—Doris Day-Page Cavanaugh Trio (Orange Colored) Col 38980 | Wabash Blues—K. Griffin (Stardust) Rondo 224 |
| Longing—J. Garber (Daddy's Little Boy) Cap 1202 | Ethel Waters Album—Shades of Blue—E. Waters (1-10") Remington (33) RLP1025—Taking a Chance On Love, Honey In a Hurry, You Took My May, Cabin in the Sky, I Shoulda Quit, Man Wanted, Am I Blue, Dinah |
| Look to the Rainbow—F. Warren-H. Winterhalter Ork (My Silent) V 20-3916 | Way Marie—Lily A. Carol-R. Bloch Ork (Play a) Signature 15286 |
| Mambo Is Here To Stay—Machito Ork (Mambo Jamba) Mer 5484 | Where a Little Girland Hangs—A. Karas (True Children) Col 12479-F |
| Mambo Jamba—Machito Ork (Mambo Is) Mer 5483 | When the Buds Begin To Blossom—J. Lasicky Ork (Forest City) Mer 2093 |
| Minnequa—The Mariners (Beyond the) Col 38966 | Where Do I Go From You—J. August (Deep Night) Mer 5483 |
| Miss Lollipop's Confession—Alma Mondy (Street Walkin' Daddy) Mer 8190 | Yaaka Hula Hickey Dula—S. Jones & His City Slickers (Yes! We!) V 20-3912 |
| Mona Lisa—F. Culey Ork (My Silent) Atlantic 918 | Yes! We Have No Bananas—S. Jones & His City Slickers (Yaaka Hula) V 20-3912 |
| Mood and Melody Album—K. Wilson-B. Creen (1-10") Col (33) CL6132—Blue Serenade, The; If You Were the Only Girl, I'll Get By, My Beautiful Lady, Orchids in the Moonlight, Pavanne, Siboney, When I Grow Too Old to Dream | You'll Be Sorry—Joe Turner Ork (Feeling Happy) Freedom 1540 |
| Music of Irving Berlin Album—A. Kostelaneza Ork (1-12") Col (33) ML314 | |
| My Brown Eyed Darling—J. Wallace (You Lied) Bullet 716 | |
| My Silent Love—F. Warren-H. Winterhalter Ork (Look to) V 20-3916 | |
| My Silent Love—F. Culey Ork (Mona Lisa) Atlantic 918 | |
| Oceana Roll—J. Brace (Orange Colored) King 15061 | |
| Nevertheless—P. Weston Ork-Norman Luboff Choir (Beloved, Be) Col 38982 | |
| Of All Things—Page Cavanaugh Trio (This Time) Discovery 528 | |

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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.

Survivability for juke box operators or disk lockers is indicated in boldface command under the separate headings within each review.

THE RATES

(100 points—the maximum)

90-100tops
80-89excellent
70-79good
60-69satisfactory
50-59fair
40-49poor

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15
2. "Name Value"15
3. Calliber of Material15
4. Manufacturers' Distribution Power10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plays)10
6. Interpretation15
7. Record Quality5
8. Manufacturers' Production Efficiency5
9. Packaging (art work, binding, wrapping)10

POPULAR

SONGS FROM NEW MUSIC HORIZONS—

5ix Volumes (2-10" each)
Columbia M.J.V-76, M.J.V-77, M.J.V-78, M.J.V-79, M.J.V-80, M.J.V-81

This entire series, including 12 disks, is based on the music text book series, New Music Horizons. Some leading educators have had a hand in the project and the results betray the clinical approach. Probably there will be a fair market thru audio-visual dealers dealing directly with schools, but for retail shops the material is unexciting and the packages do little display-wise to delude the customer into thinking otherwise. The first three sets are aimed at nursery-agers and require supervision of adults, who will probably need the text book too. Most of these are play songs, or have to do with every-day people and situations. Many are based on folk songs from various lands. All are sung by a high soprano, so the words may not be too clear on most machines. Volumes 4 thru 6 can be used for older children in the beginning grammar school group. They're progressively more moving as they deal with animals, history and folklore in song. Some are sung by a tenor and some have a contagious rhythm. The American folk songs are especially attractive and okay for all age groups. Better versions of most may be found elsewhere, however. One interesting side feature is children's songs by the modern composers Hindemith, Milhaud and Honegger (Vol. 6). These will probably interest music-minded parents and teachers more than the children, however.

MUSIC OF IRVING BERLIN—Andre

Kotelawetz Ork (1-12")
Columbia (53) 4314

This package is a natural! The homespun magic of the melodies of Irving Berlin make superb ammunition for the lush, stringy stylings of Kotelawetz's concertized pop music approach. There are 19 Berlin favorites included in this instrumental round-up and among these are such standouts as Blue Skies, God Bless America, How Deep Is the Ocean, Remember, Always, White Christmas, This Is the Army and Cheek to Cheek—a cross section which proves the diverse aspects of the songwriter's skill. These Kotelawetz arrangements are a throwback in styling to some of his earlier packages, with emphasis on richly scored melody and less concern with frills and trick arranging. The package should be a big one in all quarters.

JUKES	JOCKS
Not Suitable	Fine stuff here for pop and late hour, especially all-night spinners.

65

DANCE DATE WITH DICK JURGENS—

Dick Jurgens Ork (1-10")
Columbia (53) CL 6136

Five Foot Two Eyes of Blue, Josephine, It All Depends on You, You Were Meant for Me, At Sundown, I'm in the Mood for Love, Harlem Nocturne, Push Cart Serenade, Goodbye Girl, I'm Through, Sleepy Time Gal, Goodnight Ladies, Goodnight Sweetheart, Day Dreams Come True at Night.

Jurgens is one of the leading maestri of the Midwestern ballroom circuit and here, actually for the first time, is captured the magic of his success. He serves up two sides of uninterrupted dance music which has equal mixtures of good tempo, touches of humor, neat arrangements, clean musicianship and generally good taste. His followers will grab this LP, and to those who don't know Jurgens' work the listening will be a revelation. One of the finest dance date etchings.

JUKES	JOCKS
Not Suitable	Fine stuff for dance seps, Particularly fine for Midwestern.

75

DAFFY DUCK MEETS YOSEMITE SAM—

Mel Blanc (1-10")
Capitol CAS-3073

Daffy cartoon comic material, transferred to a disk, makes for thoroughly pleasing, popular kiddie entertainment. The points-on are brisk, zany and always understandable despite the silly voices. Characters are familiar to most school-age tots thru Warner Bros. Looney Tunes and Merrie Melodies flicks.

JUKES	JOCKS
Not Suitable	Okay for moppet shows using disks.

85

MOOD AND MELODY—Ken Wilson, Or-

gan; Bill Greco, piano
Columbia (53) CL 6132

When I Grow to Old to Dream, I'll Get By, The Blue Serenade, Orchids in the Moonlight, My Beautiful Lady, Siboney, If You Were the Only Girl, Pavanca.

Eight records in succession in this printed organ-piano salon format will be wearying to most listeners. There is apparently some localized demand for the team's output resulting from their broadcasts over a Boston station, but except for their devoted fans, purchasers may find the listening plain dull.

JUKES	JOCKS
Not Suitable	Possibly for salon and music-to-read-by seps.

56

The Billboard
MUSIC POPULARITY CHARTS

PART XIII

**The Honor Roll of
Popular Songwriters**

By Jack Burton

No. 72—RAY HENDERSON

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.

Viewed from today's prospective, the turbulent '20s were a phony era. The liquor was phony. The prosperity was phony. And even the courage of the dope-happy gangsters had to be needed like the beer before it had a lethal kick. But there was nothing phony about the songs Ray Henderson composed during this crazy cycle of oft-raided speakeasies and sensational slaughtering. They were the real McCoy, judged by their popularity both then and now.

A native of Buffalo, Ray Henderson probably cut his baby teeth on a pitch pipe. Certainly, he came by his musical talent naturally, since his father played the flute, violin and piano. It was from him that Ray first learned the intricacies of the keyboard, and at the age of eight he had progressed to a point where he was able to compose melodies.

While attending public school in Buffalo, Henderson played the organ and sang in the Episcopal church choir, and during his high school years he worked with local dance bands and filled club and party dates with an Irish tenor and a Jewish comedian as a team. And after completing his musical education at the Chicago Conservatory of Music, he felt he was ready to crash the beckoning gates of Tin Pan Alley.

On his first professional job as a song plugger at Leo Feist's at \$35 a week, he lasted but a month. He next hung up his hat in a rehearsal room at Fred Fisher's, where he was promoted from staff pianist to arranger. Finally he got on the pay roll at Shapiro-Bernstein's, where he received heartening encouragement from Louis Bernstein. The latter, sensing the latent possibilities of Ray as a composer, saw that he had show-business schooling by sending him out on the road as an accompanist for Lou Breau, Elizabeth Brice; Annetta, the violinist, and several vaude dance acts.

To paraphrase a line from the Robert Service poem, *The Shooting of Dan McGrew*, gentlemen "known as Lou" or Lew crop up repeatedly in Ray Henderson's life story, for in addition to Lou Bernstein and Lew Brice, Henderson wrote his first published song, *Humming*, with Lou Breau and, while with Shapiro-Bernstein, formed a close friendship with

Lew Brown. Brown was destined to become both his collaborator and partner in a music publishing house that made Tin Pan Alley history.

Neither *Humming* nor *Georgette*, the first song Ray wrote with Lew Brown, kept the Western Union wires hot with reorders, but when *That Old Gang of Mine*, with lyrics by Billy Rose and Mort Dixon, reached the music racks in 1923, Henderson had his first smash hit. And two years later Ray hit the jackpot five times with *Alabama Bound*, a 1,000,000-copy seller; *Five Foot Two, Eyes of Blue*; *Don't Bring Lulu, I'm Stittin' on Top of the World* and *If I Had a Girl Like You*.

Then, in 1926, came the opening chapter in one of Tin Pan Alley's most fabulous success stories with the founding of the music publishing firm of DeSylva, Brown & Henderson. During the next five years this trio dominated the popular song field and earned championship rating in a decade that produced such sport champions as Babe Ruth, Jack Dempsey, Bobby Jones, Red Grange, Earl Sande and Bill Tilden.

His Collaborators

In point of age and experience, Lew Brown, a prolific and versatile lyricist, was the veteran member of this threesome. A native of Odessa, Russia, where he was born December 19, 1893, and an adopted son of Uncle Sam, Brown spent his boyhood in New Haven, Conn., before the family moved to New York City. Here, while working as a life guard at Rockaway Beach, he became so deeply infected with the songwriting virus that on his return to DeWitt Clinton High School in the fall, his Latin teacher, unable to pound Caesar's *Commentaries* into Lew's head, advised him in desperation to quit school and concentrate on songwriting. No student ever received wiser counsel since Lew, who got all tangled up with amo, amas, amat, but who proved to be a prize scholar in the "love, dove and moon above" school. With Albert Von Tilzer he spring-boarded into fame with *Give Me the Moonlight, Give Me the Girl; I May Be Gone for a Long, Long Time; Oh, By Jingo, Oh, By Gee; I Used To Love You But It's All Over and Dapper Dan, the Shiek of Alabama*.

Buddy DeSylva, who was christened George Gard following his birth in New York January 27, 1895, rounded out the trio. Taken to California as a boy, Buddy, while attending the Citrus Union High School in Azusa and the University of Southern California, started his musical career by writing school and college shows, directing his own dance band and, like Lew Brown, finding inspiration in the roar of the surf while working as a life guard at Santa Monica.

(Continued next week)

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NARDA Backs "BB" Bally on Phono Jacks

Plans Campaign

NEW YORK, Sept. 16.—The National Appliance and Radio Dealers Association (NARDA) this week added its weight to *The Billboard's* campaign to promote the use of phono jacks on all television sets which do not include phonograph units. The first NARDA move will be editorial support in the *Appliance and Radio Dealers News*, association's weekly newspaper. Further co-operative efforts in the phono jack campaign will be set up between NARDA and *The Billboard* within the next few weeks.

The September 18 issue of *The Appliance and Radio Dealers News* will print a story headlined, "Profits in Phono-Jack Can Give Dealer Insurance." The story says, in part, "The *Billboard*, national trade magazine, is at present encouraging manufacturers of television receivers to give more and more attention to the phono-jack as an important feature of their new sets. In editorial coverage, this publication (*The Appliance and Radio Dealers News*) is attempting to show to the industry the necessity of phono-jacks as a sales stimulant and traffic builder for the dealer. NARDA members, likewise, have endorsed this campaign. In letters to the association, they express their desire to see phono-jacks built into all TV sets which do not include phonograph units."

The story quotes from a recent article in *The Billboard* by W. S. Hartford, vice-president of the Webster-Chicago Corporation, in which Hartford stated that the addition of phono jacks will be a "life saver for dealers when TV sales volume begins to settle down."

RTMA Sets New "Ethics" Board

WASHINGTON, Sept. 16.—Radio-Television Manufacturers' Association (RTMA) this week announced appointment of a new 16-member sales managers committee which will embark at once on development of a proposed code of advertising and "selling ethics" for TV sets. The committee will stage its first meeting Monday (18) at the Roosevelt Hotel in New York in conjunction with a three-day confab of other committees and the RTMA board.

The new sales managers committee will function under the RTMA set division, with Clifford J. Hunt, of Stromberg Carlson Company, as chairman. The committee was named by Chairman Glenn W. Thompson, of the RTMA set division. The new sales managers committee is comprised of the following members in addition to Chairman Hunt:

Stanley M. Abrams, Emerson Radio and Phonograph Corporation; A. A. Brandt, General Electric Company; William Dunn, Belmont Radio Corporation; William H. Kelley, Motorola, Inc.; E. C. May, Sentinel Radio Corporation; Allan Mills, RCA Victor Division; John M. Otter, Philco Corporation; Stewart Roberts, The Magnavox Company; R. J. Sherwood, The Hallcrafters Company; Raymond P. Spellman, Arving Industries, Inc.; Walter L. Stiekel, Allen B. DuMont Laboratories; E. L. Taylor, Stewart-Warner Electric Division; L. C. Truesdell, Zenith Radio Corporation; J. F. Walsh, Westinghouse Electric Corporation.

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.

Andrew
Saybrooks, Mayfield, Sutton and Normandy models.
Arvin
All sets
Bend
All sets
Capehart
All sets
DuMont
All sets
General Electric
Models 19C-105, 19C-104 and 34C-101.
Hallcrafters
All sets
Hoffman
All sets
Industrial Television
All sets
Mach
Models XQR, XTR and XSTP
Mercury
All sets
Pilot
All sets
RCA Victor
Air sets
Scott
All sets
Stromberg-Carlson
All sets
Tels King
All sets
Westinghouse
Arcady model

RTMA Board To Air Jacks

WASHINGTON, Sept. 16.—Phono jack installations will be discussed briefly when the Radio-Television Manufacturers' Association (RTMA) board meets in New York City Wednesday (20). (See separate story on defense contracts and color-TV.)

The RTMA board, which some months ago created a committee to explore promotion of phono jack installations on sets, is known to have all but concluded that a big-scale promotion job on this score will be unnecessary, largely because of a growing trend among manufacturers to make the installations.

The board's Wednesday meeting will climax a series of confabs by several RTMA committees, starting Monday (18). The committees which will stage meetings include parts, inter-association, sales managers (see separate story), markets, researchers, Walsh Healey subcommittee on minimum wages, set division, advertising and finance.

\$44-Mil Set, Transmitter Plan Pushed by U.S. 'Voice'

(Continued from page 4)
to bid on sets. It was emphasized that no commitments have yet been made. State hopes to pay no more than \$16 per set, and would like to see the price down to around \$10.

Plans have already been drafted for distributing the sets abroad to "key listeners," but the details are classified information.

If the initial distribution of sets proves successful, State will ask Congress next year for money to buy an additional half-million receivers. The current appropriation allows two-plus millions for sets.

Over the next year or so, State will be in the market for equipment

Defense Contracts Turn Color TV Picture Into Muddiest Muddle Yet

WASHINGTON, Sept. 16.—The color TV picture turned even muddier this week as reports leaked from authoritative quarters that defense contracts may take a bite of 50 per cent or more of total TV set production next year. In the judgment of some seasoned observers here, this virtually rules out any possibility for the start of a new color TV industry in the near future, and renders the Federal Communications Commission's (FCC) recent color findings almost academic.

In all likelihood, the Radio-Television Manufacturers' Association's (RTMA) board of directors will devote much of its time to the defense contracts situation when the board meets in New York Wednesday (20). Also, the board is expected to go along with a recommendation made this week by its TV committee that the RTMA avoid taking a "trade association stand" and instead encourage individual members to decide their course of action for themselves as they face the approaching September 29 deadline for notifying the FCC on whether they will install color TV bracket switches.

The shadow of defense demands has fallen more heavily than ever across the color TV scene, and it appears more than ever that, no matter what may be the FCC's final conclusions on color, the major manufacturers will be devoting themselves for some time to come to an all-out two-headed drive to handle defense contracts and accommodate at least part of the home demands for monochrome sets.

RTMA's earlier forecast of a defense bite of from 10 to 20 per cent of total sets and parts production is expected to be revised drastically upward in keeping with the growing requirements of the armaments program.

To cope with this, manufacturers have already been steadily expanding to the point where assurance is generally felt that there will be no freeze-out of domestic sets and equipment such as occurred during World War II, unless the Korean crisis spreads to total war. An unofficial estimate has been made that the electronics industry will be turning out \$1,500,000,000 worth of its total production over a 15-month period for defense alone. In 1949, the over-all production was \$2,000,000,000 at the manufacturers' level. Since then, the industry has expanded so that even a greater volume of production can be attained. The full brunt of military demands is not expected to be felt by the industry until 1951 unless a sharp turn for the worse develops in Korea or elsewhere on the global front.

Meanwhile, confusion continues to be the byword on the color TV scene.

It is anticipated that most of the major sets manufacturers will wait until almost the zero hour of the September 29 deadline before making known to the FCC whether they will comply with the commission's demand that they either agree to turn out bracket standards switches or let the FCC's proposed color TV decision go to CBS by default.

Philco Corporation became the first of the jumbos to put itself on the FCC record with any kind of a formal statement since the FCC announced its color findings. Philco sent a letter to the commission requesting "clarification" of the findings, particularly on the subject of what the commission means by bracket switches. Philco expressed itself as uncertain whether the FCC wants manufacturers to install bracket standards switches capable of only two positions—that of present monochrome and CBS's system—or covering an entire range so that any system might be accommodated (15,000 to 32,000 lines per second and 50 and 150 fields per second).

Roughly 50 letters trickled into the FCC on the color findings. This is considered an extremely light volume of correspondence in view of the highly controversial nature of the document and its widespread application. Among these were complaints from some retailers fearful that the indecisiveness of the color findings may confuse prospective customers. An organization of manufacturers, the Television Manufacturers' Association (TMA), voiced disapproval on several grounds, chiefly that none but a compatible system should be adopted.

Further complicating the picture is the upcoming allocations hearing October 2, which is expected to take at least four weeks even if the FCC manages to devote at least five days a week to the proceedings. On the basis of the FCC's current timetable, it is viewed certain that there will be no chance for lifting the freeze on TV licenses until next spring at the earliest. By that time, the defense requirements may be such as to freeze out demands for UHF transmitters on any but a small scale.

CBS announced this week that it will start transmitting color test patterns for an hour daily starting Monday (18) and continuing thru September. The transmissions, CBS said, will be experimentally under FCC's authorization and have been requested by "some set manufacturers." CBS declined to identify the manufacturers or to specify the number which made the request.

TMA's Stance

NEW YORK, Sept. 16.—In a letter of protest on the FCC's tentative color decision, the Television Manufacturers' Association told Commissioner Wayne Cov: "... A hasty decision will give television manufacturers a black eye and color television two black eyes."

The letter, signed by association President Michael L. Kaplan, who also heads the Sightmaster Corporation, stated: "Are we and other manufacturers expected to deliver with each color conversion (1) a television engineer, (2) a lawyer, (3) a pair of magnifying glasses, and (4) a prayer? Or if the customer should insist on a 16-inch or 19-inch color picture must we tell the consumer to rent another room in the apartment or build another unit to his home to house such a rhubarb?"

The Television Manufacturers' Association lists among its members the following firms: Sightmasters, Empire Coil, Transvision, MRSR, Royal, Minute Man and Rembrandt.

N. Y. Bistros Cashing In; 3 More Prepare Comebacks

(Continued from page 3)

changes in acts, will stay on indefinitely.

The Latin Quarter has been doing what amounts to week-end biz, in the middle of the week. Bop City, with its new format, a musical show, sans top names, is also optimistic. The Copa, with Joe E. Lewis, is busy as it was during the war. The Riviera, with Billy Daniels, the surprise of the times, is doing bigger supper biz than it did all year; dinners were always good. The Versailles, with Edith Piaf, is playing to jammed rooms; the Blue Angel, ditto.

Cafe ops are all grinning again, and gents are scurrying for acts. The

general belief among cafe men is that, from here on in, all one has to do is to open with any three acts and a band and then step way from the door or be killed in the rush.

More Dates for Palace Package

NEW YORK, Sept. 16.—The Palace anniversary show which played the key house last June will do about three weeks out of town starting September 28. The headliners will be Belle Baker and Smith and Dale, the same toppers who played together at the Palace last June.

The package will consist of seven acts, the others to be picked and will open in Cleveland September 28 for a week. It will then do a week at the Palace, Chicago, starting October 11 and wind up with a week at Cincinnati, starting October 19.

The anniversary show is part of RKO's current drive to step up biz and will probably also include a top bill at its New York flagship, the Palace. The chain is now dickering for a strong name to open there October 5 for a two-weeker, with Lou Holtz as the topper. If Holtz comes in, he'll probably work with every act and do a spot of his own.

Hub Hotel Room Reopens to Flesh

NEW YORK, Sept. 16.—Eric Thorsen will reopen the new room at the Somerset Hotel, Boston, September 22. Carl Brisson will be working in competition against him at the nearby Copley-Plaza.

The Somerset, which hasn't had shows for the past few years, will follow a modified Blue Angel policy. It will use acts on a casual basis and have dancing in between. Small acts will go on three times nightly. The headliner will work twice a night. The hotel is part of the Sonnabend chain which also owns the Whitehall, Palm Beach and the Edgewater Beach, Chicago.

The talent buyer for the Somerset is ork leader Ruby Newman.

Doldrums Hit Big Combos; Post-Holiday Drop Is 143G

NEW YORK, Sept. 16.—The let-down following Labor Day week hit the Broadway combo houses this week to the tune of \$143,000, as the total take reached \$431,000 against the terrific \$574,000 racked up the previous week.

Radio City Music Hall (6,200 seats; average \$123,000) continued to draw well in the fifth week of *Sunset Boulevard* and a stage bill with the *Szonys* and the *Nonchalants*. Week's take reached \$137,000 off from the previous \$161,000 gross.

Roxy (6,000 seats; average \$68,000) came thru with \$85,000 for the last half of *The Black Rose* New York Philharmonic orchestra two-weeker. Opening frame hit a hefty \$130,000. New bill has *My Blue Heaven*, the ice show Mindy Carson and Betty and Jane Kean.

Capitol (4,627 seats; average \$43,000)

Van Beats Price in AGVA Elections; Baker, Lee Veepees

NEW YORK, Sept. 16.—Gus Van has been re-elected president of the American Guild of Variety Artists (AGVA) winning over George Price, his opponent, by 81 votes. Van got 873 votes. Price 792.

Over 16,000 ballots were sent out by AGVA and the tallies were made by the Honest Ballot Association. Of those getting the ballots, less than 2,000 members voted.

The victorious slate was as follows: first vice-president, Jerry Baker, unopposed; second vice-president, Gypsy Rose Lee with 893 votes. Other candidates for that office were, Jack Gwynn, Chicago, 401, and Dick Ware, Chicago, 351. Third vice-president elected was Don Francisco, New York, a wire act with 487 votes. His opponents were Buddy Walker, Miami, 445; Lois Donn, Pittsburgh, 348, and Jack Edwards, Boston, 326.

Edwards ceased to be a performer after the ballots were distributed, became an agent, and also was a candidate for the national board. The AGVA board subsequently ruled that, should Edwards be elected, he wouldn't and couldn't serve. It also ruled that, should Edwards be elected to the board, the person receiving the 16th position (on the ballot) should be recommended to the board.

Jackie Bright, treasurer, New York, running unopposed, received 1,476 votes. Harry Mendoza, Los Angeles, also unopposed, became the recording secretary.

Fifteen members each to serve three years, were chosen for the national board. The winners were, Ruth Arden, Cincinnati; Will Aubrey, San Francisco; Dewey Barto, New York; Danny Beck, Los Angeles; Red Buttons, New York; Lois Donn, Pittsburgh; Phil Foster, New York; Dick Gale, Chicago; Sid Marion, Los Angeles; Mickey O'Neill, San Francisco; Georgie Price, New York; Billy Tait, New York; Dick Ware, Chicago; and Jerry Wayne, New York.

NEW YORK, Sept. 16.—A new enlarged cafe, tagged the Penguin, will spread out with intimate talent as soon as the face-lifting process the room is going thru is completed.

Spot, operated by Nat Simon, now has a capacity of about 50. Under present plans room will be enlarged to hold 120 and talent budget of about \$700 will be set up.

Carroll Nitery Sold to Hofues

HOLLYWOOD, Sept. 16.—Earl Carroll's theater-restaurant went to hotelman Frank S. Hofues, highest bidder for the property, for \$1,025,000. Hofues, who operates the Del Mar and Deauville Beach clubs here and hotels in Dallas and Wichita Falls, Tex., intends to lease the Carroll nitery rather than operate it. Property will be made available for radio and TV shows use during the day and may be converted into a legit house or nitery for after-dark use.

Sale as approved by Superior Judge Newcomb Condee calls for Hofues to pay the Carroll estate \$200,000 within six months and an additional \$475,000 over a 10-year period. Terms of sale also involves transfer of a 4,000-acre ranch 25 miles west of Prescott, Ariz., to be accepted by the estate at a value of \$350,000.

Attorney representing New York showman E. M. Loew, one of the bidders for the property, objected to the court's approval of the Hofues deal, claiming the estate could realize greater returns on a long-run basis by leasing the property to Loew at \$75,000 per year. Judge overruled the objection, but seemed reluctant to approve the sale because it involved the Arizona ranch property transfer. Judge said he personally would not trade a piece of valuable Hollywood property for a dude ranch in the mountains which yields no income. However, he said he wouldn't substitute his own judgment for that of Mrs. Jesse L. Schuyler, estate's executor, who said she would be willing to accept the ranch at \$350,000 as her share of the \$1,435,494 Carroll estate. The noted Broadway-Hollywood showman was killed two years ago in a Pennsylvania plane crash. His will divided his estate between a cancer fund and Mrs. Schuyler, his lifelong friend and backer.

"Musical Chair" Engrosses Unions

NEW YORK, Sept. 16.—The battle of the letters is still on between the musical acts on one side and the American Federation of Musicians (AFM) on the other with the American Federation of Labor (AFL), and the American Guild of Variety Artists (AGVA) in the middle, catching it from both sides.

The latest letter was sent to William Green, AFL prez, by Jon Carlton, head of the newly formed Musical Variety Artists (MVA) dated September 15. In this one, Carlton charged "sell out" and hinted broadly that, if the AFL refused to issue a charter, MVA would seek a charter from the State of New York.

The first letter in the series sent to Green by Carlton asked him to iron out jurisdictional dispute between AFM and AGVA as to which has control over musical acts. Green, apparently unaware of the pact between Gus Van, head of AGVA and James C. Petrillo, head of AFM, replied to Carlton that jurisdiction over musical acts rested in AGVA.

AFM toppers deny putting Green straight but, in any case, Carlton received another letter (September 8) from Green retracting his former interpretation and referring him to the deal made between AGVA and AFM.

AGVA-4A's Case Up Again in N. Y.

NEW YORK, Sept. 16.—The trial involving the Associated Actors and Artistes of America (Four A's), an outgrowth of the Matt Shelvey ouster two years ago by the American Guild of Variety Artists (AGVA), began in New York Supreme Court Thursday (14).

The case started two years ago but, due to legal obstacles, was cut short with Matt Shelvey, as one of the plaintiffs, getting a legal setback. The present case brings in 16 plaintiffs, headed by Fred Dale and Danny Fitz, who claim to represent AGVA's Boston area.

Dale and Fitz are represented by Halpern, Nathanson & Scholer. The Four A's are represented by Rosenman, Goldman, Colin & Kaye. Case is being heard before Justice Benzega.

Sweet Revenge

PITTSBURGH, Sept. 16.—Last week Sandra Deal finished her date at the Carousel for what the op said was great business. Gal headlined the show. And it was not her first appearance at this spot.

She was at the Carousel two-and-half years ago. After her first show, Jackie Heller, club op, told her he was sorry and paid her off. She was then in for \$150. This time, as headliner, she got \$750.

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**Marine Dining Room,
Edgewater Beach Hotel,
Chicago**

(Thursday, September 14)

Capacity, 500. Price policy, \$1-\$1.50 cover. Production, Dorothy Hild. Publicity, Marjorie Winston. Booking policy, non-exclusive. Estimated budget last show, \$8,700. Estimated budget this show, \$7,000.

The yen to produce nitery shows a la musicals has taken hold of Dorothy Hild. She's fused some excellent but rather obtuse line numbers with Bill Snyder's society pianistics to make for a high class 60 minutes. It's a rather intellectual hour, a blend of subtle choreography and the Tower recording orkster.

Miss Hild and Snyder dramatize thru use of 11 line girls and two chorus boys a series of original bits of music, except for Snyder's version of Bewitched. Peak in the production is a well-costumed floral routine tied in with the lyrics of Bewitched. Other good routines are a State Street window shopping idea and a Lincoln Park romance between two cops and two nursemaids.

Snyder shows potential as a society orkster. He's much more relaxed than when seen the first time at a local theater. He talks better, plays a more fluent piano and does a top job in his spot in the show. Snyder does his recorded numbers as well as a cute specialty in which he plays nursery rhymes as they might be done by composers and dance band leaders. The band (three brass, four saxes, three fiddles and three rhythm) is a flexible unit with a varied and well-rehearsed library.

Lillian Brooks, a blonde knockout, is excess baggage. While she handles four ditties capably in a shouting style, her presence destroys the continuity of the Hild production. She was booked in advance before the idea of the musical was conceived.

Johnny Sippel.

**Cocoanut Grove, Ambassador
Hotel, Los Angeles**

(Tuesday, September 12)

Capacity, 800. Prices, \$1.50 cover. Shows at 10:30. Owner, Ambassador Hotel. Operator, J. E. Benton. Booker, Arty Loveland. Estimated budget this show, \$4,500. Estimated budget last show, \$4,500.

Spot is hitting a streak of fem warblers with Constance Moore marking the third thrush booking in a row. Stage-screen songstress, while better suited for an intimate room, handled the opening night crowd admirably and should draw well. For her first night, she pulled heavily from the film colony, and if the celluloid circle patronage continues, room will be ringing up fat tabs.

She breezed thru 14 tunes in an easy and confident manner with sequence wisely designed to hold the ear. Opening with *That Certain Feeling*, she followed with *Never Underestimate the Power of a Woman*, clever special material penned by her accompanist, Sy Miller. Medley of her pic tunes won response. Best job of sincere selling was done on *Scarlet Ribbons*. Taking a tip from Dean Martin and Jerry Lewis, she nudged ringsiders with the hand mike for a chorus of *Harvest Moon*.

Larry Green's ork capably accompanied Miss Moore and dished out a tasty brand of dance music. Miss Moore's pleasing voice and interpretative talents deserve disk attention.

Lee Zhitto.

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NIGHT CLUB REVIEWS

Blue Angel, New York

(Tuesday, September 12)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby-Max Gordon. Booking non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, \$1,750. Estimated budget previous show, \$1,500.

Month in and month out this chichi spot manages to come up with talent alignments that eventually build into word-of-mouth biz. The showcasing, is, of course, ideal, and considering that the spot is basically a night club, the audience is unusually receptive and responsive.

For its reopening, the room has Eddie and Tony in a repeat, the Weavers, Meg Mundy (out of legit), Bill McArthur, Herman Chittison Trio, Eadie and Rack (in the lounge) and Stuart Ross on the piano for the hulls and the show. On paper it looks all right, tho the show plays better than all right when it's on the tiny stage.

The Weavers (three boys and a fem) almost stopped the show with their harmonic warbling of tunes that ranged from hymns to the No. 1 Honor Roll tune, *Good Night, Irene*. The outfit was first caught on its break-in at the Village Vanguard. Even then it showed potentials. The act is now dressed smarter and the routine has been pepped up with the result that the group can compare with the best, with a library that is seldom heard. The slight comedy touch is ably handled by Lee Hayes; the fem influence is in Ronnie Gilbert's competent hands. Pete Seegar, doubling on banjo and voice and Freddie Hellerman's guitar and voice make up the rest of the outfit. An audience participation, *Good Night, Irene*, got them off, otherwise they'd still be on.

Eddie and Tony, have what is probably one of the best record acts in the biz. The synchronization is letter perfect, it is their bits and pieces of biz that make them a stand-out. They were a smash the first time around; they're even bigger on their return date.

Meg Mundy is a pretty gal and an actress who can sell. Unfortunately, her voice, handicapped by nervousness plus laryngitis, put her behind the eight-ball. But if pipes, a trembling soprano, are inadequate, the gal showed a rich speaking voice. If she intends keeping on the cafe circuit she might adopt a song-talk style.

Bill McArthur, a good looking tousel-haired lad, showed a commendable voice and a better ability to mimic. He opened straight with a standard, giving it a semi-styling as he acquired confidence. Then came a series of take-offs, Sinatra, Como, Laine, etc. Latter, tho good, are meaningless, except a Lena Horne thing. It was a hilarious Louella Parsons routine that got terrific yocks.

Herman Chittison's playing was as fine as ever.

Bill Smith.

Versailles, New York

(Wednesday, September 13)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Prounis-Arnold Rossfield. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$5,000. Estimated budget last show, \$3,000.

If there was any doubt that Edith Piaf can draw, it was removed opening night. Not only was every available corner taken but the management was forced to cut the first show to let the second show reservations get in. The room was jammed with solid names in all walks of life, including those from showbiz. More important, it was a bottle-buying crowd.

Still the Charmer

Miss Piaf, in her fourth date here (last year's date was 20 weeks), got a solid welcoming mitt. Still the charmer of them all, she went to

Ruban Bleu, New York

(Wednesday, September 6)

Capacity, 130. Price policy, \$3.50-\$4 minimum. Continuous entertainment from 9 until 2:30. Owner-operator, Al and Tony Mele. Publicity: Ross Associates. Booking policy, non-exclusive. Estimated budget this show: \$1,500. Estimated budget last show, \$1,500.

The intimate nitery drew a capacity crowd for its fall reopening Wednesday night (6). The new revue reflects the spot's usual chichi entertainment policy—smart, sophisticated and generally smoothly paced.

The comedy in the current show is average, tho musically it excels, with headliner Michael Brown back for a return engagement; the Four Lads, playing a ditto date, canary Shirl Conway, and the mainstay of the spot, the Norman Paris Trio.

Brown, who does his own material, tosses off highly literate double entendre ditties with disarming simplicity. He scored with some of his old material, including an ode to Lizzie Borden, *Son of a Man and a Mermaid* and a Perle Mesta saga *There'll be a Hot Time in Luxembourg Tonight*. Then he brought on the new stuff, most notable of which was a sharply satirical peek at *Flair* "the only magazine 'hat dribbles'" and a lyrically lovely ballad *The Blood Red Rose*. Brown's ability to put over the latter number to a crowd keyed for sexy innuendoes, is probably his greatest asset as an entertainer.

Best When Bright

Shirl Conway, a tall, vivacious, blond warbler, specializes in old and comparatively obscure show tunes. She opens big with a fast flashy rendition of *Money Isn't Everything*, but her follow-up numbers never top the first ditty. The gal does competent vocal job on *Down in the Depths on the 90th Floor* and *That's How I Love the Blues*. Her real zing tho doesn't come over on torchers. Sales-wise she's at her best on a bright kick with the emphasis on comdy.

Deuces Wild (Jimmy Komack and Martin Burns) are making their Stem nitery debut, and their comedy antics are rough but promising. Right now their timing is better than their material. Burns plays piano, while Komack beats away at a wacky prop drum. The boys' nonsense chatter and take-offs aren't always funny, but they show enough salesmanship to click big with the crowd.

The Four Lads, a teen-age quartet, are putting more emphasis on fast rhythm tunes this time around; but their French-Canadian folk songs draw the best hand. The Norman Paris Trio still rates top honors for the most consistently wonderful backing in town.

June Bundy.

work on a brace of French ballads plus one English tune; ran her hands thru her hair and hugged herself in ecstasy. In fact, she was the same harried tortured little girl she was on her previous dates here, and the audience loved it. Unlike her previous dates here, Miss Piaf introduced each number with a piece of English chatter. But like on her other dates, she was backed by a choral group and an augmented band, all behind a closed curtain. Occasionally, the choral arrangements overshadowed her, tho doubtless this will be adjusted in future performances. Emil Petti's house band was led by Miss Piaf's conductor. Panchito's rumbas did the Latin sessions.

Bill Smith.

Ciro's, Hollywood

(Monday, September 11)

Capacity, 460. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, E. D. Horst. Press, Jim Byron. Estimated budget this show: \$4,000. Estimated budget last show: \$5,000.

Herman Hoover follows one highly successful twin bill (Mary McCarty and the Steve Condon-Jerry Brandon duo) with another patron-pulling double-header. Liberace and Eileen Barton. Miss Barton opens with a set of car-worthy tunes that sell well, but really rocks 'em with her novelties, *Baked a Cake and Baby Me*. For one who rang the disk bell with a novelty (*Cake on National*); she would be wise to drop the dream stuff and concentrate more on the type of material that made her click. She overloads her repertoire with *Bewitched, Body and Soul* and *Little Girl Blue*, all well done but none bringing near the results of the novelty selections.

Liberace, always a good bistro act, is enhancing his audience appeal with the addition of more vocals to his pianistics. His voice is pleasing and well suited for *September Song*, *Give it Up and Piano Roll Blues*. He keeps interest and pace alive by alternating between vocal and keyboard solos. His pianistic pyrotechnics are as flashy as ever in such showy standards as Liszt's *Hungarian Fantasia*, *Slaughter on 10th Avenue*, Johann Strauss's *Polka and Clair de Lune*. Debussy number is wrapped in medley form with *La Vie en Rose*. With paper on the strings, he converts the Steinway into a honky-tonk upright of the roaring '20s for a medley of flapper era faves.

Matty Malneck's ork bakes show with a competent hand and provides dancers with a wide selection of terp tunes.

Lee Zhitto.

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VAUDEVILLE REVIEWS

Palace, New York

(Thursday, September 14)

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

Church and Hale open this one with a solid series of taps. George Church, by far the better hooper of the team, might start watching his calories. Marilyn Hale, the blond looker, docs an able assist, adding plenty of flash to the act. Frank Paris, in the deuce, did a fine job with his standard puppet act. Boylan and King, in the four position, in a return date (as were the two opening acts) held them okay with their singing. The team opened with *Old Fashioned Walk* and finished with *Donkey Serenade*. In between the boy soloed *Old Man River*, and the gal challenged with *My Hero*, both winding up to good hands. The Rosales Sisters, a couple of gals with Oriental features, wound up the eight-acter with a fine perch act, the high point being a revolving head stand atop the pole.

Hit Still "Pigment"

The hit of the bill was again Dewey (Pigmeat) Markham and Company (two boys and a gal). Working to three mikes, one downstage and two up, the act got yocks upon yocks.

Davy Karr, in his first date here, working in the three spot, may find tough going with his present act. Working dead-pan, the boy started with *Keep Smiling*, for obviously contrasting effect. But selling was so ineffective that number meant little. He next went into his fiddle bit, using a lattered coat, fright wig and other sight bits for impact. Again it missed, and this time it was because the chatter, which even for the Palace, was too obvious. "Alec—Alec—Electri-

cian..." may have killed them years ago. It's just a yawn today. The boy needs much smarter material and better tying together of his act.

Gilbert Doesn't Add

Paul Gilbert, ballyhooed as the find of the year, is a good looking, short chap, who got the next to closing spot. Gilbert's a funny lad. He works fast and doesn't let a gag die on him too obviously. He has assurance and poise but suffers from too much unnecessary material, much of it which doesn't add anything to his act. His opening gags are each topped by a spin-fall, a la Jack Durant, on the apparent theory that if one fails the sight bit won't. If the first is good the other is superfluous. If it's bad, it merely highlights the bomb. He can eliminate the falls. Toward the latter part of his act he uses a stooge (Ken Martin), whom he brings onstage for a chair balancing atop a table thing, a la Ladd Lyons. This, too, was superfluous. Gilbert is a comic with a good delivery. What he needs to heighten his ability is better verbal material and less sight stuff.

Renault Misses

Frances Renault came on in fancy costumes and varying wigs. One made him look like Sophie Tucker. When he took it off, he looked like Belle Baker.

Working in the six spot, Renault had two people with him, a fem piano player and a boy. The production was mm-mm-mmm, center fancy entrance, big grand piano and a huge flower-filled vase. His act consisted of take-offs of Eva Tanguay (sans the tights) doing *I Don't Care* and a Lillian Russell. As a freak act it apparently rated sole marquee billing, tho the audience didn't seem impressed.

Pie, Sierra.

Bill Smith.

Gypsy Rose Lee's Anti-Communist Statement

(Continued from page 4)

There are no qualifications to the statements I made under oath.

I have played hundreds of benefits under the auspices of the army, Red Cross, War Bond drives, salvage drives, YMCAs, Community Chests, etc., for Bundles for Britain during the Hitler-Stalin pact.

I abhor totalitarianism—whether Red, brown or black—and their treacherous methods of guilt by sneer and without trial. This may be all right for Russia, but I hope not for us.

Organizations

National Vaudeville Artists (member 1922 thru 1929); honorary president, George Jessel. Present committee: Mayor William O'Dwyer, Fred Allen, Talullah Bankhead, Irving Berlin, Emanuel Ceiler, Douglas Fairbanks Jr., Bernard F. Gimbel, Harold Hoffmann, Helen Haven, Heroert Hoover, Herbert Lehman, Billy Martin, Capt. Eddie Rickenbacker, MARY ROSE.

Screen Actors' Guild, American Federation of Radio Artists, American Guild of Variety Artists (recording secretary). Several months ago Miss Lee signed a non-Communist affidavit which is on file with AGVA.

American Society for the Prevention of Cruelty to Animals, Ziegfeld Girl's Club (benevolent organization composed of former cast members of Ziegfeld shows originated by Bernard Sobel, Bronx Zoo, Burlesque Artists' Association (former member) (union); Thomas J. Phillips president and executive secretary. Other members, Rags England, Charles McNally.

Greenwich Village Humane Society, Authors' Guild, Dramatists' Guild, Actors' Equity Association, Parent-Teachers' Association.

Benefit Appearances

In connection with the following benefits for which Miss Lee appeared, she received absolutely no compensation and generally had to fly from one place to another for such appearances, and paid all her own expenses.

The City and Country School of New York—May 11, 1936; appeared with FFA, Deems Taylor, George S. Kaufman, Marc Connelly, Walter O'Keefe, Leonard Ebbing, Jung Walker, Osgood Perkins, Conrad Thebault, Cobina Wright, Carlos Morelio (Metropolitan Opera), Erno Rappee. Program presented by Henry Soutaine.

Beaux Arts Ball—November 18, 1936 (proceeds for relief of unemployed architects); sponsoring committee: Mrs. Cornelius Vanderbilt, Mrs. Richard Whitney, Mrs. Halsted Vanderpool, Mrs. W. Ziegler and membership (See Gypsy Rose Lee's, opp. page.)

Lou Greenberg Takes Over Philly's Club 421 for 75C

PHILADELPHIA, Sept. 16.—Club 421, one of the most successful after-dark operations in the Harlem sector of West Philadelphia, was sold recently. A number of locals have been interested in buying the spot, and winner was Louis Greenberg, newcomer to the entertainment field. Formerly operating a taproom in another sector of town, Greenberg reportedly paid \$75,000 for the room.

While the same policy will be continued, reports have it that another club is planned for the same neighborhood by Si Kaliner, who unsuccessfully sought to purchase Club 421. Kaliner formerly operated the Little Raitshkeller in center of town, which he leased last year to Abe Spiegel.

Costello Takes Over Club

DETROIT, Sept. 16.—Charles Costello, orchestra leader, is taking over the Wedgwood Room, downtown supper club, after operating it for two years in partnership with James Cox. Later is rejoining the Trenton Distillery organization. Costello will manage the spot, in addition to fronting his own band and doing vocals.

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Magic

By Bill Sachs

CHAN LOO and two Chinese assistants are presenting a horror turn in Midwest houses together with a program of diversified magic. J. B. Lefleur, who has advanced the El Wynn and Silikini graveyard midnighters in the past, is piloting the Chan Loo spooker. . . . S. E. Patton, of Carolina Assemblies, has contracted McDonald Birch and Mabal Sperry to appear in the Carolinas for an early fall showing. . . . The Admirals, J. C. and Frank P., this season have out Gordon the Wizard; Jay Robinson, vent, and the Selwyns, hypnotists, on school assemblies thru Ohio, Kentucky and Indiana. Frank is handling the Selwyns; J. C., the other two. . . . The Three Lances appeared as the free-act at the Ohio County Fair, Hartford, Ky., September 7-9, with their magic, juggling and novelty turns. During the stand there they appeared over WOMI, Owensboro, Ky., in a 10-minute interview which centered around their 20-month-old son, Larry, who appears in his parents' turn. . . . Roy and Vivian Shrimplin are back at their Alliance, O., headquarters after attending the school assembly program bureau's convention at Lakeside, O., where they signed to present their school show in 15 States from Nebraska to New York, carrying them up to 1953. . . . Rudy Lenzler, prominent Cincy trixster, is still confined at his home, 278 Emming Street, Clifton Heights, Cincinnati, as the result of a stroke suffered several months ago. He would appreciate a line from old magic friends. . . . Clarence Aukings, vet agent, typewrites that he closed recently ahead of L. E. (Robs) Collins's school show at Festus, Mo., due to poor business. He left the Collins unit booked up until September 22 with school shows, two and three a day. . . . Milbourne Christopher spent a day recently at Look magazine's photo studio, where more than a 100 action shots were taken of him to fit into a spread the mag is doing and which is slated to appear within the next several months. Advertising Age also carried a story on Christopher recently, telling how the Schreiber Bros., sponsor of his weekly TV show in Baltimore, is promoting the program. In addition to newspaper ads, TV announcements thru the week, huge display boards in the store itself and a window devoted to the program, they slip announcements into the shopping bag of all customers as they leave the store. . . . Tommy Hanlon Jr. played the Hippodrome, Baltimore, last week.

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Gypsy Rose Lee's Anti-Communist Statement

(Continued from opposite page)

of Racquet, Union and University clubs. Seeing Eye School of Morristown, N. J. (headed by Mrs. Harrison Eustace) 1936. Commander Fred Mander, December 11, 1936 (sponsored by Nick Kenny and The Daily Mirror) (Bermudes dashed into his burning Brooklyn house to save his cat); Grand Street Boys' Benefit (1938), New York City organization to help underprivileged children; Stagehands' Ball for the benefit of IATSE, February 8, 1937, appeared with Penny Brice, Bobby Clark, Harrison and Fisher, Cherry and June Prieser, Jane Pickens.

Northwestern University Charity Ball, February 19, 1937, for the benefit of the University settlement sponsored by the Department of Sociology; committee headed by William Heyn, executive chairman; Columbia University, February 37, Miss Lee selected as queen of senior prom.

Motion Picture Artists Committee, October 2, 1938—party at home of Mrs. Ira Gerahwin, to finance relief ship to carry powdered milk to children of Spain. Other committee members: Harpo Marx, Melvyn Douglas, Virginia Bruce, Penny Brice; Architects' Committee of Negro Actors Guild—November 1938. Committee consisted of Leon Mandel (owner Mandel's department store), Feida Polts, John Cromelin, Walter Fraiser, Andrew Rebori; University of Pennsylvania, Mask and Wig Club, Miss Lee loaned her wardrobe for the show and coached the girls.

Assistants' League of Hollywood, 1938. While in Hollywood Miss Lee was associated with the Assistants' League (a charitable organization) and waited on tables twice a week. (The office and fire department, November, 1938. While on a personal appearance tour in Columbus, O., Miss Lee acted in behalf of the police and fire departments in their campaign to secure toys for needy children. Miss Lee spent many hours knitting and sewing doll dresses. Miss Lee does this work each year before Christmas in whichever town she is in at the time.)

Book and Magazine Guild, Hotel Brevoort, December 3, 1949; Miss Lee gave a talk on the organization of the burlesque union. (The show and benefit show, Chicago, Street Club, Chicago Advertising Club, (founded by John MacMurray), December 16, 1941, benefit for underprivileged children; other performers: Larry Adler, Fats Waller, Pat O'Malley, Amalgamated benefit show, January 2, 1940, other performers: Olsen and Johnson, Hazel Scott, Glen Miller's orchestra, Ed Sullivan, Elsa Maxwell, American Friends of Chinese People, December 21, 1940. Miss Lee posed for publicity picture (as part of her anti-Japanese activities, Night of Stars, Chicago (for Chicago's indigent children); Mayor Kelly, chairman; other performers: Wayne Morris, Hugh Herbert, George Raft, Joan Crawford, Irving Berlin; John C. Petrillo conducted the orchestra; Rodco Ball, January 25, 1941, Emerson House, Chicago; other performers: Lillian Gish, Larry Adler, Mike Cudahey.

Star-Spangled Ball (William Allen White's committee to defend America by aiding the allies) (to separate the organization of British War Relief, December 30, 1940 (this benefit for the allies was given at the time when Russia was allied with Hitler. (Benefit, therefore, was also a protest against Russia.) Life magazine carried a story on the ball in its January 1, 1941 issue. At the ball were Lily Pons, Andre Kostelanetz, William Rhineland Stewart, Raymond Massey, Madge Evans, Jane Pickens, Jinx Falkenburg. Miss Lee sold stars from her costumes at the ball. During the time Miss Lee made many appearances for allied war relief and sold stars from her costume at each appearance.

March of Dimes (President's Birthday Ball for infantile paralysis), January 30, 1941. British war relief benefit, March 3, 1941. (This benefit during the time Russia was allied against Britain.) Other performers: Jack Pearl, Mary Pickford. British war relief, Pump Room, Chicago, February 8, 1941; aluminum drive, August 4, 1941 (Time and Life magazines carried story); Miss Lee appeared in costumes of pots and pans, dramatizing need for aluminum; made several appearances with Conservator McConnell and William K. Knudsen. Boycott of Japanese silk—Miss Lee appeared with Abbott and Costello in Atlantic City, August 28, 1941, in protest against Japanese silk.

Salvage drives. During this time Miss Lee assisted in rubber conservation and other salvage drives and home-front efforts. Benefit show at Fort Monmouth, July 30, 1941. Campaign in San Francisco for rain. YPCA benefit at Central Y in Cleveland, May 8, 1941; USO, Youngstown, O., fund-raising drive, October 9, 1941; assisted in recruiting drive, Flint, Mich., September 30, 1941; USO, 11-day campaign in San Francisco for rain. YPCA benefit at Central Y in Cleveland, May 8, 1941; Night of Stars, Shrine Temple, Miami (for underprivileged children), 1940; other performers: Jane Froman, Dean Murphy, Frances Faye; Newspaper Guild Profit-Page Ball, Washington, December 8, 1943, Miss Lee officiated at ball.

Army and Navy Hospital, Seattle, July 7, 1946; Ladies' Auxiliary Industrial Insurance Agency, Local 30, UPOWA, benefit February 16, 1943; BNU Bookshop opening January 18, 1943; other appearances: Fred Brown, Robert Case, Antoinette Perry, Mrs. Robert Pemberton, John Curran, Merchant Marine Canteen, every Friday night; Red Cross drive, February, 1943. Miss Lee was personally responsible for Red Cross drive in her home town, Highland Mills. Drive exceeded town's quota. All during the war Miss Lee was active in War Bond drives in practically every city throughout the country. Henry J. Kaiser decorated her for her work in boosting morale of defense workers, January 6, 1943. Night of Stars, New York, for refugee relief (Madison Square Garden), December 24, 1943, Marvin Schenk, head of committee. Ray Bolger, Jack Haley. Opening of American Theater Wing, Merchant Marine Club, Jan-

Burlesque

By UNO

SAM COHN, after supervising the building of a ranch type of home on property he purchased in Encino, Calif., returned to the management of the Hudson, Union City, N. J. During the current season Cohn plans on frequent plane trips to his new habitat, leaving the care of the Hudson to his two execs, Harry (Eppie) Oakens and Marty Knopf. He will also join the two theatrical orgs on the Coast, the Masquers and Hollywood Comedy Club, to become a fellow member of other former burleskers now in Hollywood such as Gabby Hayes, Harry Lang, Emmett Callahan, Joe Devlin, Abe Reynolds, Frank Scannell, Pinky Lee and Charlie Cane. . . . Dolores Dawson started her third season at Jimmy Kell's, New York, September 12, following fashion modeling at the Atlantic City race track. . . . George B. Hill is managing the concession department at the Portola, San Francisco. . . . Rube Bernstein, Chuck Callahan and Joe Dick were among those attending the funeral services September 9 of Clyde Bates, who was for 18 years principal comic with Bernstein's "Folies of Pleasure" on the American Circuit and the last six years stage doorman at the Fulton, New York.

NADINE was the feature at the Gayety, Detroit, September 14, followed by Rialto, Chicago. She resumes her spot in the Silk-Cowan unit in Minneapolis, September 28. . . . Dolores Green, whose sister, Helen, passed away August 29 in Boston, is working niteries in the same city. . . . Jack Montgomery's chorines at the Empire, Newark, N. J., include Doris Mardel, captain; Nancy Walsh, Joan Ortone, Marcia Forbes, Vera Angelina, Alex Gregory, Ellen Lilly, Gloria Byrne, Ellen Herzsonblatt, Nanetta Connessi and Mary Paquette, dancers, and Pamela Craig, Tina Nix, Edith Hamblin, Constance Dawn, Roberta Satro, Kitty Lynn, Stacy Hunter and Kitty Parks, parade girls. . . . Marcia Edgington opened for two weeks with options September 13 at the Silver Frolics, Chicago, thru Dave Cohn.

George Keystone is the new straight at the Empress, Detroit, where Sunshine Elliott is comic, and Sally Connelly principal woman. All returned after several months' absence. Frank Crowe continues as manager. Joseph Elul, Empress owner, leaves shortly for the new home he purchased in Hollywood, Fla., to remain until next June. . . . Ina Lorraine returned from Portland, Ore., niteries and opened September 1 at the Embassy, Rochester, on the Jack Kane circuit. . . . Jack Howard and Louise Jenkins have been re-engaged for another season with Mae West in "Diamond Lil," which reopened September 17 at the Blackstone, Chicago, for a tour of the South and West.

uary 6, 1943, also attended by Mrs. Roosevelt, Brock Pemberton, John Golden, American Red Cross, Waldorf-Astoria, February 18, 1946, New York City committee for United Yugoslavia Relief (member of National War Fund), Mme. Alma Clayburg and Mr. E. Litsauer, chairman. (To raise funds for Yugoslavia relief), American Committee for Yugoslavia Relief; Miss Lee was mistress of ceremonies. Others: Stella Adler, Candy Jones, Vera Zorina, Sono Osato. National Foundation for Infantile Paralysis, March of Dimes, Waldorf-Astoria, January 30, 1946; Mrs. Harrison Williams, general chairman. Others appearing: Danny Kaye, Dorothy Kilgallen, Vera Zorina. Sold Easter stamps for Milwaukee Association for Disabled, March 8, 1945 (between appearances at theater). Appeared at Veterans' Hospital benefit, "We're All in It," War Bond drive at Madison Square Garden, October 1, 1943. Others appearing: Danny Kaye, Charles Laughlin, Paulette Goddard, Gracia Moore

Anti-Red Bill Hanging Still; Gimmicks, Too

(Continued from page 3)

tary gimmicks, however. President Truman has 20 days to sign the anti-Commie bill or to deliver a written veto to Congress—if the legislative body is still in session at the expiration of that period. Should Congress have adjourned until January, Mr. Truman can kill the bill by refusing to sign, a procedure known as a pocket veto. If Congress simply recesses until after the November elections, and if Mr. Truman vetoes it during the recess, the bill will remain in a state of suspended animation until Congress returns. In the event of a recess or a continuous session, the President also has the alternative of permitting the bill to become law without his signature.

The Commie-control measure has wound up as a composite of almost every anti-Commie bill proposed so far this session. The Senate rejected the substitute to the McCarran bill requiring detention of subversives in emergencies, but later voted to incorporate its provisions into the McCarran measure.

As it stands, the bill requires all radio-TV shows sponsored by Commies or "front" groups to be identified as such by announcements. Most radio-TV manufacturers would be affected by a clause banning employment of Communists or "fronters" in plants having military contracts.

Plan Special Board

The bill would create a special board to screen all suspect organizations and label those with Commie leanings. Tabbed groups would have to register with the attorney general and reveal the names of their members. Persons joining such an organization after it has registered would have to register individually. Showbiz people and others who have joined "front" groups unwittingly would be spared the ignominy of being tagged "Reds" if they resigned prior to their group's having the official finger of Uncle Sam pointed at it.

If and when the special board is created, it will probably first signify as Commie fronts those groups already named subversive by the attorney general. (The list of such groups was published in The Billboard of September 2.)

Another provision of the bill is for detention during emergencies of those who engage in sabotage or espionage or those about whom there is "reasonable ground to believe" that they "may engage" in such activities. The bill also tightens security laws, prescribes strict immigration-emigration procedure to screen Commies, and lengthens time limits of statutes of limitations on security laws.

Friars Leave H'w'd Home

HOLLYWOOD, Sept. 18.—Friars abandoned their Sunset Boulevard home, the former Clover Club, and moved into the Mocambo's Champagne Room. Org returned the building and its improvements to Nate Sherry, from whom they purchased it three years ago. Friars reportedly lost \$300,000 on the deal, with its membership of 300 finding upkeep on the building too steep to maintain. Champagne Room will be closed off from Mocambo and rented to the showbiz group for \$1,000 per month.

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SCHEENECTADY, N. Y.

Sadler's Wells All-Round Click

NEW YORK, Sept. 16.—Last Sunday night (10), the Sadler's Wells Ballet of Covent Garden, London, unveiled its second American tour at the Metropolitan Opera House with an all-time record advance for a three-week stand in the house. Opening night certain time had the Met-opera b. o. crew sitting on their hands with not even toe space for an additional standee available. The advance sale racked to nearly \$300,000, with only scattered upper-shelf locations still on hand.

Incidentally, it appears that the remainder of the British tulle-and-tighters' 22-week tour of the 29 cities into which Sol Hurok has booked them, will follow this pattern. There is not a ticket to be had for the Philadelphia stand. San Francisco already reports 100G in the till, and Boston is sold for two-thirds capacity. Impresario Hurok expects a total gross of close to \$2,000,000 for the trek.

This year, the London terpsters are offering only two of their famous full-lengths, *Swan Lake* and *Sleeping Princess*, altho their own two-act version of *Giselle* will get a preem-ueiling here. The rest of the rep comprises several variety items which headline no stars. The past week has paired Margot Fonteyn and Michael Somes, Moira Shearer and John Hart, Beryl Grey and John Field in lead slots of the two major works. Robert Helpman, one of the troupe's most illustrious steppers, has been detained by London commitments and will make his first local appearance Thursday (28), partnered with Miss Fonteyn in *Giselle*.

Sunday (10) night's customers went to the Met expecting an event. And an event was what they got. In the hands, or rather the feet, of the Londoners, the four-act, Tchaikovsky-Petipa-Ivanov *Swan Lake*, proved again what ballet can be and ought to be. For the two-and-a-half hours of one of the most suddenly hot nights in theater-going memory, Margot Fonteyn held a perspiring audience spellbound and, at the finish, received an ovation topping, if anything, her debut reception here last year. To say that Miss Fonteyn is brilliant is a torrid understatement. She has everything a ballerina should have—technical precision to the nth degree, thistle-down elevation, plus exceptional panto dramatic projection. To top it all, she is what disk jockeys would describe as "a doll." Her *Swan Queen* is something that will be cherished and remembered as long as classic ballet endures. Complementing her splendidly was the Prince Siegfried of Michael Somes. Somes is an ideal partner, squiring the lady with fine terping restraint in their duo sequences to show her talents to the best advantage. However, his solo efforts, particularly in the *Black Swan pas de deux*, showed a virtuosity to set the house to cheers. Superlative support was given them thruout by the remainder of the cast and a meticulously drilled corps de ballet.

So once more a bow goes to directors Ninette de Valois, Frederick Ashton and Constant Lambert who have concocted the most potent current dance enchantment via a sensitive mixture of taste, discrimination and imagination. Their terpsters need no amplified program notes to give the uninitiated some idea of what in hell they are trying to convey, nor are they concerned with vicarious moods and sheer pedal pyrotechnics (let some of our local choreographers take note). Any pewsitter who can't understand their projection should have his head examined, and any eye insensitive to its beauty should worry about cataracts. A fairly wholesale agreement with this viewpoint likely accounts for the record-breaking advance sale.

Bob Francis.

Out-of-Town Opening

CALL ME MADAME

(Opened Monday, September 11)

SHUBERT THEATER,
NEW HAVEN, CONN.

A musical comedy with music and lyrics by Irving Berlin. Book by Howard Lindsay and Russell Crouse. Directed by George Abbott. Dances by Jerome Robbins. Scenery and costumes by Raoul Pene DuBois. Musical director Jay Blackton. Orchestrations, Don Walker. General Manager, Herman Bernstein. Press representatives, Leo Freedman, Abner D. Kilpstein. Stage manager, Robert Griffith. Presented by Leland Hayward.

Mrs. Sally Adams..... Ethel Merman
The Secretary of State..... Geoffrey Lunl
Supreme Court Justice..... Owen Col
Congressman Williams..... Pat Harrington
Henry Gibson..... William David
Kenneth Gibson..... Russell Nye
Senator Gallagher..... Ralph Chambers
Miss Phillips..... Jeanne Bal
Butler..... William Hall
Senator Brockbank..... Jay Veltz
Cosma Constantine..... Paul Lukas
Pemberton Maxwell..... Alan Hewitt
Clerk..... Stowe Phelps
Ruro Tuntinain..... E. A. Kramm
Selenasia Sebastian..... Cliff Dunstan
Princess Maria..... Galina Talva
Felix Tortelezu..... Nathaniel Frey
Rudolph Toledano..... Albert Linville
Court Chamberlain..... William Day
A Maid..... Lily Paget
Athlete..... William Penn
Grand Duchess Sophie..... Lilia Skala
Grand Duke Ott..... Owen Col
Principal Dancers Tommy Hall, Muriel Bentley

The "Polonia" Boys
SINGERS: Rae Albruzzo, Jeanne Bal, Trudy DeLuz, Lydia Fredericks, Estelle Gardner, Ruth McVayne, Lily Paget, Noella Polquin, Helene Whitte, Arlinda Bartis, Nathaniel Frey, William Hall, Albert Linville, Robert Penn, Tom Relder, John Sheehan, Stanley Simonds, Ray Stevens.

DANCERS: Shelle Farrell, Nina Frankin, Patricia Hammerlee, Barbara Beath, Norma Kaiser, Virginia LeRoy, Kirsten Valoor, Fred Hearn, Kenneth LeRoy, Ralph Cinn, Douglas Mopper, Arthur Partington, Bobby Tucker, William Weislow.

First of all—let it be recorded that this is a very slick and satisfying musical that will, without doubt, enter the hit class immediately. It has the style, flavor and pace that earmark the front runner, and its bounce, lilting tunes and engaging topicality make it a sure bet for top seasonal honors.

Lindsay and Crouse have written a book with a definite regard for Ethel Merman's talents—and the show, of course, is hers. She again displays the vocal brass and personal brashness which are so identified with her, and the Berlin melodies, in her handling, take on glow that will make them favorites from the first audition.

She's an Envoy

While the program carefully states that "neither the character of Mrs. Sally Adams, nor Miss Ethel Merman resembles any other person," the audience will note a distinct reminiscence to a certain group of "headline favorites." The book involves the doings of Sally Adams, who wins fame as a Washington party-giver and is rewarded by being made ambassador to a certain Duchy of Liechtenburg by a man named "Harry." Political cracks abound, and the authors have managed to plant harpoons on both sides of the political fence. For the most part, the humor is trite and hackneyed, but Crouse and Lindsay have sharpened the spikes on their typewriters and will bring the show to the Stem with full flags flying.

Paul Lukas is very much out of place in this type of musical comedy and, as long as he sticks strictly to his acting chores, does an excellent job as the grand duke. But when he steps out of his depth and attempts to be a song and dance man, his characterization takes a bad tumble.

The show is as lavish as any one could require, and alternates between the fabulous decor that is generally assigned to top-drawer Washington and the popular conception of a mythical duchy. Raoul Pene DuBois has provided a ceaseless flow of color

'Finian's Rainbow' Shines Bright on Subway Circuit

NEW YORK, Sept. 16.—A reporter finally got this week to see the Subway Circuit's (SC) edition of *Finian's Rainbow*. The Harburg-Saidy-Lane song-and-dance classic teed off Tuesday (12) at the Flatbush Theater, Brooklyn, for a second swing around the SC merry-go-round. The word must have gone out that *Rainbow* was a neighborhood buy at a \$2.40 top, because the old Flatbush was sold out to the seams, which is something of a record for a repeat bill on opening night.

Obviously, if Stem tariffs are cut 50 per cent or more, more than something has to come off a top-song-and-dancer. *Rainbow's* stature has, therefore, suffered some natural shrinkage. A few minor roles have been eliminated, and the terp and chant ensemble has been reduced to 23 from a 46th Street prem number of 32. But whether or no the bloom is slightly off the peach, the delightful Harburg-Saidy book is still there and the Burion Lane melodies are something that have charm even via the delivery of lesser chanters. *Rainbow* isn't what it was on Broadway but the SC edition is still an excellent pop-price package of entertainment. Jo Michlinec's original sets are on hand in reasonable facsimile, and Michael Kidd's dance patterns have been similarly reproduced by James Riley, Phil Stein has followed fairly closely the original stage direction of Bretagne Windust. Over-all, the result is a good seller on Stem follow-up time, as may be attested by the fact that it is worth a double swing around the circuit.

Castwise, Marilyn Day does well by the lass from Glocca Morra. Chantwise, she is no Ella Logan, but she has an ingratiating footlight sales personality. Larry Stewart rates ditto vocally as the other half of the love interest, but likewise scores on the personality side. Veteran James O'Neil makes a capital Finian and no one can point a critical finger at him in any department. Fine also is the Leprechaun of Mitchell Agruss, with a performance modeled closely on the original creation of David Wayne. Eleanor Gregory's stepping and panto as the dumb girl is entirely adequate, altho it lacks the show-stopping fire of her predecessor, Anita Alvarez.

Bob Francis.

and bright form across the stage, and the show's general brilliance more than makes up for its present lack of good humor.

Berlin's Bandwagon

Irving Berlin has once more rung the bell, and his songs for *Madame* seem destined to dominate the parade of hits for the rest of the winter. *Marrying for Love, It's a Lovely Day Today* and *The Best Thing for You Would Be Me* are definite stand-outs. La Merman handles three songs: *The Hostess With the Mostest on the Ball, Can You Use Any Money Today?* and *Mr. Monotony* for a definite contribution to the show's success. Incidentally, Berlin has perhaps handed the G.O.P. a possible campaign song with his *They Like Ike* which is re-performed several times during the proceedings.

Over-all, this is a grand show, and no doubt will delight audiences for many months to come. It brings a happy blending of the talents of the great names of the business, a truly lavish and colorful production, an expert supporting cast, with dancing and staging that are fascinating to watch, and a story that is performed with gusto.

There is no doubt that *Madame* will always have a full house.

Syd Golly.

BROADWAY SHOWLOG			
Performances Thru September 16, 1950			
DRAMA			
	Opened	Perfs.	
Death of a Salesman.....	2-1, '49	668	
(Morisco)			
Miss Roberts.....	2-18, '48	1,029	
(Alvin)			
The Cocktail Party.....	1-21, '50	276	
(Henry Miller)			
The Happy Time.....	1-24, '50	271	
(Plymouth)			
The Member of the Wedding.....	1-5, '50	292	
(Empire)			
The Medium and the Telephone.....	7-19, '50	69	
(Arens)			
MUSICAL			
Gentlemen Prefer Blondes.....	12-8, '50	324	
(Ziegfeld)			
Kiss Me, Kate.....	12-30, '48	714	
(Shubert)			
Michael Todd's Prep Show.....	6-28, '50	93	
(Winter Garden)			
Prter Pan.....	4-24, '50	168	
(Imperial)			
South Pacific.....	4-7, '49	596	
(Majestic)			
The Comedy.....	3-15, '50	213	
(Barrimore)			
Tickets, Please.....	4-27, '50	164	
(Coronet)			
CLOSED			
Texas Lil Darlin'.....	12-25, '49	(293)	
(Mark Hellinger)			
(September 9, 1950)			
The Live Wire.....	8-17, '50	(28)	
(Playhouse)			
(September 9, 1950)			
The Wisteria Trees.....	3-29, '50	(165)	
(Martin Beck)			
(September 16, 1950)			
COMING UP			
(Week of September 18, 1950)			
Daphne Laureola.....	9-18, '50		
(Music Box)			

Interior Department May Book D. C. Aud

WASHINGTON, Sept. 16.—Interior Department's National Parks Service (NPS) may get the chore of having to arrange for leases of the Sequi Amphitheater next summer, in addition to having to decide who gets dates at the Watergate. Faith of Our Fathers has been holding forth at the Amphitheater, but is not meeting the nut and may not be put on next year.

With both outdoor spots under its wing, NPS would be by far the biggest stage owner in this area. The success of *Kiss Me, Kate* at the Watergate has resulted in several producers vying for dates there next summer. Availability of the Amphitheater would probably also bring on several bids. In addition, NPS has charge of the sit-on-the-grass Sylvan Theater.

ROUTES Dramatic and Musical	
As You Like It, with Katharine Hepburn (Communally) Hershey, Pa., 22-23.	
Brigadoon (Court Square) Springfield, Mass., 20; (Academy) Northampton 21; (Horace Bushnell Aud.) Hartford, Conn., 22-23.	
Black Chiffon (Plymouth) Boston.	
Call Me Madame (Shubert) Boston.	
Come Back, Little Sheba (Nixon) Pittsburgh.	
Curious Savage (Playhouse) Wilmington, Del., 21-23.	
Devil's Disciple, with Maurice Evans (Geary) San Francisco.	
Diamond Lil, with Mae West (Blackstone) Chicago.	
Death of a Salesman (Auditorium) Oakland, Calif., 20; (Civic Aud.) San Jose 21; (Auditorium) Sacramento 22-23.	
Innocents, The (Harris) Chicago.	
Kiss Me, Kate (Shubert) Philadelphia.	
Legend of Sarah (McCarter) Princeton, N. J., 23.	
Lost in the Stars (Philharmonic Auditorium) Los Angeles.	
Lend an Ear (Lyceum) Minneapolis.	
Mr. Roberts (Forrest) Philadelphia.	
Oklahoma (Ford) Baltimore.	
Olsen & Johnson (Opera House) Boston.	
South Pacific (KRNT Radio) Des Moines, Ia.	
Season in the Sun (Wilbur) Boston.	
Texas Lil Darlin' (Shubert) Detroit.	
Two Blind Mice (Cass) Detroit.	

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Boyes Biz Runs Below '49 Take

CINCINNATI, Sept. 16.—Beted by the severest weather conditions it has encountered in established territory in Kansas and Nebraska in the past 28 years, the Chick Boyes Players Tent Show closes its 1950 under-canvas season in two weeks at Hebron, Neb., with business on the tour expected to run below last year's receipts.

Following the final engagement in Hebron, the tent will be stored there and the org will open in its regular territory for another season of circle stock.

Show line-up includes Jimmy Tubbs, Bud Imog, Dave Kock, Jimmy Reynolds, Bill Tubbs, Charles Archer, Mr. and Mrs. Duke Montague, Diane Forest, Jack Roberts, Florence Galant and Chick Boyes.

Drive-Ins Move Into Springfield Limits

SPRINGFIELD, Mass., Sept. 16.—At least two more applications for open air theaters within the city limits will be on Mayor Daniel B. Brunton's desk within a matter of days as a result of his favorable action on the drive-in theater at Birnie Avenue and Plainfield Street.

The theaters will be built under the sponsorship of a newly formed concern. Plans for the applications and the preliminary plans for the theaters were under discussion at a recent meeting of area businessmen.

Sees Minstrels as America's Only Unique Gift to Theater

CINCINNATI, Sept. 16.—Walter L. Main, of Geneva, O., passes on an interesting clipping from a recent issue of *The Cleveland Plain Dealer*, in which William F. McDermott, veteran dramatic critic, recounts something of the origin of the Minstrel Show.

McDermott writes:

"The Minstrel Show is probably the only unique contribution of America to the arts of the theater.

"They are peculiarly American and they have emerged from the special circumstances of time and manners in this country, which existed nowhere else in the world.

"There are many theories and disputable ideas about its beginning, but the general notion is that it had its origin about 1829 with Thomas D. Rice, who was an actor in Louisville and had a dressing room which overlooked a stable. He had frequent occasion to watch a Negro slave who was an eccentric and peculiar personality, given to singing words to an unfamiliar tune.

"Rice took this tune, rewrote the words and tried to reproduce the same character between the acts of a play on the Louisville stage. His success in this personation was immediate and enormous. That may have been the beginning of the Minstrel Show.

"Not long afterward it was developed into a full company performance by such people as Dan Emmett who claimed to be, and

might have been, the first person ever to organize what your father knew as a Minstrel Show.

"They came into immense popularity. At one time in the middle of the last century there were more than a dozen theaters presenting Minstrel shows in New York alone, and they ranged the countryside in great numbers until not so long ago. When I first started writing about the theater the opening show of the season was usually an Al Fields Minstrel Show, or a comparable show starring Lew Dockstader, Neil O'Brien or a dozen others.

"That kind of enchantment (found in the Minstrel Show), which was very real in its day, has passed out from the Minstrel shows in this epoch. Sambo and Rastus and Bones are no longer suitable to the times. What accompanied these simple Minstrel shows is still heard under the titles of *Way Down on the Swanee River*, *The Old Folks at Home* or *Nelly Bly*. "There was wonderful stuff in these old shows, but their arrangement, their attitude and their comedy, I suspect, is not suitable to these more harassed and tough-minded days."

2 Conn. Drive-In Firms File for Organization

HARTFORD, Conn., Sept. 16.—Two new Connecticut outdoor motion picture theater corporations have filed certificates of organizations with the Secretary of State at State Capitol, here.

The firms are the Quinebaug Drive-In Theater Company, 30 Front Street, Putnam, Conn.; amount paid in cash, \$1,000; president, Erwin G. Neumann, Woodstock, Conn.; secretary, Archibald MacDonald, Putnam, Conn.; directors, same as officers and Shirley Roy, Putnam, Conn.

Will Rogers Corporation, 821 Main Street, Manchester, Conn.; amount paid in cash, \$30,000; president, Willard B. Rogers; secretary, John S. G. Rottner, both of Manchester, Conn.; treasurer, Benjamin Hochberg, Wilimantic, Conn.; directors, same as officers. The Will Rogers Corporation has already launched construction of a Columbia, Conn., drive-in.

Reade Open-Airers Using "King and Queen" Contests

PHILADELPHIA, Sept. 16.—Activity among the area's drive-ins finds the Walter Reade open-airers in adjoining New Jersey stazing an effective baby parade contest for the selection of a "Drive-In Kiddie King and Queen for 1950." Paul Peterson, supervisor of drive-in operations for the Reade circuit, is in charge of the contests.

Jack W. Weiss left as manager of David Millgram's Boulevard Drive-In Theater near Allentown, Pa., to join the Screen Art Poster Service here. He was associated with the silk screen printing industry until becoming a theater manager several years ago.

Shreveport To Get New Open-Airer November 1

SHREVEPORT, La., Sept. 16.—A drive-in theater is under construction in Bossier City, across the Red River from Shreveport. It is to be known as the Barksdale Drive-In and is being erected by Shipman Bullard, of Dallas. Costing \$85,000, it will have a capacity of 650 cars, a 60-foot screen and self-service concessions. Bullard has as co-partner Mrs. Lillian Lutzer, of Dallas. He said that a local man would be employed as manager by the opening date, November 1.

Conn. Spot Backers Form New Company

HARTFORD, Conn., Sept. 16.—Organizers of the new Will Rogers Drive-In Theater, outdoor motion picture theater being constructed on Route 6 at nearby Columbia, Conn., have decided to form a new company to be known as Dartmouth Realty, Inc., which will hold title to the real estate on which the theater will be located, according to Willard B. Rogers, theater corporation president.

Rogers said the theater itself will continue to be operated by the Will Rogers Corporation, recently formed. Legally, the corporation holding title to the land and the corporation operating the theater will be entirely separate, altho many of the stockholders and officers will be interested in both.

Rogers will be president of Dartmouth Realty, with Attorney John S. G. Rottner as secretary. Both men are also officers of the Will Rogers Corporation.

Altho construction of the \$175,000 drive-in theater got under way recently, Rogers said that he does not expect the theater to be in operation until spring, 1951.

Used Car Lot Floodlights Hamper Open-Airer Patrons

HARTFORD, Conn., Sept. 16.—The Hampden County (Massachusetts) Superior Court has been asked by the American Amusement Centers, Inc., operator of the Memorial Avenue Drive-In Theater, West Springfield, Mass., to decide the question of how many floodlights are enough for a used car lot.

The drive-in concern has asked the court to restrain the Leader Chevrolet Company, Inc., from using powerful lights on its nearby lot. The auto firm, American Amusements said, has erected nine light towers each 25 feet high. Each bears eight 1,000-watt floodlights, "far in excess" of the illumination needed for the car lot, American Amusement said, and as a result many theater patrons can't see the screen thru the glare.

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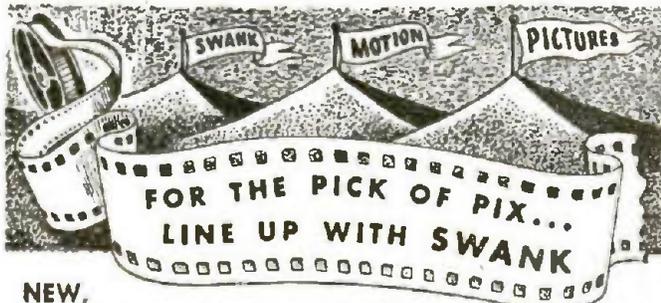
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THE FINAL CURTAIN

ALCH—Ted Brown, 47, former Minneapolis American Guild of Variety Artists rep and a nitery and vaude performer, recently in Minneapolis. His widow and daughter survive.

ALLGOOD—Sara, 66, Irish-born actress, September 13 in Hollywood. She made her debut on the London stage in 1904 with the Irish National Players. At the age of 18 she joined the National Theater Society, Ltd., which later grew into the Abbey Players. Miss Allgood remained with the group for 25 years and became Ireland's foremost actress. Her first American appearance was in *Playboy of the Western World* in 1911, a performance which touched off a near riot at New York's Maxine Elliott Theater. She gained added fame in the U. S. with a revival of *Juno and the Paycock*, with Barry Fitzgerald, in 1940. Other plays in which she was featured were *Dierdre, Peg o' My Heart, The White Headed Boy, The Plough and the Stars, Storm Over Patsy and Shadow and Substance*. Her first movie, *Blackmail*, in 1929, marked the beginning of an equally successful career in films. Survived by two brothers, William, of Dublin, and Father Tom, Roscrea Monastery, Ireland. Burial in Holy Cross Cemetery, Los Angeles.

BENNETT—Frank Leroy, 66, Side Show talker, September 12 of a heart attack in Los Angeles. As a youngster he joined the Ringling circus; later he was with "Popcorn George" Hall and went to Europe with the Buffalo Bill troupe. He was also with the John Robinson, Sells-Floto and Hagenbeck-Wallace circuses. Survived by his widow, Mabelle, Los Angeles; two brothers, William E. and Raymond, in Wisconsin. Burial in Pacific Coast Showmen's Rest, Evergreen Cemetery, Los Angeles, September 14.

BORDEAUX—Joseph E., 64, veteran motion picture property man, September 10 in Los Angeles. Survived by his widow, Madeline, and a daughter, Mrs. Jewell Fortin.

SCOTT—Jack, 63, driver of huskies in films for 35 years, September 7 at his home in Redondo Beach, Calif. Survived by a sister, Mrs. Mary Thornburn, Royal Oak, Mich. Burial in Hermosa Beach, Calif.

IN LOVING MEMORY OF
MICHAEL E. CHALKAIN
Passed Away Sept. 20, 1949
Gertrude Chalkain

CHRISTY—Hal (Harold E. Urback), one-legged novelty dancer who appeared in many radio, television and vaude shows, recently in Trenton, N. J. He was also with Hunt Bros' Circus for two seasons. His daughter, Betty, survives.

CLARE—John T., for the past 18 years treasurer-manager of Crescent Park, East Providence, R. I., September 12 in Cumberland, R. I. His widow survives. Burial September 15 in Arnold Mills, R. I.

CLAYTON—Lou, 63, manager of Jimmy Durante and his former vaude partner, September 12 in St. John's Hospital, Santa Monica, Calif., of cancer. A former soft-shoe dancer and a member of the nitery and musical team of Clayton, (Eddie) Jackson and Durante, he has been Durante's manager for about 25 years. Before teaming with Jackson and Durante, he had partnered with Sammy White and Cliff (Ukulele Ike) Edwards. The trio developed their act at the old Club Durant, a Broadway speakeasy, and soon emerged on Broadway in such shows as *Ziegfeld's Show Girl* in 1928, and *The New Yorkers* and the film, *Road House Nights*. When Durante was called to Hollywood in 1931, Clayton

assumed the duties of manager. He leaves his wife; a brother, Murray Fink, and five sisters, Mrs. Bessie Mattis, Mrs. Lena Hirsch, Mrs. Frances Franz, Mrs. Sadie Posner and Ruth Fink, all of New York. Services in Whittier, Calif., September 14.

COUNTS—Eleanor, 32, showgirl and playwright, September 12 in New York. Besides appearances in Broadway shows, she played in films and wrote several plays, none of which saw production.

IN LOVING MEMORY
OF OUR DEAR MOTHER
MARY COLICCHIO
Who Passed Away
September 21, 1949

God Gave Me Strength To Carry On,
And Courage To Bear the Blow,
But What It Meant To Love You,
No One Will Ever Know.
Son, Nick Colicchio; Daughters, Emma
Rocco, Katherine Goodman, Josephine
Casino

DAVIDSON—Max, 75, early-day film actor, September 4 at the Motion Picture Country Home near Los Angeles. He appeared on the stage and in vaude in Europe and the United States, entered films in 1913, and played feature roles in a number of silent films, including *The Ghost Patrol, The Idle Rich, No Women Knows and Remembrance*. Services in Hollywood September 10.

DE HAVEN—Mrs. Flora Parker, 67, former vaude star, September 9 in Hollywood. She performed in a song-and-dance team with her husband, Carter, in vaude for 18 years and also played leading roles opposite Nat Goodwin before her marriage. A daughter, Gloria, of the screen; a son, film director Carter Jr., and another daughter, Marjorie, survive.

FLEMING—William, 62, a director of Regina (Sask.) Exhibition, September 8 at Kelliber, Sask. Survived by his widow, three daughters and three sons. Burial at Drinkwater, Sask.

FRESE-BELLI—Alexandrine, 87, circus exec, recently in Aix la Chapelle, Germany. She had been a senior manager of the German Circus Belli.

GIBSON—Harvey D., 68, chairman of the board of managers of the New York World's Fair in 1940 and financial chairman of the fair from its start, September 11 at the New England Baptist Hospital, Boston. (Details in General Outdoor Department.)

HALFF—G. A. C., 70, oil exec, financier and radio operator, September 11 in San Antonio. He was chairman of the board of Southland Industries, Inc., operators of Stations WOAI and WOAI-TV.

MY MOTHER
WYNONA HARTLE
Sept. 18, 1943
W. MILTON MAACK

HAWKES—Ralph, 52, prexy of Boosey & Hawkes, Inc., music publisher, and senior director of Boosey & Hawkes, Ltd., English parent firm, September 8 in Westport, Conn. Primarily concerned with classic music, he merged Hawkes & Son with Boosey & Company some years ago, which became responsible for publishing much of the music of Bela Bartok, Gustav Mahler, Serge Prokofiev, Serge Rachmaninoff, Richard Strauss, Igor Stravinsky, Frederick

Delius, Aaron Copland and Benjamin Britten. One of the latter's most recent publications was the audience-participation opera, *Let's Make an Opera*. Hawkes also restored Covent Garden to opera and ballet after the recent war and was instrumental in bringing the Sadler's Wells Ballet Company to America last year. His widow and brother survive. Burial September 11 in Westport.

KERNER—Hyman, 87 father of Lacey and Robert Kerner, concession owners at Flint Park, Flint, Mich., and formerly at Eastwood Park, Detroit, September 9 in New Grace Hospital, Detroit. A daughter also survives. Interment in Clover Hill Park Cemetery, Detroit.

KREIMAYER—Otto, 84, vaude theater owner and director, recently in Berlin. He was the former owner-director of variety theaters in Goerlitz, Liegnitz and later in Berlin.

LAMB—Hal S., 58, Philadelphia radio and television sales rep for the past 30 years, September 7 in Graduate Hospital, Philadelphia. At the time of death he was a commercial representative for WCAU and WCAU-TV, and before that he was radio and television director for the Geare-Marston advertising agency, Philadelphia. He was also radio director for the Dorsey & Lamb agency, and was a member of the board of the Television Association of Philadelphia, which he helped establish and of which he had been a vice-president until last year. His widow, Elizabeth, survives. Burial in Chelton Hills Cemetery, Philadelphia, September 9.

MENEIL—Louis (Hi Wallace), 76, former high diver with various shows, August 29 at his home in Covington, La. He had been off the road for about 15 years. Survived by his widow, Cecilia. Burial in Covington.

MEAD—Dell A., 68, former director and vice-president of the Munz Theater Circuit, Detroit, which operated the Grand Riviera, vaude house, among others, September 9 in Detroit. Survived by his widow, Nina M.; a son, Edmund, and a daughter. Interment in Roseland Park Cemetery, Detroit.

MERRITT—Frank R., 67, well-known vaude and minstrel show performer until his retirement about 15 years ago, September 7 in General Hospital, Los Angeles, of cancer of the stomach.

POTTER—Charlie, 82, former concessionaire, September 7 at his home in Scottsdale, Ariz. Survived by his widow, Sadie; a daughter and two sons.

IN LOVING MEMORY
of My Dear Husband
JESSE M. SHOAT
who died September 24, 1941
NORA ANN SHOAT

THOMPSON—Merritt, 60, former director of the Yankee Network, September 14 in Boston. Formerly in New York advertising, he became director of the radio net in 1945, supervising stations thruout New England. His widow survives.

WHITE—Roy L., 45, electrician and concessionaire with the Palmetto Exposition Shows, accidentally electrocuted September 10 in Dillon, S. C. (Further details in Carnival Department.)

IN MEMORIAM TO
LOUIS "PICKLES" WEISS
September 19, 1942
KAY

YOUNG—John H., Paramount Pictures salesman in Detroit for 20 years, September 12 in that city. At one time he was branch manager for Warner Brothers and Columbia Pictures in Detroit. Survived by his widow, Elsie.

Few Controls In the Works For Biz Curbs

(Continued from page 4)

amusement world approximately as follows:

Radio-television: Time charges will be exempt from any price control. Construction of new stations will be impeded by steel allocations, but no complete ban is in sight. Tougher credit controls on set purchases are probable in the next six months, but the maximum restriction will be no worse than a mandatory 20 per cent down and a year to pay. Any manpower controls will allow personnel to maintain their jobs since the industry has been declared "essential."

Theaters: Ticket prices will be unaffected even if general price controls go into effect. Construction of new theaters will probably be banned in the next year. The imposition of manpower controls would mean a general coercion for personnel to go into war work, but orders to get out of the theater will not be issued. Personnel replacements would be hard to get, however, since persons leaving any job would be directed toward essential work.

Night clubs: Food-drink prices would be controlled in the event of general price controls. Charges would probably be fixed as of mid-June, 1950. Nitery operators are now required to preserve records of their charges during the period of May 24-June 24, 1950. Manpower controls would mean the same to niteries as to theaters.

Music: Disks, musical instruments and the like would come under general price controls when invoked. Vinyl for making disks will become more scarce because of war demands and substitute plastics and shellac will assume more prominence. If manpower controls come next year, requirements will be the same as for theaters-night clubs.

Outdoor shows: No price controls on admission charges will be inflicted. Possible railroad transportation controls are still only in the talking stage and won't even be set up on a stand-by basis for another three or four months. Trucks and autos used by shows for business purposes can still be purchased without regard for credit controls going into effect Monday (18). Even more stringent credit controls will probably maintain this exemption. The percentage of natural rubber in tires will be gradually reduced in favor of synthetic, but tire rationing is unlikely in the foreseeable future. If manpower controls come, outdoor show personnel will be urged but not forced into essential work. Replacements would be hard to find, however.

Coin machines: Price controls would freeze prices to operators, but plays of a machine are unlikely to be affected. Steel allocations and war orders for coin machine manufacturers is almost certain to result in limited supplies of new machines in another six months. Plants with war contracts would be left alone if manpower controls come, but servicemen will be urged into war work not only thru appeals to patriotism, but also by higher wages than operators can generally afford.

The exemption from price controls for admissions and radio-TV time charges is the chief reason why future controls will hit showbiz less than the rest of the nation. Radio-TV stays out on the same freedom-of-expression theory that will keep the press free of price controls. The reason for the exemption for admissions is that money spent for watching entertainment is not considered inflationary in the same sense as money spent for durables. Government planners actually would like to see more money spent on entertainment, since the excess funds would be drained from the public pocket without forcing a rise in the cost of any materials.

RIDE OPS LIFT TAX CHARGE

Chi Kid Park Owners Cease Collections

Batt Knocks Off Levy

CHICAGO, Sept. 16. — Several amusement ride operators stopped collection of the 20 per cent tax on ride tickets this week following a Federal Court decision here last week that admission taxes do not apply to rides. (The Billboard, September 16.)

Meanwhile the Bureau of Internal Revenue prepared to appeal the case and the Treasury Department mulled the possible need for new legislation to make rides definitely subject to the tax. (See accompanying story.)

First to stop the collection of the tax was Arthur Fritz, operator of Kiddieland here and victor in the far-reaching suit against the revenue department which resulted in the decision. Federal Judge Michael L. Igoe, Chicago, handed down the decision September 5, holding that rides do not constitute a "place" as defined in the tax law and thus do not come under the admission tax provision.

Others Follow Suit

M. J. Doolan, operator of another major kiddieland in Chicago, said he stopped charging the tax as soon as he learned of the decision.

Doolan said that 30 additional kiddieland operators from the Chicago area met with Fritz and Joseph E. Green, attorney in the case, here Wednesday and that the operators indicated they did not plan to collect the tax.

Carnival operators received news of the decision enthusiastically, and several were awaiting word from their attorneys before knocking off the levy.

Harry J. Batt, New Orleans, president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) and operator of Ponchartrain Beach, stated he would "be guided by the decision" and that the tax would not be collected during the final week-end (15-17) of Ponchartrain's season.

Batt also said he planned to come here next week to confer with Fritz about the decision.

Burp!

SYDNEY, Sept. 16.—A tiger shark recently caught by a fisherman, who received \$200 from Taronga Park Zoo officials after the fish survived for a week, proved a money-maker for the zoo. The shark, when on exhibit, is said to have boosted the zoo's take by \$12,500 in admission fees. Only hitch was that the fish died after 10 days. A post-mortem showed indigestion as the cause of death.

Louisville Jolted by Bus Strike, Rain; Gate Is Down 40% From '49

LOUISVILLE, Sept. 16.—Beset by a city-wide bus strike and three days of rain, Kentucky State Fair closes its seven-day run here tonight with attendance down 40 per cent from 1949.

The bus strike set in Monday (11) and continues. It pruned down afternoon attendance drastically, most of the family bread winners being forced to use their cars to go to work, thus leaving their families without transportation to the fair.

Night patronage also was cut sharply by the bus tie-up.

One motor car company, Kaiser-Frazer, jumped in to make available such cars as it could to carry people free to the fairgrounds, but that was

just a drop in the bucket.

The one strike-free day, the opener, Sunday (10) was pelted by a rain that curbed attendance and also washed out the grandstand programs. Rain continued Monday and Tuesday. Of the six performances scheduled to be given by Bill Holland's Thrill Show during the first three days only one, Monday night's (11) performance was staged, and that was given to about 1,000 persons.

Grandstand attractions on the remaining days also fared poorly. Harness horse races staged Wednesday, afternoon and night, and Thursday afternoon drew a weak combined total of 2,100 persons. Best grandstand throng was pulled by Jolie Chitwood's Thrill Show Thursday night, with the unit playing to 1,750.

Second best crowd was Friday afternoon's 1,400 turnout for motorcycle races. Roy Acuff, in Friday night, played to a sparse stand.

Rides and shows supplied by Gooding Amusement Company on the midway felt the force of the reduced attendance and of the weather. Ride and show grosses were down an estimated 30 to 40 per cent from last year.

Quebec Expo Pulls Record 316,258 Gate

Ice Show Draws 100,000

QUEBEC, Sept. 16.—The Quebec Provincial Exposition ended its 10-day run here Sunday (10) after chalking up a new all-time attendance of 316,258, which eclipsed the 301,030 record set in '48 and topped last year's gate by 47,258.

After a comparatively slow start due to threatening weather the annual picked up in the home stretch and wound up by topping '49 attendance on eight of its 10 days. Labor Day (4), usually the biggest day, dropped off 4,000 due to rain, and opening day, Friday (1), with a free gate, was estimated as even with last year's opener.

Vanities Featured

Skating Vanities of 1951, feature attraction in the new \$600,000 Coliseum, proved a strong draw and (See Quebec Expo on page 61)

2½ Mil CNE Pull Sets New All-Time Mark

Kaye Grosses 400G

TORONTO, Sept. 16.—A record-breaking 2,723,000 attendance was registered by Canadian National Exhibition, which closed its 14-day run here Saturday (9), according to figures released this week. Total is almost 75,000 higher than the previous peak 2,651,000 set last year.

The night grandstand show featured (See 2½ Mil CNE on page 61)

Need for New Law Surveyed By Treasury

Make Study Pending Appeal

WASHINGTON, Sept. 16.—The Treasury Department may ask Congress to add a specific 20 per cent tax on amusement rides to the 1951 tax bill, it was learned this week as the Internal Revenue Bureau prepared to appeal the court decision ruling rides free from the admissions tax (The Billboard, September 16). Despite the decision, the Bureau plans to continue assessing the admissions tax on rides, pending the outcome of an appeal.

Treasury is already surveying the excise tax list with a view to broadening it to meet defense expenditures, and will assign staffers the job of analyzing Judge Michael Igoe's ruling on rides to see if a congressional change in tax wording is indicated.

House and Senate tax committees will begin work on the new tax bill in late November and hope to have a measure ready for action early in the next session. Present plans are to maintain existing excise rates and to find new items and services that can be added. It is considered doubtful that the committees will permit the continuance of the apparent loophole pointed out by the Igoe decision, which stated that charges for rides are for the privilege of riding rather than for admission to "a place" as prescribed in the portion of the Internal Revenue code dealing with admission taxes.

Internal Revenue Bureau spokesmen (See Need for Law on page 61)

Biz Tumbles At Reading

All departments are hurt as weather holds attendance far below 1949

READING, Pa., Sept. 16. — All departments of the Reading Fair were trailing 1949 badly as the annual headed into the last laps of its eight-day run today (16) and tomorrow. Heavy rains lasting thru Thursday cut nearly in half the 150,000 gate registered during the same period a year ago.

Comparative figures follow:

	1949	1950
Sunday (10).....	41,731	16,431
Monday (11).....	11,853	12,421
Tuesday (12).....	6,581	15,456
Wednesday (13).....	44,712	11,580
Thursday (14).....	45,148	21,362

150,035 77,230
The loss of five grandstand shows, together with the loss of attendance, (See Reading Biz on page 61)

Avco Plugs Home Appliances With 7 Units at 31 Annuals

CINCINNATI, Sept. 16. — Avco Manufacturing Corporation here, producer of a multiple line of kitchen accessories, among other products, has joined the procession of industrial firms that have found large fairs to be an excellent low-cost medium thru which to get their advertising messages across to the public.

The firm's Crosley division currently has on the road seven elaborate kitchen exhibits appearing at major fairs, costing a total of \$80,000, exclusive of equipment displays. Called animated kitchens, the 100-foot ex-

hibits are motor-equipped so that 133 various individual pieces in the display function automatically as a 15-minute recording, synchronized with the motorized equipment, explains features of each article on display.

The commentary is voiced by Peter Grant, news commentator and television personality for the Crosley Broadcasting Corporation, operator of radio station WLW and a Midwest network of three television stations.

The first Crosley animated kitchen (See Avco Plugs Home on page 61)



... and there will be MORE IN IT FOR YOU

beginning NOVEMBER 4

Close-Ups:

Joe Glacy "At Liberty" Gives Time to His 26-Year Love--PCSA

By Sam Abbott

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

DURING the 26 years Joe Glacy has been a member of the Pacific Coast Showmen's Association, Los Angeles, he has served as president, chairman of the banquet and ball five times and on innumerable committees. His lofty conception of the club at times has been responsible for strained relations with even his closest friends.

Showwise, Glacy, who resides in Long Beach, Calif., is now down to his last Motordrome. This retrogression comes after a varied career during which he was featured as a boy magician and mentalist, toured Australia, Hawaii, the Philippines and the United States with Side Shows, had Crime Shows, saved a girl buried alive and received a letter from the grave.

The manner in which Glacy conducts the operation of this lone piece of equipment in the Nu-Pike in Long Beach cannot be considered as conventional. He leaves it entirely to his helpers to run, and shows up only for a few fleeting minutes on Sunday night to check up. But Glacy has an explanation for this attitude toward business.

"Why should I hang around?" he asks. "If the riders don't show, I can't take over in their places."

PCSA Top Interest

The fact that Glacy is practically "at liberty" has its good points, for he can devote more time to something in which he is vitally interested—the PCSA. At present he is, at behest of the club, revising the by-laws. When the revisions are presented, Glacy will probably lose more friends.

Almost from the time he was born in Brooklyn in 1899 Joseph Anthony Glacy has been associated with show business. The owner of the apartment in which the Glacys lived was Gus Burkhart, a magician who played vaudeville in winter and toured with Forepaugh-Sells Circus in the summer. Glacy's mother died when he was born and Burkhart's interest in him was practically parental. As a matter of fact, the performer had even discussed his adoption with the elder Glacy.

Burkhart and young Glacy were close friends, and the magician often gave him simple tricks that a child of his age could perform. To encourage his son, the elder Glacy obtained a catalog from Martinka & Company, New York. Soon Joe had a routine and was sought as an entertainer for neighborhood parties.

Dad Recognizes Talent

The elder Glacy recognized his son's talent and called at headquarters of the National Conjurers' Association. He sold them on the idea of (See **JOE GLACY** on page 74)



JOE GLACY



KIDDLE SPEED BOAT RIDE

The modern, streamlined appearance, the trouble proof mechanism, the fine workmanship throughout and the fact that this ride can be set up in thirty minutes and operated by one person from the ticket box makes this device one of the most practical and desirable kiddle rides on the market today.

It is a proven fact that our speed boat ride is among the top money-getters in the kiddle ride field, and has a proven "Kid Appeal" and creates a tremendous interest wherever shown.

KING AMUSEMENT CO.

IMMEDIATE DELIVERY
Mt. Clemens, Michigan

DELUXE KIDDLE RIDES

- SPEED BOAT RIDE
- PONY BUGGY RIDE
- AUTO & FIRE ENGINE RIDE
- CHAIR RIDE
- SKY ROCKET RIDE
- SILVER STREAK TRAIN RIDE

FLASH — PORTABILITY — LARGE CAPACITY AND EARNING POWER — EXPERIENCED CRAFTSMANSHIP & PRECISION — LONGER LIFE — LOWER MAINTENANCE — LOWEST PRICED FOR HIGH QUALITY.

Also builders of single and double Bike Seats and 12' electric and gas Runabouts for small lake use.

Write—wire—phone—visit for photos prices and terms.
MAR-CRAFT, INC., Clarence, New York
12 miles east of Buffalo on Route 25

PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones — All Makes Ice Shavers — Star Popcorn Machines — Cotton Candy

Cones — Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags —Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER HANK THEODOR ED BERG
231 N. Second St. 2908-14 Smallman St. 1261 63 E. Sixth St.
Philadelphia 6, Pa. Pittsburgh 1, Pa. Los Angeles 21, Calif.

The MIDGE-O-RACER

KIDDIE-KONTROLLED



A sturdy flashy authentic miniature race car—with a new exclusive steering feature attraction.

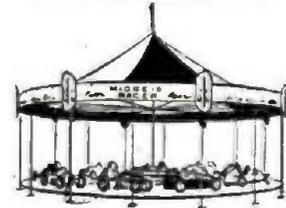
Phone, wire or write for additional details about this sensational money winning ride.



Salem, Oregon

The BIG STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

Shipment can be made to meet your Midsummer Celebrations and Fairs.



Originators and manufacturers of the

Octopus, Balloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Chariots. Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a 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.

C. W. PARKER AMUSEMENT CO.

LEAVENWORTH, KANSAS

We'll be here tomorrow to back up what we guarantee today.

TRAILER MOUNTED JEEP and FIRE ENGINE RIDE



Trailer closed up.

Also manufacturers of adult and kiddle Chairplanes, Kiddle Boat, Kiddle Airplane and Ocean Wave.

Write, wire, phone for literature.

SMITH & SMITH, INC. Springville, New York



In operation

- ★ Hauls behind your car.
- ★ Ready for operation in 30 minutes.
- ★ All steel trailer—platform lifts forming sides, equipment securely carried inside.
- ★ Top and Sidewalls optional.

The TILT-A-WHIRL Ride

Outstanding for

- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power



SELLNER MFG. CO.

Faribault, Minnesota

MORE THAN JUST A RIDE

Miniature Steam Trains, fired with coal, add flash, personality and atmosphere to any amusement park or recreation center. It's a family ride. Ask Toledo, Ohio, Zoological Society.

GROSS \$2,500 TO \$18,000 A SEASON

Since the days of the first iron horse all Americans have loved the smoke, whistle and flashing firebox of steam trains. Smart operators are capitalizing on it. Order now.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains

224 W. Douglas WICHITA 3, KANSAS



A.S.M.E. Boiler. 36 Trains Now in operation. Engine pulls from 3 to 18 coaches (24 to 100 people).

POPCORN-SNOW CONES-CANDY FLOSS-CANDY APPLES

Don't buy any of these supplies this year until you have our 1950 Catalogue listing our complete line of supplies and equipment at money-saving prices. A copy will be sent upon request if you are in this business. Line up with Gold Medal and get top quality, lower prices and the fastest service. You will like our friendly way of doing business.

GOLD MEDAL PRODUCTS CO.

318 N. THIRD ST. CINCINNATI 3, OHIO

Quality
Popcorn
Supplies



S. A. Yellow Hybrid POPCORN
Top quality S. American popcorn
Prices on request

COCOANUT OIL
50 lb. can on request

LIQUID SEASONING
Per case of Six 1 gal. cans. on request

POPCORN BOXES
Reg. 10¢ size Small 10¢ size, 4x2 by 6 1/2" White Board, Red Trim, 500 to case
\$6.95 per M \$6.40 per M

WHITE PAPER BAGS
Printed, 3/4 lb. 5¢ size, 2,500 to case.
\$2.00 per M

C.C.C.*
* Cretors Cleaning Compound
For popping pans, etc. Enough for 70 average cleanings. 1 lb. 70c

IROQUOIS POPCORN CO.
602 W. Cermak Rd., Chicago 16, Ill.

ELI POWER UNIT

Now is the time to replace that old Power Unit. Don't wait until next season, do it now.

We have new "D-140" Eli Power Units in stock just waiting to give you years of dependable trouble-free service.

The Eli Power Unit is not the lowest priced Unit for first cost, but its dependability and long service make it the best in the long run.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue, Jacksonville, Illinois

READY FOR IMMEDIATE DELIVERY

Adult EWART two abreast and three abreast adult MERRY-GO-ROUNDS and EWART KIDDIE FERRIS WHEELS. Material available for several more. Situation lightening on material—orders will be accepted in order of receipt.

H. E. EWART CO. 787 Grandd St. Compton, Calif.

KENYON KIDDIE RIDES

- AUTO RIDE
 - BOAT RIDE
 - ROCKY RIDE
 - SWING RIDE
 - SELF DRIVE AUTO
- KENYON SALES**
MT. MORRIS, MICH.

RIDES WANTED

We have Kiddie Ferris Wheel, Aeroplane, Fire Engine and Whip. All other Rides wanted to work all winter at

AIRPARK FARMERS MARKET
Hicksville, L. I. N. Y.

Talent Topics

Despite rain, Eddy Arnold and His Western Show drew 4,000 persons Saturday (9) at Sans Souci Park, Wilkes-Barre, Pa. Hit by bad weather the following day, his three shows at Sleepy Hollow Ranch, Quakertown, Pa., attracted 1,000 persons each. . . . RCA Victor Jamboree, a Western show featuring Elton Britt, Rosalie Allen, Jesse Rodgers, and other talent identified with the Victor Record label, played to a grandstand crowd of 4,000, Friday (8), at Chautauque County Fair, Dunkirk, N. Y. Unit was booked by the Jolly Joyce Agency, Philadelphia. . . . For the season's closing show, Sunday (24), at Clement's Circle A Ranch, Deer Park, N. J., a rodeo thrill show will be offered, coupled with Western entertainment featuring Jesse Rodgers and the 48-ers, Pee Wee Miller, Mickey Evans and the Delaware County String Band from Philadelphia.

K. L. Kais, electric act, is booked for the West Coast and will open at the Pan-Pacific Auditorium, Los Angeles, October 20. . . . Rossies Sisters, perch act, played the Palace Theater, New York, last week. . . . Dorothy Conova, dancer and producer of girl lines for Hal Sands, was a recent Chicago visitor following close of Michigan State Fair, Detroit. Conova-trained lines this year supported name attractions at Detroit and Brockton, Mass. fairs, Steel Pier, Atlantic City, and Peaches O'Neil's Sky Revue.

Eddie Trees and Mabel Stark, Thousand Oaks, Calif., appeared on Jack Owen's "Your Family Show" on the NBC Monday (11). Recovered from an injury received in January, Miss Stark is training seven tigers at the World Jungle Compound. Jack Joyce returned to Thousand Oaks after the California State Fair to resume training a camel liberty act, using four dromedaries and a Shetland pony. The camel act will be with Polack Bros.' Circus next season, Joyce stated. His lead animal is 7 feet 4 inches high. . . . Jim Brown, clown, is working auction sales on Long Island, N. Y., reports Jim Strutz.

The Lone Ranger will be featured at the International Championship Rodeo to be staged in Chicago's International Amphitheater, October 6-15. Verne Elliott is director of the event. . . . After closing Labor Day at Cedar Point on Lake Erie, Sandusky, O., Wimpy, the Clown, moved to Cleveland for two weeks on publicity for the "Ice Follies" at the Arena there. He goes to New York before starting indoor circus dates.

Harold Barnes, wire performer, infos from London that he, along with Mrs. Barnes and his father, Clint, will sail for the United States on the Ile de France, September 21. Act closed at the London Palladium September 16, following a season with "Skating Vanities."

Talent at the Eagle, Mich., fair included Billy De Ormond, juggling; Jack Savant, music; Bellefontaine, marionettes; the Tracys, clowns; Al Rockefeller, illusions, and Chuck Woods and His Westerners.

Dorothy Herbert and her dogs; Norman Anderson, announcer; Huey, the clown, and Josey Bob Lorraino and Jack McAfee plus guest stars played the Tele-Tone Imperial Television convention, September 10-12, at Hollywood, Calif. Event was staged with a circus top, banners and free concession items. . . . Cheese festival at Monroe, Wis., recently had Clown Cop Corrigan; the Great Jaxon, vent and still acts; Ming Toy; Louie Stranger, radio star; Arthur Chester and Eddie Smacker, and the Fraunfelder Musical Family. Two hour parade included 139 floats, 5 camels from the Madison, Wis., Shrine and a steam calliope. . . . Grandstand show talent at South Louisiana State Fair, Donaldsonville, October 5-8 will include the Oranos, Kurt's Trio, the Three Royal Rockets, Davis and Arlette and the Great Fusner. Arlette also will serve as emcee.

Belmont Brothers, jugglers, finish their Barnes-Carruthers fair dates at Los Angeles County Fair, Pomona, Calif., September 15-23. . . . Line-up of acts playing the Eaton (O.) Fair, September 11, included the Roy Myers six-girl line; Irma and Walter, roller skating; Irma and Jorie Armstrong, comedy knockabout; Leo Francis, musical clown; Sampson Sisters, unicyclists; Consuelo, traps and rings; Daffy Dan, blackface comic; Art and Margie Bassett, jugglers and cmsee; Hustrais, high act; Damarie Sisters, contortionists, and Smitty's six-piece band, booked thru Rotroff Attractions.

Closing day of the Frederickton (N. B.) Exhibition, September 9, found the break-up of the George A. Hamid grandstand unit, with Bobby Whaling and Yvette, comedy bike act; Francine Volante, trapeze; Coco, Steve and Eddie, knockabout comedy; and Scotty Burbank, musical novelties, heading for a Shrine date at the Forum in Halifax, N. S. Wilfred Mae Trio, hoop jugglers, were bound for Jonquiere, Que., and were to return to Bathurst, N. B., last week. The Guardsmen, a unit of the Ben Yost singers, returned to the New York area for club dates, Karl Rhode's band started for Boston and Al Gordon and his dogs jumped to Cincinnati to open a string of Keith-Albee Theater dates, starting September 14.

New High Looms At London, Ont., Despite Weather

LONDON, Ont., Sept. 16.—A record attendance loomed for the Western Fair here today despite five days of miserable weather, Secretary W. D. Jackson reported. First sunny weather of the six-day run dawned today, the closer, and Jackson believed a record was assured.

He said day-by-day attendance had been 2 and 3 per cent ahead of 1949's all-time highs. Only exception was Wednesday, when heavy rain resulted in a lower turnout. Rain on the other days and cool nights marked the run.

Grandstand attractions also promised to set a new record, Jackson said. Hamid vaudeville acts were paired with harness racing in the afternoons and with Hamid's revue at nights. The 7,500-seat stand was being filled regularly and a 2 or 3 per cent increase over last year appeared certain. Cancellation of the Thursday races was to have been made up with a double feature Saturday (16).

Jackson stated that midway business with J. W. (Patty) Conklin's Shows probably was hit harder than other phases of the fair by the weather and that, altho it has been doing well, its gross probably will fall short or, at best, equal 1949.

Dayton Annual 442 Above 1949 Figure

DAYTON, O., Sept. 16.—Montgomery County Fair, which closed its four-day run here Thursday (7), topped '49 attendance by 442, with a gate count this year of 84,991 compared with 84,549 a year ago. Labor Day (4) was the biggest day of the fair with 29,796 admissions.

Gooding Amusement Company provided the midway.

3000 BINGO

No. 1 Cards, heavy white, each back 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ 45 each. 100 Fibre Calling Numbers, 75¢; Wood Calling Numbers, 45¢; Printed Tally Card, 15¢; Colored Heavy Cards, 25¢, same weight as #1, in Green, Red, Yellow @ 5¢ per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. . . . for each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, out 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. 3,000 size \$3.75 per 100 \$1.25 in lots of 1,000, \$1 per 100. Calling markers extra, 75¢. Set Numbered Pins Pans Balls \$15.00
Replacements, Numbered Balls, ea. 40
1,000 Jaxon Pot Slips (strips of 7 numbers), Per 1,000 .125
Middleweight Cards, 5 1/2 x 7 1/2: White, Green, Red Salmon, Yellow, Per 100 3.00
Small, Thin, "Greenie" Bingo Sheets, 5 colors, loose only, no pads. Size 4 1/2 x 5, M 1.50
Plastic Markers, Red or Green, Round or square, 3/4" Diameter, M 2.50
Scalloped Edge, Green only, M 2.00
Smaller Size, 3/4" Diam., Red or Green Plastic, M 1.50
Adv. Display Posters, size 24x36, Each Carboard Strip Markers 10 M for .75
Nusher Covered Wire Cage, with Chute, Wood, 4" Markers, Master Board; 4-piece layout for 18.00
Thin, Transparent Plastic Markers, Brown, 3/4" Inch, 6¢ M 1.00
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to pay attorneys and the cost to fight the appeal that the Internal Revenue Department is bound to make. Every owner of rides in the country will benefit from this decision and should be proud to help defray the cost.

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OR

M. J. DOOLAN, Pres.
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2517 W. 59th Street,
Chicago 29, Illinois

Be sure to make your checks payable to the attorneys and send them to either Arthur Fritz or M. J. Doolan. We will mail copies of the decision to those interested.

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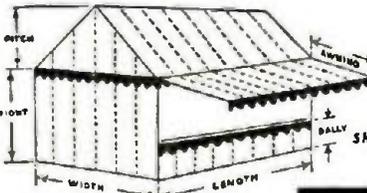
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Out in the Open

Some 50 Miami business leaders are going to clown in the 17th annual Orange Bowl Festival. All members of the Rotary Club, they'll don grease paint and costumes in the King Orange Jamboree parade New Year's Eve. Makeshift outfits and make-up are taboo. A professional clown will be called in to give advice. The New Year's Eve parade and spectacle between halves of the New Year's Day Orange Bowl football game will make repeat performances at a fireworks display the night of January 2 in the bowl stadium.

Joe Godin, of International Fireworks Manufacturing & Display Company, Springfield, Mass., and Toronto, was in New York last week on business. . . . New York was "fair" minded this week, with George Keaney, travel editor of The World-Telegram and Sun, devoting his column Saturday (16) to a listing and mention of annuals in the Middle Atlantic and New England States.

Irish Horen, auto thrill show op, is back to full-time announcing duties, a job he shared for a time with his advertising director, Bob Conto, following an auto accident which Horen suffered while en route to the Indiana State Fair, Indianapolis.

Bill Brinley brought his miniature circus into the R. H. White department store, Boston, for a stand Monday (11) thru Saturday (23) for the benefit of the Jimmy Fund cancer drive. Admission was pegged at 14 cents. Brinley featured a miniature of Bill (Hopalong Cassidy) Boyd at the head of a circus parade and billed the replica as the Hopalong Cassidy Miniature Circus.

Union of New Brunswick Municipalities held meetings in Frederickton, N. B., during the recent revival of the annual in that Canadian town, and acts playing the fair which appeared at the groups' banquet included Wilfred Gregory, of the Wilfred Mae Trio, who acted as emcee; Edna and Leon, acro-adagio; the Guardsmen, five male singers, and Karl Rhode's band. W. Raymond Crewdson, secretary-manager of the fair, also attended.

Joe Hughes, veteran unit manager for George A. Hamid, was kept hopping during Labor Day week with

several New York fairs plus another in Quebec Province. Last week-end he was readying for a jump to Halifax, N. S., to handle doings at a Shrine date in the Forum.

Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, Chicago, topped off a trip to the East for the Pennsylvania park men's meeting at Dorney Park, Allentown, with a two-day stop at the Canadian National Exhibition, Toronto. While there, he and a party including J. W. (Patty) Conklin were dinner guests of Danny Kaye, grandstand show feature at the expo.

Harvey D. Gibson N. Y. World's Fair Board Chrmn, Dies

BOSTON, Sept. 16. — Harvey D. Gibson, 68, chairman of the board of managers of the New York World's Fair in 1940, died Monday (11) at the New England Baptist Hospital after a brief illness.

Gibson was a native of North Conway, N. H., and achieved success in the banking field before his connection with the World's Fair. At 34 he became the youngest bank president in New York and had been president of the Manufacturer's Trust Company, New York, since 1931.

He served as financial chairman of the fair from its start and was appointed chairman of the board of managers in August, 1939, receiving full operational control. Until that time the fair had been a disappointment and Gibson, who left his bank to occupy the office formerly used by Grover Whalen as the fair's president, reduced the fair staff, put life into the fair's entertainment features and emphasized its appeal to the visitors. After closing, the fair recovered from its operational deficits and wound up repaying 40 cents on the dollar to bond holders, who had been led to expect a total loss on their investment.

Gibson also served in executive capacities with several New York relief and welfare agencies during his life. Survivors include his widow, a stepdaughter and two nephews.

Marshfield, Wis.,

Gets Record Gate;

Icer Draws 26,000

MARSHFIELD, Wis., Sept. 16.—Central Wisconsin State Fair wound up its five-day run here Thursday (7) after chalking up a new gate mark of 92,300, paid and free, and breaking grandstand records.

Financially the fair was expected to top the record 1935 profit of \$7,900, according to W. A. Uthmeier, secretary, but it will be several weeks before final figures are available.

Top grandstand attraction was the Voorhees-Fleekles Ice Varieties of 1950, which pulled an estimated 28,000 in five nights. Capacity crowds Sunday and Monday (3-4) made it necessary to stage extra ice performances both nights and Tuesday (5) yielded a third sellout, followed by tapering off the final two nights. The Jimmy Lynch Death Dodgers, which opened the fair with a Sunday (3) matinee, also accounted for another sellout while stock car races Thursday afternoon (7) drew 3,000. Three afternoon harness race programs were raced to fair crowds.

The William T. Collins Shows did good midway biz, especially on the weekend.

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Winds, Rain Lash Brockton, Whittle Attendance, Grosses

BROCKTON, Mass., Sept. 16.—Winds of near hurricane intensity and rains lasting thru Thursday (14) have whittled attendance at the Brockton Fair. There is little likelihood that the record 200,000-plus paid gate registered last year will be equaled, since the deficit in this department approached the 25,000 mark in the first three days.

The annual was shuttered Monday (11) upon the receipt of hurricane warnings. Winds up to 60 miles per hour flattened most of the canvas rentals used to house livestock and other fair features. Excess of the World of Mirth Shows on the midway reported no damage. Midway equipment was lashed to the heavy show wagons and the storm warnings were received in time to allow for the dismantling of the vulnerable fun zone flash.

Gate Price Upped

Secretary Frank H. Kingham and other excess felt that the eight-day event, which shutters tomorrow, was geared to surpass many of the records set last year. Gate admission, including tax, had been boosted to \$1. The public registered acceptance on opening Saturday (9) when the gate hit 20,118 to top last year's mark by nearly 2,000.

Attendance Sunday (10) was a notable 34,571 in view of the inclement weather and the late gate opening (1 p.m.), dictated by law. A year ago, with good weather prevailing, attendance for the day was 47,634.

The night grandstand show, featuring Martha Raye, and produced by Al Martin, had little opportunity to demonstrate its power. Besides the \$5,500-a-week comic, the show includes the Pitchmen; A. Bobbins, the banana man; Dwight Moore, dog act; Maxellos, acrobats; Howard and Wanda Bell, teeterboard; Marcus Troupe, jugglers; Dorraine and Ellis, vocalists; Hal Sands Dancers; Whitey Roberts, emcee, and Chet Nelson's band.

Tuesday's washed out Kid's Day was rescheduled for yesterday. The Children's World section, a popular feature inaugurated here a couple of

years ago, has again been expanded. Free talent in the gaily decorated area included Georgia May, rope tricks; Potas and Folsom, comics, and Mal Cameron, magic. The section includes amusement rides, playground equipment and a model cowboy ranch house.

Free features, most of them exhibits, were stressed in the fair flack-ing. Neil Geary, publicity chief, went in heavily for radio and TV shots, most of them promoted.

The principal buildings had all been repainted in eye-catching pastel colors, but the public had little opportunity early in the week to appreciate the colorful presentation in the gloomy atmosphere.

Foreign Exhibits

The annual this year had exhibits sponsored by the English and French governments. These resulted in inquiries from other consuls located in Boston, it was said, with the result that the participation of foreign countries may be expanded next year.

The Jimmie Lynch Death Dodgers are skedded for grandstand performances today and tomorrow. Parimutuel running races were washed out Monday, and the handle on the other days was down as the result of the slimmed attendance.

Horan Org Hits Feast Or Famine

New Marks Scored

DETROIT, Mich., Sept. 16.—Irish Horan's Lucky Hell Drivers have jumped from one extreme to another during the current fair season, either coming up with a new gate record or being hit by a rain-out.

At Michigan State Fair here, show was scheduled to bring the annual to a close Sunday night (10), with 13,765 grandstand patrons waiting for a night show that was postponed because of heavy rains until Wednesday (13).

With three clear, warm nights at New York State Fair, Syracuse, the Horan group scored an all-time high for the grandstand with three sell-outs. A record attendance mark also was set at Indiana State Fair, Indianapolis, Sunday (3). Rain took its toll at this event Saturday (2), but over-all attendance for the three scheduled shows was broken. An extra performance at 9:30 a.m., Labor Day (4), was well-attended, despite short notice.

Horan said the new cannon act, feature of this year's show, is greatly responsible for the record gate marks. Act is clicking, with Buddy Toomey and Whitey Reece handling the driving chores. Horan declared the cannon well worth the goodly sum it cost.

Frank (Pancho) Roberts and Fritzie Turett take care of show's comedy. Drivers include Bobbie Cable, Johnny La Piere and Leon Anderson. Bob Conto is advertising director, Bob Sears is handling advance press and bilposting is done by Clarence and Larry Chrisman.

National Broadcasting Company (NBC) cameramen shot the show staged at the Indiana fair for a series of TV films that will be used thruout the football season telecasts. Horan's group has received offers to stage the act this winter at indoor circuses.

Show returned to the East following the Wednesday (13) performance here for presentations at Cobleskill, N. Y., and Rochester, N. H., before its slated appearance at the New Jersey State Fair, Trenton.

Set Cancer Exhibit For Jersey Annuals

TRENTON, N. J., Sept. 16.—Thru the co-operation of county fair managements, the American Cancer Society will have exhibits at all fairs and 4-H clubs thruout the state. The exhibits are being set up under the supervision of the New Jersey Division and the educational chairman of various county chapters. Literature is being distributed and fair visitors shown the ways in which they can aid the fight against cancer.

Exhibits will be seen this month at the Mount Holly Fair, Mount Holly; Gloucester County Fair, Paulsboro; Woodstown Community Fair, Sharpstown; Cumberland County Fair, Bridgeton, and the New Jersey State Fair, Trenton.

Anderson, Calif., Up To 1949 Attendance

ANDERSON, Calif., Sept. 16.—Attendance at the four-day Shasta District Fair, which closed here Sunday (10), was reported as more than 17,000 which equals last year's run. The championship rodeo was marked by an accident in which Jimmie DiDio, Red Bluff cowboy, suffered possible serious injuries to his head when he was kicked by a bucking horse.

About \$23,000 was paid to exhibitors. There were 741 exhibitors whose display were on the theme of the annual, Shasta County in a Showcase.

"Big-Ride" Performance!

ALLAN HERSCHELL KIDDIE RIDES

Count on Allan Herschell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

KIDDIE AUTO RIDE ★ LITTLE DIPPER
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Made by the makers of Corvairs, White Banz, Caterpillar, Moss Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

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WE CAN STILL SUPPLY HARD TO GET SEATING!

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Every Type Chair - Table
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FORECAST AND ANALYSIS, 10-P Fancy Covers, \$16.11, Each \$1.50
Samples of each of the above 4 items for \$1.25
No. 1 1/2 Page Assorted Color Covers \$1.00

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers, Good Quality Paper, sample 70¢

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PACK OF 75 EGYPTIAN F. Y. CARDS, Answers All Questions, Lucky Numbers, etc. \$1.00

15¢ Signs, Cards, Dated, Pack of 36 \$1.00
15¢ Graph Charts, 9x17, Sample \$1.00 \$1.50
MENTAL TELEPATHY Booklet of 21 p. \$1.00

Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid unless ordered are P.P. Extra

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Advertising in the Billboard Since 1905

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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.

STOCK TICKETS ROLL TICKETS

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EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL.

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Tickets Subject to F.O.T. Best Show Name of Place, Established price, Tax and Total. Must be consecutively numbered from 1 up to from your last number.

JUST A MINUTE, PLEASE!

When you asked for help we didn't duck you. Why play the ice for us? Yes, Sir, if you are on our books and haven't sent in an order or paid something on your account, this refers to YOU. Banks don't give away money—if you purchase a car, trailer, ride, etc., and you default on payment, they will repossess it. You may have been an old acquaintance or a new one. Regardless, we tried to help you out. We didn't hold an axe over your head, so why not pay us? In our hearts we know there may be some who do not have it. Then again, some of you have purchased many new things, as well as investing money in homes, apartments, Cadillacs, furs and dogs. Perhaps we would like to invest some of the money you owe us for the better things, or, it could be we need the money to pay bills.

This ad may sound like we are hard to get along with. That's not the truth, for if we were it would not be necessary. To be honest, it is embarrassing to us, but we feel the time has come to weed out those who are out on the make. It will then be better for those who are sincere and honorable in their dealings, and help the GOOD accounts in more ways than one.

TO OUR MANY FRIENDS—May we say that this advertisement is NOT meant for YOU. At no time will we do anything to hurt you, but to those whom the SHOE FITS, WEAR IT. We will go the limit to collect. In the meantime, why not get on the right side by dropping us a line? We may not have bothered you for months or even years, but that doesn't mean you do not have an obligation to meet.

We may not know where you are at the present time, but if you don't drop us a line, when we do locate you it will be out of our hands. Wish we could print what we are thinking.

WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee 12, Wis.

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AND ALL POPCORN SUPPLIES, PEANUT ROASTERS, POPCORN MACHINES. PROMPT SHIPMENT!! Write, Wire or Call

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SELLHORN'S, INC.

Tri-State Oil Show

Attended by 65,000

GRAYVILLE, Ill., Sept. 16.—So successful was the first edition of the Tri-State Oil Show here, September 2-4, that officials plan to make it an annual event. Despite near-by opposition and heavy rains before the event and on opening day, more than 65,000 people attended the free-gate affair.

Vanell Smith, former repertoire man, served as entertainment committee chairman and was assisted by John D. Finch, formerly with Billroy's Comedians, who booked the entertainment program that included the Sons of the Pioneers, vocal group, contracted thru Tim Spencer, and Turner Bros.' Shows as midway attraction. An unscheduled feature Sunday night (3) was the appearance of Claude Jarmon Jr., juvenile film actor, who visited the singing group.

Nothing more than an idea 10 weeks ago, the production won the acclamation of everyone who attended, said Finch, who also handled exploitation and publicity. The local Chamber of Commerce sponsored the event, the first of its type to be held east of Tulsa, Okla. Over 65 companies of the oil and allied industries had exhibits in a large tent. Many have indicated their wish for additional space at the 1951 event, said Finch.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly include mailing points are listed.)

Alamo Expo: (Fair) Denton, Tex.; (Fair) McKin, 25-30.

American Beauty: (Fair) Russellville, Ark.

American Eagle: (Fair) New Albany, Miss.; (Fair) Coldwater 25-30.

American Midway: (Fair) Bowie, Tex.; (Fair) New Braunfels, 29-Oct. 1.

B. & C. Addison, N. Y.

Becht, Lee: West Jefferson, O.; West Alexander 25-30.

Beck's Old Reliable: Mufordville, Ky.; Stanton 25-30.

Bernard & Barry: Stratford, Ont.; 18-20; Oak 21-23.

B. & M.: Lake City, S. C.; Lynchburg 25-30.

Big Four Am.: Cardwell, Mo.

Big State: (Fair) Rolla, Tex.

Blue Grass: (Fair) Jasper, Ala.; (Fair) Marietta 25-30.

Boyle, F. C.: Webb City, Mo.; (Fair) Aurora 25-30.

Bohn, Carl & Sons: Leaville, La.

Brewer's United: (Fair) Taylor, Tex.; (Fair) Anderson 27-30.

Brodbeck: Conway Springs, Kan.; Norwich 25-30.

Brodbeck & Schrader No. 1: (Fair) Hutchinson, Kan.

Buck, O. C.: (Fair) Bridgeton, N. J.

Burdick's Greater: (Peanut Festival) Florence, Tex.; (Fair) Clifton 25-30.

Burns, Harry: (Fair) Port Allen, La.

Burkhardt: Fredericktown, Mo.; Luxora, Ark.; 25-30.

Capell Bros.: (Fair) Okmulgee, Okla.; (Fair) Harrison, Ark.; 27-30.

Capital City: (Fair) La Orange, Ga.; (Fair) Manchester 25-30.

Carcy, E. J.: (Fair) Elmvas, Ont.; 18-20; (Fair) Norwich 22-23; (Fair) Mitchell 26-27.

Cavalcade of Amusements: (Fair) Nashville, Tenn.; Laurel, Miss.; 25-30.

Central Am.: (Fair) Pembroke, N. C.; (Fair) Beaufort 25-30.

Cetlin & Wilson: (Fair) Hagerstown, Md.; Richmond, Va.; 28-Oct. 7.

Chano, Jimmie: Brooksville, O.; Winchester, Ind.; 25-30.

Cherokee Am.: Coweta, Okla.; 21-23; Parsons, Kan.; 25-27.

Collins United: Stockville, Neb.; 21; Curtis 28-30.

(See Carnival Routes on page 80)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beauty, Clyde: Goldsboro, N. C.; 19; Greensboro 20; High Point 21; Charlotte 22-23.

Billor Bros.: Wilson, N. C.; 20.

Braly, Dixie Unit: (Fair) Greenville, Miss.; (Fair) Athens, Ala.; 25-28.

Braly, Southern Unit: (Fair) Florence, Ala.; (Fair) Lawrenceburg, Tenn.; 25-30.

Capell Bros.: Jackson, Ky.; 18; Manchester 19; London 20; Jellico, Tenn.; 21; Oneida 22; Jamestown 23.

Circus Flammar: Custer, Calif.; 20; Visalia 21; Corcoran 22; Delano 23-24; Bakersfield 25; Arvin 26; Santa Paula 27-30.

Cole & Walters: Dalhart, Tex.; 19; Dumas 20; Stinett 21; Spearman 22.

Dalley Bros.: Meza, Ark.; 19; Ashdown 20; Hope 21; Hot Springs 22; Batesville 23.

Davies, Ayres & Kathryn: Lexington, Ill.; 20; Saybrook 21; Rankin 22; Rossville 23.

Hamid-Mortoni: Boston Gardens 24-30.

Kelly, Al G. & Miller Bros.: Lawrenceville, Ill.; 19; Charleston 21; Effingham 22; Vandalia 23; Carlyle 24.

King Bros.: Burbank, Calif.; 19; Culver City 20; Redondo Beach 21; Long Beach 22-23; Santa Ana 24; San Bernardino 25.

Mills Bros.: Camden, N. J.; 19; New Brunswick 20; Marlton 21; Irvington 22; Bloomfield 23; Elizabeth 25; Hackensack 26; Plainfield 27; Phillipsburg 28; Allentown, Pa.; 29; Reading 30.

Polack Bros.: Eastern: New Bern, N. C.; 19-20; Roanoke Rapids 22-23; Phoenix City, Ala.; 27-28.

Ringling Bros. and Barnum & Bailey: Great Bend, Kan.; 19; Dodge City 20; Wichita 21; Independence 22; Tulsa, Okla.; 23; Ada 24; Paris, Tex.; 25; Texarkana 26; Shreveport, La.; 27; Longview, Tex.; 28; Dallas 29-Oct. 1.

Rogers Bros.: Newport, Tenn.; 18; Marysville 20; Oak Ridge 21-22; Harriman 23; Cleveland 25; Dalton, Ga.; 26; Calhoun 27; Rockmart 28; La Orange 29.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Pan-American Animal Exhibit: Jackson, N. C.; 18-19; Murfreesboro 20-21; Aboskie 22-23; Edenton 24-26; Plymouth 27-28; Robertsonville 29-30.

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9% Attendance Hike For Lancaster, Calif.

LANCASTER, Calif., Sept. 16.—The four-day Antelope Valley Fair and Alfalfa Festival which closed here Sunday (10) turned in an increase of approximately 9 per cent in attendance. The event pulled 38,977 this year as compared with 35,106 in '49.

The entertainment included Ferris Greater Shows, playing the midway for the 10th consecutive year; horse racing two days, and two nights of vaudeville shows.

The first vaude show Friday night (8) featured Spade Cooley and His Western Gang, Billy Barty, Margie and Eddie Medley, Virginia and Ed Vess, Capt. Rudy Muller and his elephant, and the Mercer Bros. Sunday night's performance included Irene Vermillion, Kermit Dart, Slim Andrews, The Excellos and Villa and Estrellita. Both shows were booked by Raynor Lehr, of the Bert Levey Circuit.

Premium money dropped from \$9,300 in 1949 to \$8,198.

Racing program included quarter and thoroughbred running without mutuels.

Fernandez in L. A.; Inks Acts for Hawaii

LOS ANGELES, Sept. 16.—E. K. Fernandez, veteran Hawaiian showman, arrived here recently to book acts for the Maui, Hilo and Kauai fairs and also for a show to be presented under the auspices of the Honolulu Veterans of Foreign Wars. Fernandez, who will be here until October 1 setting his shows, said the acts will play 10 weeks in the Islands.

Already signed and set to leave the end of this month to open at the Maui Fair October 12 are Dr. Giovanni, Dell O'Dell, lady magician; Paul Carrer, Swiss juggler; Dude Kimball, musical plumber; Rima Rudina, violinist; Shirley, Sharon and Wanda, acrobats; Ladd Sisters, singers and dancers, and The Jesters with Lady Ethel, mentalists. In addition to the vaude acts, Fernandez is also taking over Pete Kortes's Side Show.

Fernandez has played the Maui Fair for 28 years, the Hilo annual for 20 and the Kauai for six.

Elect Walter Stevens Proxy Of Durham, Conn., Annual

DURHAM, Conn., Sept. 16.—Walter Stevens has been elected president of Durham Fair Association, which operates the Durham Fair. The annual will be held Friday (29) and Saturday (30).

Other officers are Lucy Hall, secretary and publicity; Robert White Jr., vice-president; William A. Parsons, treasurer and purchasing agent; Harold Hall, superintendent of rentals; Arthur Hall, superintendent of grounds; Carl N. Otte, superintendent of gates; Ira Kirschner, program chairman, and Robert S. Coe Sr., and Frank J. Francis, auditors.

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Reading Biz Takes Tumble

(Continued from page 54)

have hurt the most. It is very unlikely that losses in these departments can be made up, even if excellent weather should prevail for today's appearance of Joie Chitwood's Hell Drivers and the big car auto races which will be staged tomorrow by Sam Nunis.

Rain Insurance Aids

The annual collected some rain insurance after the loss of the Sunday night show featuring Frank Sinatra and Jerry Colonna, but this did not equalize the loss of potential revenue. The Monday night Sinatra-Colonna offering was squeezed in despite inclement weather. A second show was presented, but the rehearsal drew only a handful of spectators.

George A. Hamid's *Fantasies Revue*, in for the remainder of the run, was staged despite the worst possible kind of weather. On Thursday night (14) the entire production was presented in a continuous rain. Acts included the Aerial Snyder, Five Amandis, Three Barretts, Amadoris Trio, Bob Parry, Three Rays, Paul Raak, Irah Watkins's chimps and Sylvia's dogs.

Kochman Washed Out

Other talent features included a fair-sponsored beauty contest and the appearance of Mrs. America. Jack Kochman's thrill show was washed out.

Grand circuit harness racing, with purses totaling \$65,000, was washed out completely thru Thursday. Grandstand usually plays to capacity after Monday night and John S. Giles, prexy, and Charles Swoyer, secretary, were confident that sellouts would be registered if good weather prevailed.

Excellent flacking directed by Russ Moyer was largely wasted as a result of the bad weather. At least 178 broadcasts, both live and tape, emanated from the grounds.

The sale of exhibit and concession space was reported ahead of 1949, and tents were necessary to take care of the demand.

Celtn & Wilson Shows are again on the midway.

Hamid Talent Set For Atlantic Expo

RICHMOND, Va., Sept. 16.—*Plantation Time*, a George A. Hamid revue, will be one of the grandstand features of the Atlantic Rural Exposition, to be presented here September 28-October 7. The revue, offering a 20-girl line, will have Art Craig Mathues, vocalist, as emcee; Marc and Sylvia as featured dancers, and soprano Ericka Bard.

Bobby Whaling and Yvette, unicycle act, and Ferdinand, trick bull with a movie background, will be part of the two-a-day grandstand shows at the exposition. Bill Holland's Auto Daredevils will stage four performances at the annual. Motorcycle racing is set for October 1.

Exposition has slated \$33,429.45 in premium money. The amount is about \$2,000 higher than last year, with the State contributing \$20,000.

NEED FOR LAW

(Continued from page 54)

men said the agency will not consider the court decision binding until it is bulwarked by a similar appeals court decision and, possibly, a Supreme Court ruling. "That means," said an official, "that we still consider amusement park rides subject to the admissions tax."

Final okay to file an appeal on the Igoe decision is still to be secured from the Commissioner of Internal Revenue, but it was stated that this is expected to be forthcoming in a few weeks.

Galt Protests 1951 Dates; Seeks Switch

GALT, Calif. Sept. 16.—Claiming that the June dates assigned for 1951 would "seriously hamper the fair," the Sacramento County Fair directors will file a protest with the State racing commission. They will seek July dates rather than those assigned, June 13-21. State Sen. Earl D. Desmond met with the fair board recently and agreed to support the move for the later dates.

Ancil Hoffman, fair board president, pointed out that June dates would deprive the event of its school patronage and prevent 4-H members from making proper preparation for their exhibits. He added that the proposed dates would seriously curtail agriculture exhibits.

Hoffman also told the directors that Sam Kellett, secretary-manager, was meeting with State representatives to draw up a master plan for improvements. This is necessary before the State will consider allocating funds for a new grandstand to replace the present one which is reported in need of repair.

2½ MIL CNE

(Continued from page 54)

ing Danny Kaye grossed in excess of \$400,000 in 14 performances at a \$2.50 top in front of the huge grandstand. Grandstand receipts topped that of last year, when Olsen and Johnson were featured and when some seats were priced 50 cents lower.

In establishing the new attendance record, the CNE also topped eight single day records, including a Labor Day high of 283,000, up 22,000 from the previous high for that day.

On the midway the rides and shows operated by J. W. (Patty) and Frank Conklin, with Patty in charge, piled up a thumping gross which topped last year's take. Patty said that rides and shows were up about 7 per cent over last year.

Tie-up with *The Toronto Telegram* spurred midway business the last four days, when coupons carried by *The Telegram* for weeks in advance of the CNE, plus 10 cents, were honored at rides bearing regular charges ranging up to 25 cents. Patty said that 250,000 coupons were honored during the last four days of the event.

Midway line-up was the strongest in event's history, with the Conklins putting in emphasis on a Kiddieland embracing 21 rides and also accenting the Sky Wheel and double Ferris Wheel, owned and operated by Elmc and Curtis Velare.

QUEBEC EXPO

(Continued from page 54)

played to almost 100,000 at its 14 performances. Top crowd of 15,994 was registered on Labor Day when rain forced most other attractions to close.

Harness race attendance was off from a year ago. A total of 40,000 saw this year's 15 programs while 12 programs last year drew 40,813. Pari-mutual play, however, reportedly reached a new high.

Midway grosses, where J. E. (Patty) and Frank Conklin held forth, were reported to be large. The new Kiddieland, set up in an area away from the adult section and facing the main entrance, did strong business.

Ag Holds Spotlight

As usual agriculture held the spotlight among the exhibits and all space in the Agricultural Palace was filled. Industrial exhibit space was also at a premium with a number of applicants turned away.

Only affect of the Canadian railroad strike, which ended the day before the fair opened, was overcom Sunday (27) when a contingent of 11 trucks and vans, two busses and a number of taxis were dispatched to Rouses Point, N. Y., to bring in the cast and props of the stranded ice show.

Avco Plugs Home Appliances With 7 Units at 31 Annuals

(Continued from page 54)

made its debut in January at the J. L. Hudson Home Show in Detroit. It was soon joined by other displays on a 60-city tour with the TVA Public Power Association Home and Farm Product Exhibition. This tour began in May and will run to November. With some 40 of the TVA cities now toured and 18 major showings completed by the two original kitchens, the Crosley exhibit has played to date before a total audience of 6,500,000, exclusive of State fair appearances. Crosley estimates that 22,000,000 persons will see the exhibit on the fair circuit in September, October and November.

Special honors have been given the "talking" kitchen in many cities, foremost among them being the Gold Cup Award for "best of show" at the Buffalo Home Show, the New Orleans Home Show and California State Fair, Sacramento.

At the end of the State fair run two more units will be installed on trucks and will be dispatched to the West Coast and the South for distributor and dealer promotion.

The exhibit includes complete lines of Crosley refrigerators, ranges, freezers, sinks, water heaters, radio and TV sets and kitchen cabinets. Accompanying each exhibit are copies of Crosley's *Family News*, which are available at literature distribution desks.

An added Crosley gimmick is a registration system for viewers of the exhibits. Persons filling out a registration card may win a door prize of one of the articles on exhibit.

Fairs at which exhibits have already appeared and which they are scheduled to make include Illinois State Fair, Springfield; Iowa State Fair, Des Moines; Kansas State Fair, Topeka; Southeastern Fair, Atlanta; North Carolina State Fair, Raleigh; North Florida Fair, Tallahassee; Florida State Fair, Tampa; Ohio State

Fair, Columbus; Michigan State Fair, Detroit; Tennessee State Fair, Nashville; State Fair of Texas, Dallas; New York State Fair, Syracuse; Eastern States Exposition, Springfield, Mass.; Alabama State Fair, Birmingham; North Dakota State Fair, Minot; All-Iowa Fair, Cedar Rapids; California State Fair, Sacramento; Los Angeles County Fair, Pomona, Calif.; Pacific International Livestock Exposition, Portland, Ore.; Arizona State Fair, Phoenix; National Orange Festival, San Bernardino, Calif.; Wisconsin State Fair, Milwaukee; Indiana State Fair, Indianapolis; New Jersey State Fair, Trenton; International Dairy Exposition, Indianapolis; Pennsylvania Farm Show, Harrisburg; Minnesota State Fair, St. Paul; Kentucky State Fair, Louisville; Oklahoma State Fair, Oklahoma City; Mississippi State Fair, Jackson; Louisiana State Fair, Shreveport, and Saginaw County Fair, Saginaw, Mich. In addition, the kitchens have appeared at LeSourdsville Lake Park, Middletown, O., and the Cincinnati Food Show.

Canton, O., Gate

Hits 100,000 Mark

CANTON, O., Sept. 16.—Despite a run of cool weather, the Stark County Fair wound up its five day run here Friday (8) with an estimated attendance of 100,000, which included free admissions. Labor Day yielded the biggest crowd, estimated at 50,000.

Children's Day, Tuesday (5), saw 20,000 kids come onto the grounds. Attractions thruout the week included a variety show booked thru the Gus Sun Agency, harness racing and a high school band program. Gooding Amusement Company No. 1 Unit provided the midway attractions.

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Four-Day Fete Pulls 40,000 To Sandusky

Closes Cedar Point Season

SANDUSKY, O., Sept. 16.—Nearly 40,000 attended the third annual Eric Connty Fall Festival here (7-10), held for the first time at Cedar Point on Lake Erie. Attendance was about the same as last year, when the event was held at the Sandusky High School field, but better gate control resulted in more paid ducats.

Melrose Cedar Point, Inc., ops of the resort, kept rides and concessions open thru Sunday (10), six days past the normal Labor Day closing time. Only fair business was reported for three days, but Saturday (9) proved a money-maker. Hotel Breakers had only a few guests, hardly enough to make its operation worthwhile.

Members of the festival board were well pleased with the attendance and the number of paid commercial exhibits. There were 50 indoor and 20 outdoor displays.

Exhibits in Coliseum

Garages used normally by hotel guests for automobiles were converted into exhibit quarters for livestock, dogs, poultry and rabbits. Commercial exhibits were housed on the first floor of the Coliseum. The building's second floor ballroom was closed, but dancing was scheduled nightly on a smaller floor downstairs.

Booths of the Grange, 4-H and similar orgs were lined up under the overhanging portion of the bathhouse's second floor. Farm implements, cars and trucks were parked in a grove behind the Coliseum. Outdoor displays included an airplane for potential flying farmers.

New location drew many compliments for the festival, which began as a Chamber of Commerce merchants' division promotion.

Free Act Booked

Local talent supplied most of the entertainment, and Sandusky twins were chosen as festival queens. In addition to other prizes, they were invited to take part in the dedication of a new union terminal at Toledo and to attend the Ice Follies at Cleveland Arena next month.

Melrose management booked the Marquettes, Eddie and Ronnie, for free acts on their high ladder and pole. About 15,000 watched them Saturday night, but their Sunday afternoon act was canceled because of rain.

Festival probably will return to Cedar Point in 1951, but dates are unbooked as yet.

Ocean Beach Take Dips 10G Under '49

NEW LONDON, Conn., Sept. 16.—Receipts for the season at Ocean Beach Park here are expected to run about \$10,000 behind last year's mark. It was estimated by Superintendent Meredith Lee. Official figures have yet to be compiled.

Joint meeting last week of the park board, which supervises the city-owned-and-operated beach, failed to decide on zoning changes to permit additional rooming houses in the area. The matter is slated for further action by the board.

Jersey Ops Hit Weather, War for Drop in Season

ATLANTIC CITY, Sept. 16.—Amusement and business interests here and at neighboring resorts winding up the 1950 season are agreed that it was the lightest of the post-war period. They attribute it to several factors, among them the weather, the Korean war and general restlessness among vacationists.

Frank W. Amstutz, Chamber of Commerce and Hotelmen's Association secretary, said the season ran about 10 to 20 per cent behind 1949. He said that biz during the latter part of August ran ahead of that for the same period last year and added that the resort experienced its best Labor Day business last week. He reported a tendency toward heavier week-end and lighter weekday business, attributing the condition to the fact that vacationists travel around more and spend two or three days in several spots.

Amstutz said local business men blame the decline on a rainy June and the fact that near-by cities did not have a normal hotel summer. They also said that several Pennsylvania industrial areas, in view of the Korean conflict, had canceled workers' vacations.

Fact that Atlantic City is moving toward a week-end resort status is causing concern among local operators, who do not have year-long hotel play to help when the summer season is slack. All cite the need for better attractions at cheaper prices as customer lures. It was pointed out that Steel Pier is the only spot offering name entertainment. On the other

hand, rooms which offered name attractions are asking the same prices with low-budget talent.

Special emphasis is laid on the fact that the resort is lax in bringing attractions here or making it possible for them to come. As a result, other resorts are taking the play away from this spot. It was admitted for the first time this year that Miami Beach, Fla., was giving summer competition.

The same picture was reflected at Ocean City, where week-end crowds were heavy and weekday throngs light. The operators there noticed a trend toward more conservative spending in amusements, retail purchases and rentals.

Flora Gardner, secretary, Wildwood Hotel Association, said hotel ops found the season a daily rather than a weekly one. People did not stay for as long periods as in previous years. Lou Costar, president, Boardwalk Merchants' Association, Wildwood, said weather was a hindrance this year, altho week-end activity was consistently good. The heavy week-end crowds, greater than in prior years, enabled the Wildwood operators to finish the summer ahead.

Rain No Hex For Wind-Up At Palisades

Season Take Climbs 12%

NEW YORK, Sept. 16.—Palisades (N. J.) Park closed this season with a bang, according to Co-Owner Irving Rosenthal, with the gross for the final week-end equaling the mark for the same time last year despite intermittent rain Sunday (10).

Rosenthal estimated the season's take about 12 per cent ahead of 1949. He said that, altho bad weather plagued the park thru the last week of operation, customers responded well. Mrs. America eliminations the final week, cut-rate ride prices and pyro shows aided the draw, according to the park owner.

Rosenthal said he had no plans for off-season operation of any park installations but would concentrate on refurbishing the spot for next year.

Big Blow Bypasses South Jersey Spots

ATLANTIC CITY, Sept. 16.—This resort and ocean spots in Southern New Jersey escaped without serious damage from rough seas and high tides last week resulting from an Atlantic hurricane that by-passed the Jersey coast.

At Ocean City, Mayor Edward B. Bowker reported that storm tides damaged the ends of five streets along the beachfront and three approach ramps to the Boardwalk. Storm tides also undermined a beach home there.

High waves carried away about two feet of sand in the center-city area here. In one section, several streets were covered by water. Altho waves also were high in Wildwood, no serious damage was reported there.

A. C. Pageant Throng Dips; Profit Seen

Miss America 2,500 Under '49

ATLANTIC CITY, Sept. 16.—Over 27,000 persons paid between \$75,000 and \$85,000 to see the Miss America pageant events in Convention Hall here, Wednesday (6) to Saturday (9), according to Philip E. M. Thompson, manager of the hall and treasurer of the pageant corporation, which sponsors the annual event.

Thompson said attendance was 2,538 lower than last year. He added that the corporation will realize a profit from this year's event. Break-down showed that 4,562 attended Wednesday night; 4,355, Thursday; 4,644, Friday, and 13,558 for the closer. These were all paid admissions, according to Thompson.

Despite the lowered attendance, Thompson and Park W. Haverstick, pageant corporation president, described the affair as a success. They pointed out that many visitors to the pageant were from out of town, which meant more business for the resort. Thompson said that, altho complete figures were not available, he was certain that it would wind up in the black. A full report on all cash receipts are to be submitted at corporation's annual meeting next month.

An added source of revenue was the sale of movie rights to the event to Warner Bros. for incorporation in a film based on the pageant. The corporation received \$5,000 in advance from the movie firm and will receive a percentage of the profits from the showing of the movie after it is made.

Downpour Mars Detroit Finale

State Supreme Court rules
against Eastwood opening
—federal action to follow

DETROIT, Sept. 16.—The Detroit park season moved to a weak finish over the week-end (9-10), with a heavy downpour late Sunday afternoon for the wind-up. Both Jefferson Beach and Edgewater have closed. Walled Lake has scheduled one more week-end.

Fate of Eastwood Park, which remained closed all season, may have been sealed by a round of adverse rulings handed down this week by the Michigan Supreme Court, which denied the park the right to operate.

The next move is expected to be in the Federal Court of Appeals, Cincinnati, where the park attorneys have filed an action. Earlier, the federal court here declined to give a ruling until the State Supreme Court had passed on some of the issues.

Detroit Zoo Sets Record

DETROIT, Sept. 16.—Attendance at Detroit Zoo has run over 1,600,000 and already is ahead of the season record set in 1949, according to Frank G. McInnis, director. With seven weeks still to go before closing November 5, he predicted a final attendance approaching the two-million mark.

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Fritz's Kiddieland 30% Ahead of 1949

CHICAGO, Sept. 16.—Arthur Fritz, owner-op of Kiddieland in suburban Melrose Park, said this week he expects to finish the season between 30 and 40 per cent ahead of last year's gross. The increase will be scored, he stated, despite poor takes in April because of bad weather. His park will be open "until the snow flies."

Four new rides—Little Dipper, Skyfighter, miniature train and Kid-dy's Delight Handcar—are top gross-ers. The Handcar is to be landscaped and equipped with a small depot, Fritz said. This season the ride is operated on a crushed rock foundation without the usual trim that goes with Fritz's attractions.

Blackpool Scoring After Slow Start

BLACKPOOL, England, Sept. 16.—After getting off to a slow start this big shore resort has hit its stride and is getting good business from late-summer crowds.

Blackpool not only has all the usual beach and amusement park facilities, but also has a large number of theaters presenting all forms of theatrical entertainment from movies to circus and opera. In addition to the Tower Circus, which offers complete performances, there are several other houses presenting circus and vaude fare.

At the Hippodrome the American acro duo, Dick and Dot Remy, and Walter and Paul Briant are featured in a Tom Arnold production. Buster Shaver and his midgets are at the North Pier Pavilion, and the Three Bassi, foot jugglers, and Nino, educated dog, are at the Winter Garden Pavilion.

Allan Herschell Firm Expects Price Boost

NORTH TONAWANDA, N. Y., Sept. 16.—Allan Herschell Company, Inc., announced this week it expected to increase its prices for amusement rides "from 5 to 10 per cent within the next few weeks."

William J. Wendler, secretary-treasurer of the company, said "increased cost of practically everything going into our rides leaves us no other choice but to advance prices."

Several other ride makers also have made or announced price boosts in recent weeks, largely because of steel and other material shortages.

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The New Look!

Ride Builder Turns Op For \$\$, Demonstrations

GARDEN CITY, N. Y., Sept. 16.—From a start made two years ago of supplying mobile, truck-borne kiddie rides to operators in the New York City area, the Weld-Built Body Company of Brooklyn has progressed to establishing its own kiddie park here. Park serves a dual purpose in that it is set up both as a money-making enterprise and is used as a showcase to demonstrate the firm's amusement devices.

Company is headed up by Arthur Nelson, who explained that the firm specialized in building tow trucks and began manufacturing kiddie ride units for trucks as a side line two years ago. From that point operations moved to the building and installing of stationary kid devices last March and then to the establishing of the kiddie park, an initial venture for Nelson. Nelson said the company does not expect to manufacture any adult rides, but will stick to the moppet line.

After considerable searching, Nelson located what appears to be an ideal tract of land here, which is part of an area experiencing a mushroom growth both in population and kid spots. Nelson's property fronts on a main Long Island highway and across the road is a nationally known chain restaurant branch. Adjacent to the plot is another eating spot of the same ilk, which is close to completion. On the other side of Nelson's grounds are a miniature golf course and an independent pony ride operator.

Nelson said the park opened Friday (8) to a fair score but that business jumped considerably over the week-end. The spot offers an airplane, jeep, water-boat ride and a whip-type device. Since the name Whip already is patented, Nelson seeks to patent his own term, Whip, for the device. Soon to be completed for park installation are an army tank ride with a swivel turret and an eight-car miniature steam locomotive ride. In the works for manufacturing are a kiddie carousel and a kiddie Ferris Wheel.

All rides in the park have weather-proofed electric motors and reduction machinery, which makes them practically noiseless. Park is attractively decorated with bright paints and canvas tops for the rides, colored bulbs, cartoon figures and a ticket box in keeping with the moppet theme. Nelson plans to install light towers at the spot in the future.

Benches line the fenced-in area of the park, which is asphalt paved. Altho the spot has no parking space of its own, the adjacent restaurant has ample room. Since the restaurant will offer only sandwiches and quickly eaten snacks, Nelson considers his location excellent for catching stop-off trade. Prices on rides are pegged at 9 cents each or three for a quarter. Spot will be operated daily until weather curtails play and then run on a week-end and holiday basis.

Nelson reckons that the spot would have cost \$13,000 had he purchased

the devices from other manufacturers, instead of supplying all his own. He has long-term lease on the property from a local realtor and claims he already has received several offers from buyers and prospective partners on the park.

He does not plan to start advertising the spot until the adjacent restaurant is completed and then he will obtain spot plugs over two independent Long Island radio stations. He believes that six rides make the ideal set-up, since more keep parents longer at a park than they usually wish and less causes children to quickly lose interest. In addition to a bright color scheme and banners at the park, semi-classical music is supplied by a loud-speaker arrangement.

Park is equally important as a place of practical demonstration for rides manufactured by the company. Nelson feels that a prospective customer responds more favorably if he can be taken to a location and shown the ride in actual operation.

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CASH TALKS

18 Passenger Railroad Coach and Locomotive. Powered by Gibson tractor under "Locomotive" body. Drives anywhere, no tracks needed. Locomotive shell comes off easily. Tractor has Mowing Machine, Bulldozer and Plow Attachments. Coach body has five wide seats and heavy auto rear type tires. Everyone rides on this train. Coach seats and sides removable, leaving all-purpose flat bed trailer—16 ft. long. This is new in 1950 and good. Made to order \$2,450.00 demonstrator \$1,550.00
ALSO: New Ten Car Jeep and Fire Truck Ride. Price includes trailer. 27 ft. Airplane Track \$1,250.00
7 Seat, 30 Ft. High Kiddie Ferris Wheel. Redecorated and like new motor. Great fish \$750.00
ALSO: 20 Seat Chair Swings @ \$250.00; P.A. System, Record Changer, Everything \$100.00

H. W. ELLSWOOD
P.O. BOX 1511 PUEBLO, COLORADO

FOR SALE

Can be seen in operation on Million Dollar Pier, Atlantic City. Smith & Smith Airplane Ride and Kiddie Train Rides. Both new this season. Reason for selling, must make room for three new rides. Address:

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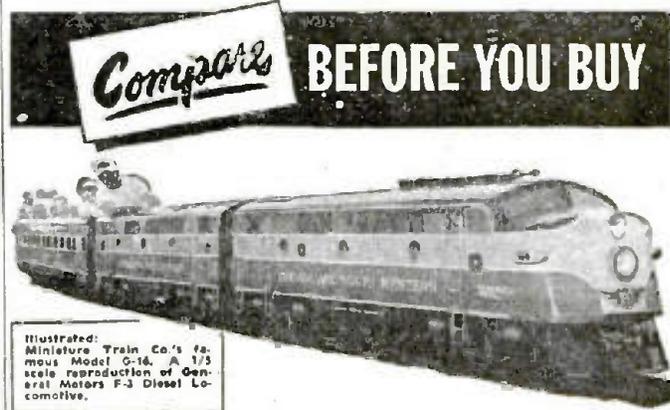
Care Million Dollar Pier, Atlantic City, N. J.

RIDES WANTED

Adult and Kiddie, also Arcade Machines. Will buy, lease, book; Large Carousel, Train, Ferris Wheel, etc. Kiddie-Auto, Whip, Carousel Train, Coaster, etc.

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MINIATURE TRAIN CO.
RENSSELAER, INDIANA

High Quality
KIDDIE RIDES
ROTO WHIP — SPEED BOATS — PONY CARTS
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Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

FOR SALE: Super Rolloplane

A-1 condition. Never been out of park. Ride complete with Ticket Box and Fence. Will be set up for inspection until October 1. Price—\$4,500 cash. Don't write, come see it for yourself.

JOSEPH F. HEVERLY

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WANTED TO BOOK

KIDDIE ROLLER COASTER
Open all winter,
KIDDIE PLAYLAND
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Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball counter for 18th hole. Reference and photographs gladly furnished.

HOLMES COOK

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RB Night Biz Strong in KC; Matinee Off

DeMille Film Crew Joins

NORTH KANSAS CITY, Mo., Sept. 16.—First stanza of a two-day stand for Ringling Bros. and Barnum & Bailey Circus in this Kansas City suburb drew only a one-third matinee but a strong capacity night show Wednesday (13).

Matinee started at 3:30 p.m. so school children could attend, and circus execs blamed the late start for the light turnout. Business elsewhere during the week held up satisfactorily.

A crew of Paramount Pictures men joined this week to take still pictures and other preliminary views of the show for Cecil B. DeMille's forthcoming movie about Ringling-Barnum.

The St. Joseph, Mo., matinee Tuesday (12) was only a half house but the night show drew seven-eighths of capacity to get back to the level of other spots for the week.

Lincoln, Neb., gave better than expected Monday (11), when two three-quarter houses were registered, although the show was in only three days after the close of the fair and weather was cool. At Council Bluffs, Ia., a Sunday (10) stand, the circus was delayed in arriving and matinee was postponed until 4 p.m. Nevertheless a full house was on hand and the night show played to a three-quarter house. Matinee delay put traffic for both shows on the streets at once and the tangle extended across the river to Omaha.

Des Moines produced two three-quarter houses despite another delay which postponed the matinee until 5:45 p.m., and again traffic to and from the lot was jammed between shows. Side Show did good business for two hours before the matinee. Observers stated that the show moved rapidly once it arrived and some of the crowd waiting for the matinee pitched in to help in the work. Derailment of a train ahead of the circus trains had caused the late arrival.

Returning to Cedar Rapids, Ia., Friday (8) after an absence of four years, the show played to a three-quarter matinee and near-capacity house at night. Waterloo, Ia. (7) gave Ringling a half matinee and full night house despite a strike in the city's largest industry.

Altoona Storm Cuts Mills Biz

ALTOONA, Pa., Sept. 16.—Business for Mills Bros.' Circus ranged widely this week in Pennsylvania spots, with the show getting audiences from a dribble to full-house size.

In Altoona Monday (11) afternoon showers held the matinee to a half house and a heavy rain at night trimmed evening business to less than half of capacity.

Two three-quarter houses were on deck at Johnstown, Pa., Saturday (9). Disabled Veterans auspices promoted tickets for about 1,000 children there.

Full house business greeted the show at Monessen, Pa. (7) for the matinee while the night performance attracted a three-quarter house. Lot was atop a hill and bulls were used to assist trucks on the climb.

Martha Graham Hunter, keeper of the two baby gorillas, Gargantua II and Mademoiselle Toto, on the Ringling show, was the subject of an article in the American magazine for August.

Puerto Rican Show, Americano, Bought By Giustino Loyal

KENNEWICK, Wash., Sept. 16.—Giustino Loyal, head of the bare-back riding family now with Polack Bros.' Western Unit here, has purchased Circo Americano, formerly operated in Puerto Rico by Jerome Wilson.

Loyal will change the title to Gran Circo Loyal Americano for its 1951 tour in Puerto Rico. The Loyal family acts will be with the Americano show after the end of the current Polack season.

The show will use a new 125-foot round top with seating capacity of about 3,500 persons. The top was designed by Loyal to use two main poles with a minimum of obstruction of vision for patrons.

Loyal made a flying trip to Puerto Rico last March to inspect the show.

Jay Gould Ends Season; Preps Christmas Unit

OTTAWA, Ill., Sept. 16.—Jay Gould Circus, back in quarters here after closing Sunday (10), played to a successful season of 54 one, two and three-day stands marked by considerable rain and cool weather, according to Elmer Brown, general agent.

Plans are being laid for the organization's annual Christmas parade and Santa Claus show. The unit opens in November.

During the past season, Gould featured the James M. Cole elephants and the Gould Concert Band in a 20-act program. It also carried eight rides and several shows. The show continued its policy of giving a street parade regularly, using several cage wagons, an air callope and a band truck.

The staff included Jay Gould, owner and manager; Eddie Gould, assistant manager; Brown, general agent and promotions director; Mrs. Mabel Gould, secretary; Mrs. Eddie Gould, treasurer; Norman Reiber,

KM Beats Mud To Win Straw House in Ind.

Most Turnouts Good

ROCKPORT, Ind., Sept. 16.—Al G. Kelly & Miller Bros.' Circus played here Tuesday (12) to half and three-quarter houses after an exhausting two days in the mud. All performances were on time despite difficulties, and business remained good.

Soft lot at English, Ind., Sunday (10), where one performance was scheduled, delayed the move to Tell City, Ind., Monday (11). Clutches of three trucks were burned out at English and a tractor was rented there to assist. Downtown march of elephants in Tell City was canceled, with Mel Lewis explaining that the bulls were too weary after aiding in the move from English. Public feeding of animals also was canceled at Tell City because of the late arrival and the lot there was changed at the last minute because the original site was too soft.

Matinee at Tell City was a three-quarter house and the evening performance drew a straw house, with customers lined in three and four rows on the track.

Corydon, Ind., Friday (8) also gave the Kelly-Miller show a straw night house and the matinee there was full. Salem, Ind. (7), produced two three-quarter houses and the show drew a pair of full houses at Mount Vernon, Ind. (4).

Missouri Town Gives Dailey Near-Capacity

MARSHALL, Mo., Sept. 16.—Dailey Bros.' Circus played to a near-capacity night house here Wednesday (13), but the matinee drew only about a half house.

At Albia, Ia. (9), the show played to two light houses in good weather.

program manager, and Ernie Stibel, lot and transportation manager.

Bull Rolls Hammill For Skimmer, Cane

MARSHALL, Mo., Sept. 16.—Dapper Harry Hammill, co-owner of Dailey Bros.' Circus, showed up here Wednesday (13) still a bit battered and bewildered after his encounter with an elephant in Mexico, Mo., the day before.

The bull had rapped Hammill after the Texan had given it some candy, and the blow knocked him across a street. After hustling to his feet he found the elephant munching on his expensive beaver hat and he proceeded to break his cane over the animal's head.

At Marshall, Hammill was minus the hat. The cane was patched with friction tape.

King Org Moves To LA Suburbs

Carroll added to press staff —King terms biz for year as "fair, spotty"

LOS ANGELES, Sept. 16.—King Bros.' Circus launches its first invasion of this area Monday (18), when it plays San Fernando. Seven stands, including Long Beach, a two-day stop (22-23), are set, and after playing San Bernardino (25) the show turns eastward. The week will be the first near here since 1930 for Floyd King, who had his Cole Bros.' Circus in then.

King said this season's business has been "fair to spotty." To bolster attendance in this area, the show has engaged Norman Carroll to handle radio and special events. M. M. Fleming, general agent, and James DeForrest also are working in the section. The show won't play Los Angeles proper, but billing is heavy in the adjacent towns which will be played.

Despite King's estimate of business for the season as a whole, the past week produced some strong turnouts for the show. Santa Rosa (7) and Bencicia, Calif. (8), both gave the circus three-quarter matinees and full night houses.

At Modesto, Calif., Tuesday (12) King bucked a California League baseball play-off and auto races to draw a half-house matinee and a three-quarter night house. The Thompson Family, knife throwers, joined King there.

Polack Biz Ups Shrine's Take 50% at Seattle

SEATTLE, Wash., Sept. 16.—Polack Bros.' Western Unit scored its biggest Seattle business of recent years in the stand which closed here Tuesday (12). The Shrine's take was up 50 per cent over last year, although the run was reduced this time from 10 to seven days.

Increase was attributed to more settled economic conditions locally and to the absence this season of opposition. Last year the Ringling-Barnum stand day-and-dated part of the Polack run.

After a so-so start, business mounted over the week-end and held up well thru the finish. Four of 13 performances were turnaways. Well-timed publicity in the two dailies and strong radio support helped.

Joe O'Donnell's promotion here showed a healthy increase. He moved to Klamath Falls, where advance was started by his wife, Avis. Show jumped from here to Kennewick, Wash., for Friday and Saturday (15-16), the final outdoor stand of the season.

Hunt Bros.' Season Starts Strong, Dips After Korea

MINEOLA, N. Y., Sept. 16.—Although the season started strong for Hunt Bros.' Circus, business began to drop off about the time of the beginning of the Korean conflict, according to brothers Harry and Charley Hunt Jr.

Show concluded its regular season with a two-day stand at Chester, Pa., Friday (8) and Saturday (9) to full houses for both days. Under an arrangement contracted last winter with Mineola Fair officials, they are supplying part of the grandstand show at the annual here, which opened Tuesday (12) and closes today. The date marks the first appearance at the fair for the circus.

Working with the org for this stand as the opener of the grandstand show was George Keller's mixed cat act. Hunt org eschews a cat act as part of its regular line-up because of difficulties in setting up, tearing down and transportation.

Take for this season does not compare with last year's revenue. Charley Hunt said that the best stand probably was Clifton, N. J., where, had the law permitted, several extra shows might have been given to accommodate overflow crowds. Big top seating capacity is 1,800.

Biz decline set in right after July 4, according to the brothers. Harry said that original plans called for

the org to play into late October but that business had induced them to cut short their season. In this way, the Hunt Bros.' menagerie, which includes seven elephants, could be farmed out for further work, with Cleveland and Danbury, Conn., the first of a string of such dates. The elephants have already appeared on television this season.

During the regular season the circus menagerie operated for a quarter admission, in lieu of a Side Show. At this fair date, entrance to the menagerie was included in the price of a grandstand seat.

For this stand the circus operated under a half-big top set-up. Canvas used for this date was new and supplied by Arthur Campfield, New York. The jump here from Chester, Pa., was accomplished with little trouble, except for minor difficulties encountered in transporting bottled gas thru New York tunnels.

Hunt Bros. opened the season in April at Washington, played towns thru Maryland, Pennsylvania and New Jersey and showed at Tarrytown, White Plains, Mamaroneck and New Rochelle, N. Y.; Meriden, Milford and Clinton, Conn.; continued thru Maine in mid-June, back into New York, thru Ohio, and closed in Pennsylvania.

DRESSING ROOM GOSSIP

Cole & Walters

Mr. and Mrs. Joe Fleming and Mr. and Mrs. O. D. Fleming, Trenton, Neb., spent the day visiting and taking pictures. Herb Walters, Shirley Cole, Norman Audey and Mildred Welbes visited at the Fleming home and enjoyed seeing their miniature circus.

Mr. and Mrs. Charles Kriel, parents of Lowell Kriel, have been traveling with the show this week. Ted Godsell was bitten by the chimp. Mr. and Mrs. Art Montague, Los Angeles, visited Mr. and Mrs. Herb Walters.

Painting is quite the rage, with the cookhouse, Kriels' car, Mr. Porter's trailer, Jimmie Divine's truck and Mildred Welbes' truck all getting new finishes. Dean Godsell celebrated his 14th birthday. The Walter Newells of St. Louis, recently with the Roy Rogers show, were guests of the Wayne Newmans while en route to the Kansas State Fair. The Just Kids Band of Denver, and Director Mac McCready were our Labor Day guests.

Wally Ross received leg and back injuries when a horse threw him. The same horse injured Beverly Vannette the next day. Wayne and Marge Newman have new trappings for their horses. Pete and Reta Modde, Kansas City, Mo., visited the Walters. Clarence Kaufman and Minnie Hodgini Rooney visited her sister-in-law, Mrs. Ethridge, on the show. Lester and Norma McGee have joined Humpy Ethridge. Tom and Tiny Twist joined for the rest of the season. Mr. and Mrs. Bill Woolf have a new trailer. Everyone is rejoicing because of our first Sunday off during this season. Three straw houses this week. — MILDRED WELBES.

Siebrand Bros.

At Jerome, Idaho, the Hodgins threw an impromptu movie and watermelon party, followed the next evening by Harry Ross's roast corn fiesta, at which Bob Renous showed colored slides taken during his overseas USO tours.

Early party of the week was bathing suit weather, but heavy rains at the end of the week brought out the sweaters again. Pancho Roche is again partnering Danita, altho his foot hasn't completely healed. Pete Siebrand II sold tickets for the show most of the week and seemed to enjoy watching our ballys.

Unusual sights: Tommy Patine and Harry Ross uptown getting ice. . . . Gracie Fairburn, ditto, and looking for a Laundromat. . . . Captain Clark driving on the lot with a truck full of water cans. . . . Clare Hoffman and Helen Ravell doing each other's hair. . . . Pancho Roche putting up a "sucker fence." . . . Jerry Van Deventer practicing special arrangements at the Hammond. — JOE HODGES HODGINI.

WANTED ACTS JAYCEES CIRCUS

Week October 16th
Send Photos & Price Tickets, Will Hill, Geo. Valentino, Bob Steels, Mal and Mary, Cy and Tillie.
CHAIRMAN CIRCUS OFFICE
Room #16, McRee Bldg., Jackson, Miss.
Tel.: 26410
Can always place Good Phoneman

WANTED GENERAL AGENT

TO BOOK AUSPICES
Patterson Bros.' Circus
R.F.D. 52 HOLLY, MICHIGAN

Clyde Beatty

We have finished with the hills of West Virginia and now are rolling thru the green valleys of Old Virginia. Weather has been good except at Charlottesville, Va., where a down-pour cost us the day. We arrived in Richmond early Saturday evening, which gave us a real week-end.

Fred Donovan has been busy entertaining his wife, children and mother, who came on from Springfield, Ill. Brownie LeBrown burned his hand and arm in an accident with a burner in the lunch stand. Vic Robbins and his band are adding more late popular tunes to their repertoire.

Hagerstown, Md., looked like a CFA convention. Visiting fans included Bob Harnish, George Klenzie, Mr. and Mrs. John Adams, Claire Fawcett, Mr. and Mrs. Elmer Kemp, Dr. and Mrs. Thompson, Mr. and Mrs. Frank Mulhern, Ed Grout, Dan Rohrer, Ralph Spedel, Dr. and Mrs. Arthur Harbaugh, Jack Martin, Carroll Baechtel and Carroll Baechtel Jr., R. H. Gibson, Dick Hemphill, Mac McFadden and family, Paul Stitts, Mr. and Mrs. Lance McCardell, Dr. and Mrs. William Mann, Mr. and Mrs. Melvin Hildreth, and Jim Harshman.

Wesley LaPearl, now of Washington, spent the day renewing acquaintances. Bill Moore, general agent, spent a day with us. Sunday off found the paint brushes flying. The big top makes a pretty appearance with all the rigging, poles, railings and ring curbs shining with new paint. Andy Anderson left to enter a hospital for treatment of an old army wound.—LAURENCE CROSS.

Dailey Bros.

We are enjoying the first summer weather of the season. The web girls spent their between-shows time sewing red and white canvas covers on their webs. Robin Hood and J. W. Samples are official bear-wrestlers in the after show. Anne Russell was called home because of the illness of her mother.

We passed George Hubler on his way to Chicago. Elsie Kitzman, just out of the clinic at Rochester, Minn., spent a day on the show before returning to the advance. Mr. and Mrs. Si Perry saw the matinee and took the writer to supper. Mrs. Dell Thompson, of Fort Dodge, visited her brother, Walter Schuyler.

Visitors: Frank C. Friedmann, Irene Marz, Sumner Peterson, J. H. Rettinger, all of St. Paul; Mrs. Kough, Mr. Carp and party, Austin, Minn.; Walter Kitzman, Dave Hunt and wife, Mr. and Mrs. Lewis Ford and son, Tama Frank, Bobo Barnett, Maurice Gebhart, Noyelles Burkhart and Red Sonnenburg.—HAZEL KING.

Stevens Bros.

Mrs. George Bell, wife of George Bell, band leader and The Billboard's sales agent, is seriously ill in hospital at Bridgeport, Neb., having undergone an operation. Jack Bell, brother of George, has joined, playing trumpet. George Searles (Lady Dianne) has joined the Side Show Annex. Juanita Thompson is under doctor's care at Memphis for eye trouble. Mrs. Paul Pyle, of Dailey Bros., is visiting her sister, Mrs. Charley Smith. Donna Pyle is working in the web number.

Side Show canvas was badly torn in a windstorm in Nebraska. Mrs. Ray Headley (and baby) has joined her husband on the show. Lewis Smith has charge of the 21 cages of wild animals. A zebra was born at Douglas, Wyo.

Ringling-Barnum

Nebraska and Missouri greeted show with chilly nights but sunny days. Cecil B. DeMille's crew seems to be everywhere and it is interesting to watch it at work. Waterloo, Ia., is the home town of Archie and George Blood and many friends and relatives visited. Dr. Humphreys, of Sioux City, Ia., gave a party for Felix Adler and a large number of showfolk attended. Highlight of the event was guests talking with Emmett Kelly in Hollywood via long distance telephone.

Harry Nelson returned to his home at Bethel, Conn., for a few weeks because of an asthma attack. Skee Matusch closed and returned to Sarasota. Corinne Adus celebrated her ninth birthday with a party. Joyce Lane also observed a birthday. Merle Evans and the band serenaded Fanny McClosky on her birthday. Mr. and Mrs. Bill Ballantine were congratulated on the recent birth of a daughter.

Visitors: Jack Crippen, Mr. Houseman and son of Lansing, Mich.; Jack and Bernice Shaw and daughter, Phil and Bonnie Bonta, Mr. and Mrs. Max De Vore, Tama Frank, Mr. McElwee, Phil Jordan, Albert Ward, Florence and Cliff Baxter, Babe Floyd's daughter and family, Mrs. Larry Griswold and daughters, Mr. and Mrs. Walter Graybell, Bev Kelly; Mr. and Mrs. Cochran and family, John Tavlin, the Rev. Clement Flannery and Ed Raycraft.

Backyard scenes: Among the busiest on the lot are Marian Seifert with her leather goods and hand tooling, Charlotte Bell making leather ballet pumps, and Kathy Kramer, Liz Johnson and Anna DelMonte with their sewing machines going all the time.

Harry Doll is sporting a Daniel Boone hat. Henry Carberry, of the light department, is becoming an expert with his polaroid camera. Hot chocolate is a big item at the grease stand these chilly nights.—MARY JANE MILLER.

Billar Bros.

We are at last having real summer weather. Horace Laird has given clown alley a shot in the arm and has more surprises coming up. Jackie Lynn's new spec hat is something to behold. Gladys Fox is rehearsing web and ladder. Grace and Ronna McIntosh are sporting new wardrobe. Bobby Miller has taken over management of the Side Show. Ray Richards joined as inside lecturer and animal trainer. Betty Jo Keenan is doing knife, sword box and annex.

Recent visitors were Mary, Rose, Louie, Johnnie and Leo Dale, of the Daies Circus. Fay Avalon is back as boss props.

Dr. William Mann and Melvin D. Hildreth visited. Mrs. Emerson's sister is visiting for the remainder of the summer. Sally Montana and Tex Dawn are doing okay in the concert and have added several songs to the routine. Norman Robinson, ticket seller on the Side Show, has left for the navy. Fritz Wagan, wife of the assistant superintendent of concessions, is visiting.—IRA GASKILL.

JOYCE O'HARA HELL'S ANGELS ON WHEELS

Wanted: Drivers, Phonemen, Advance Men and Banner Men. One Girl Entertainer, one Clown. A few more Fair dates open for September, October and November. No drunks or collect wires. Route will be as follows: Before August 18 contact

Spalding, Nebr., Sept. 21; McCook, Nebr., Sept. 24.

PHONE SALESMEN

Must be pluggers. For the sweetest deal you ever worked on. It's a new radio quiz program and pays top commissions. Come at once.

BOB ROSS

Radio Station WNOP
Newport, Kentucky
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PHONEMEN—NOW

Offices ready at Augusta, Ga.; Savannah, Ga., and Orlando, Fla. Stage show deals. 25% on book. 20% on tickets. All winter's work for sober producers. Wire, phone or come on. Address 429 Eighth Street, or phone 41777, Augusta, Ga. We collect and pay off every day.

WANTED

Information as to present whereabouts of
EUGENE STAPLES or STAPLES RODEO CO.,
HOMER HARRIS, EVERT DANIELS, C. M. (MAC) GALBRAITH, CHEROKEE HAMMONS and ANY RODEO STOCK BRANDED 101.
ZACK T. MILLER
Box 101, Ponca City, Okla.

URGENTLY NEEDED

Anyone knowing the whereabouts of
WILLIAM J. BANKS
during April, 1946. Supposed to have been with Cole Bros. Circus at Bots Hoster at that time. Please contact me immediately, giving me any information you have and a permanent address, where I can reach you at any time. RENT P. KRATZ, 422 Lincoln Liberty Life Bldg., Lincoln 8, Nebr.

WANTED TO BUY

Usable Circus Buses, 6-7-8-9 or 10 high, complete. Wire or write
McKAY BROS.' SHOWS
1000 N. W. Park Oklahoma City, Okla.

Bernie Bros.' Indoor Circus

Wanted—Family Acts doing two or more, Dog and Pony Acts. All winter's work. State lowest and send photo in first answer.
BERNIE THERIT
1149 Grand Central Ave. Horseheads, N. Y.

WANTED

For Oct. 4-7 at Elkins, West Va. Can use all kinds of Rodeo Hends, Saddle Bronk Riders, Trick Riders and Trick Riders, also Hillbilly Band. Will let Popcorn and Candy Pitch to right party, Everett Daniels and Stan Enley, get in touch. Other big dates to follow. Write or wire
CHRIS LEE
General Delivery Marietta, Ohio



... and it will be **BIGGER THAN EVER BEFORE**
beginning **NOVEMBER 4**

DRESSING ROOM GOSSIP

Polack, Western

In Seattle we showed in the ice arena, which worked out better than the auditorium used last year. Trailers were behind the building. The Freemans were guests of the Landons for dinner in their new air-conditioned trailer.

Members of the Cardody family were constant visitors in the concession department. Many of the performers had apartments near the building. With late matinees it was handy to jump across the street, with make-up on, and cook a meal. Chester Sherman really went to work in the kitchen.

Rudy Docky is thinking of enlisting for duty in Korea. He thinks it might be more peaceful there. A birthday was observed by Bee Carsey, musical director. The Carseys had a family dinner with Beauty Wink, sister of Mrs. Carsey, as chef. Walter Majeskie is still on the sick list.

Most of the performers wore long faces in Seattle. After Vancouver, the Seattle audience seemed as if it had gloves on.

A good break for our gang in Canada: Louis Stern, managing director, paid us in United States money, so the gang got 10 cents more on the dollar. A busy man in Seattle was Justus Edwards, press man, up to his ears in radio stations and newspapers.

Visitors: Kenny and Edris Hull, friends of Hubert Castle; Commodore Healy and party; Dixie Herbert, and Jimmy Baker, organist at a Seattle club. Jimmy came over and clowning with the bunch.—**FREDDIE FREEMAN**.

Rogers Bros.

We have had two weeks of rain and at Glasgow, Ky., we had a lot that looked like a camel's back. It was 8 a.m. before the last truck was off of it for a 103-mile jump, but the matinee was on time.

Sunday (10) Paul Knight and family, Chuck and Skippy O'Donnell, Frankie Lou Woods and Maurice Marmolejo visited the Al G. Kelly & Miller Bros.' Circus. Obert and Doris Miller, of the Kelly-Miller show, visited us.

Alana Knight's first birthday was observed. Ted Wilson Allen, 6, and Rachel Green, 10, also celebrated birthdays. Visitors have included Carl and Virginia Powers, Monticello, Ky.; Paul Eston, Walter Fleck and Otis Jones's father. — **MAURICE MARMOLEJO**.

ACTS WANTED

FOR MY 1951
FAIRS AND CIRCUSES

ERNIE YOUNG

203 N. WABASH
CHICAGO 1, ILL.

WANTED

Men for Popcorn, Apples and Snow. You get third of gross. Wire:

BOOTS WECKER

Sunbrook Rodeo, Wednesday, Greenville, S. C.; Thursday-Friday, Augusta, Ga.; Saturday, Charleston, S. C.

Can Place for My Indoor Circus Unit

Commencing Oct. 16th
Dog and Pony Act that does at least two turns. Novelty Ground Acts that can and will do two or more. Write with lowest salary to

JAMES M. COLE
Pan Yon, N. Y.

Polack Eastern

Asheville, N. C., was our first indoor date for quite a while and the best wardrobe was brought out for the occasion. Walter Ullman promoted the date. The building was next door to the hotel, which pleased everyone. Birthdays were celebrated by Mrs. I. J. Polack and Gene Randow. Mr. and Mrs. Archie Campbell, of Sarasota, Fla., visited. Their daughter is Mary Jane Miller, of the Ringling show. Mr. and Mrs. Hauser, of Hendersonville, N. C., visited. Mrs. Hauser was the first trainer of John Daniel II, Ringling managerie feature a number of years ago.

Everyone enjoyed the good coffee backstage in Asheville. We had plenty of rain but business held up well. Del Rae did his sway pole act out in front of the theater as a free act. Many of us loaded up with apples in this apple country. The trip to Bluefield, W. Va., was thru beautiful mountain country. Weather was very cold and topcoats were in order. The three-day stand was promoted by Willis Ally, and the Labor Day opening was big. Birthdays were observed there by Del Rae, Clara Levine, and JoAnn and Penny Wilson. Some of the personnel joined in the practice at the police target range next to the lot.

Henry Kyes, Bill Green, George Cutshall and Al Hyman visited the Biller show at Suffolk, Va. Bob Porter and Jack Harris visited the Beatty show in Richmond. At Petersburg, Va., we showed three days at the fairgrounds, which was quite a distance from town. The Sidneys left for a few days at their new, Sarasota home. Triska also left for Sarasota. Billy Barton is scheduled to join us at New Bern, N. C.

Recent visitors included Mr. and Mrs. Tom Hasson and Mr. and Mrs. Bill Kay. We're looking forward to a fishing trip to Morehead City, N. C. Several of the folks purchased trunks this week. Mrs. Chris Del Rae served tasty doughnuts on a recent fishing trip.—**IRENE LAFFERTY**.

Biller Bros.

With a new program line-up, all are kept busy listening for cues. Clowns have new numbers and walk-arounds, with Horace Laird being featured.

Show is getting real summer weather. Tommy Whitesides visited with his daughter and son-in-law, Mr. and Mrs. L. B. Morgan. Mr. and Mrs. Lawrence Gibson are the proud parents of a seven-pound boy. Gladys Fox is doing ladder and will start web soon. Tommy Bentley's dog is a full-fledged performer and is in the hot dog number. C. E. Woods and Wild Bill are doing well with the bulls. Floyd Shepler is pinch-hitting as 24-hour man. Joe Rossi was visited by Bill Green and Henry Kyes, of Polack's Eastern unit.

Recent visitors included Dr. Holland, Alex Oliver, Claire Fawcett and Mr. and Mrs. William Mann, all circus fans.—**IRA GASKILL**.

Dailey Bros.

The calliope has resumed its daily trips uptown with Mike Noble at the keyboard. Eddie Murillo's casting act is back in the show since his recovery from an operation. B. C. Davenport recently purchased a fine roan horse for his daughter's riding act. Five local boys took on the wrestling bear, but after the first two had been slapped down the others retired to their seats and watched the show boys take him around.

Barbara Williams and Rosemary Stock have completed new costumes for winter dates. Mama Campa and daughter, Emma, made and presented a beautiful turquoise costume to Norma Cristiani. Jack Crippen, who visited for a couple of days, entertained with some organ selections during the come-in. Some members of the Dutton riding act stopped over

UNDER THE MARQUEE

Trader Horn and Bill Richards, ops of World Jungle Compound, Thousand Oaks, Calif., were hosts to 3,500 people September 1 at the fifth anniversary celebration of the compound. Thru a co-op deal with merchants, a birthday cake weighing 132 pounds was baked for the occasion. Horn and Richards purchased the compound in 1945 from Louis Goebels. . . . Thomas Fitzpatrick, formerly with Cole Bros.' Circus, has taken over Diesel and electric departments on the Down River Amusement Shows.

As he reads circus history the trouper wonders what circus historians mean by *colerecacos* to the bad years.

Arthur and Hymie Sturmak's Biller Bros.' org receives a plug in the current issue of austere Fortune mag. A full-page photo in color shows a shed on a railroad approach to Pittsburgh, generously plastered with the circus's paper. The picture ran as one of a series of seven shots showing American landscapes as seen thru train windows.

Freaks' favorite heels are those who won't spring for pictures.

While Charles and Peggy Kline were playing the Sturgeon Bay (Wis.) Fair, the former's mother, sister and aunt visited for a day. . . . Milt and John Herriott, horse and pony trainers with Cole Bros., have

for a few minutes to say hello, altho they had a 600-mile jump to make before the next day. The Banta Family with Dr. Cooper's Liberty horses, put up on the lot to feed and water their stock, and they saw the night show. Dave Curtis spent two days visiting his mother-in-law.

Visitors: Earl Hammond, Mr. and Mrs. Tracy Andrews, Shreveport Etheridge and Mrs. Etheridge, Mr. Starck, Mr. Evans, Neil Sheffner, the Gay Billings, Galen Merriam and his wife and son, Rosemary Stock's parents; Fred and Ethel Stock and her brothers, Steve, Roger and Dick; Mr. and Mrs. Robert Stock and infant son, and Mr. and Mrs. Richard Thomas and son.—**HAZEL KING**.

Mills Bros.

Dick McConnell, Astoria, L. I., fan, spent week and a half with the show doubling between playing bass in Bob Mills' band and clowning with Alex Brock's joeys. The Jack LaPearls renewed acquaintances with the Frank Reades and Jack Jewel, former troupers, now in the hotel business at Columbiana, O. Mr. and Mrs. Fred Timon motored from Oswego, N. Y., to spend five days with the show.

Police Chief Buggy McCreedy, of Circleville, O., where the show spent the past three winters; Mr. and Mrs. Don DeWeese, of Zanesville, and Ralph Stevenson and Mr. Wallace, of East Liverpool, O., visited at Steubenville. Show got into Pennsylvania's hills as it moved into Monessen but all made it and the matinee was on time. With schools open again, students who are dismissed from classes early have been giving the show good matinees. Bob Mills has added several new pre-show concert numbers. Louis Grebb also has added some more calliope solos.

Another prop truck was added to the fleet at Dormont. Mrs. Joe Dobas and Jack Mills celebrated birthdays. Sporty Goode won the swimming and diving contest when a downpour flooded the Altoona, Pa., lot, and Detective Dick Tracy, of the butchers, sloshed to a close second. The George Hanneford Family motored over from the Ebensburg Fair to catch the matinee at Johnstown, Pa. Other visitors included John Jamison, P. M. McClintock, Sam Lisle, Mr. and Mrs. Joy Hartman, Vic Thomas, William Watson, Ray Frisell, Mr. Boyer, Mr. Gerlach and Pat Mulvey.

returned to the show's quarters at St. Louis to train new stock. They spent three weeks at their home in St. Peter, Minn., since the Cole show closed. . . . Roy Barrett, Don Adams and Billy Rice, clowns, are with the E. R. Braly Circus Southern Unit, and Billy Irwin, Chick Yale and Nolly Tate with the Braly Dixie Unit, both playing Southern fairs.

Grandpa can remember when the worst charges a big show announcer had to face was, "He doesn't own a topper," and "His voice doesn't carry."

Bradford, Pa., is to have a new circus lot, negotiations having been completed for the 20-acre Frank Caterina farm on West Washington Street near Onofrio Street. Art Haggerty, circus fan, said that negotiations were conducted by the Mighty Watson Shows Tent and the Lillian Leitzel Tent, affiliated with the Circus Fans' Association and the Circus Saints and Sinners Club respectively. A new industry, a manufacturing plant of the Speer Resistor Corporation, will rise on the former Seaward Avenue show grounds.

Managers tell their employees to act like showmen but never tip them off as to how to do it.

Producer Billy Creedon and booker Stanley Wathon, both of New York, visited with Harry and Charley Hunt Jr., and George Keller on Hunt Bros.' org during a stand last week at the Mineola (N. Y.) Fair. Keller's mixed cat act appeared especially with the show for this date.

Professional jealousy between acts is unique in that it lasts even when patched up.

Karen Kay Miller, daughter of Mr. and Mrs. Kelly Miller, of Miller Bros.' Circus, has enrolled in junior high school in Hugo, Okla., reports Jack Bennett. Mr. and Mrs. Vernon Pratt and daughter, Rita Jo, are in Ilugo after traveling with the Hagen Bros.' and Brandon Bros.' shows.

A birthday dinner was given by Bessie Polack at the George Vanderbilt Hotel, Asheville, N. C., during the Polack Bros.' Eastern Unit's engagement there. Guests were Bessie's sister, Mrs. Howe; Fred and Betty Proper, George and Ruby Goshall and Ernie and Freida Wiswell.

Carolina Rain Forces Biller To Blow Stand

ROCKY MOUNT, N. C., Sept. 16.—Biller Bros.' Circus lost both performances here Saturday (9) because of a heavy rain. The same storm caused the Beatty show to lose Charlottesville, N. C., on that date.

The Cristiani family, with the show since the first of the season, closed at Rocky Mount and will play a night date in New York.

Monroe, N. C., gave Biller only two half houses despite good weather Wednesday (13).

Joyce Org Books Sunset

Carson With Clyde Beatty

PHILADELPHIA, Sept. 16.—Jolly Joyce Agency here, which had been handling movie cowboy, Sunset Carson, on park, fair and theater bookings in this area, has placed him with the Clyde Beatty Circus.

Carson, who offers a shooting act with a live target, joined the circus today in Greenville, N. C. That date will be followed by stands at Goldsboro, Greensboro, High Point, Charlotte, Laurinsburg and Lumberton.

RAIN SMACKS PENNSY BIGGIES

Detroit Gate Off 16,000 From '49 Attendance Mark; Attraction Grosses Down

10-Day Coliseum Take Is 16G Below Last Year

DETROIT, Sept. 16.—Michigan State Fair closed its 10-day run here Sunday (10) with total paid attendance of 527,841, a drop of about 3 per cent from last year's 543,841. After setting a 1949-topping pace in its early days, the annual's front-gate weakened in the home stretch to wind up 16,000 under a year ago. Sunday's (3) paid attendance of 112,994 was hailed as an all-time, one-day record slightly topping the 112,362 set on the first Sunday in 1949. Weather throutout the week was cool but clear with the exception of closing day when heavy rains fell at 6 p.m. to discourage much patronage after that hour.

Weather Hits N. B. Revival; Public Balky

Fredericton Closes Strong

FREDERICTON, N. B., Sept. 16.—Fredricton Exhibition, revived here after a lapse of 12 years, scored a strong finish Saturday night (9), with total paid admissions around the 25,000 mark, according to W. Raymond Crewdson, secretary-manager.

Cold, rainy weather during the first part of the week cut the event from six to four days. The public responded to the 75-cent admission price slowly and, altho they paid it, Bill Lynch Shows, occupying the midway, felt the pinch. The grandstand, featuring a line-up of Hamid talent, did well at 50 and 25 cents and sell-outs were registered from Wednesday night (6) on.

Labor Day (4) was practically lost thru cold and rain. Tuesday (5) was unsettled and cold, clearing during early evening, with light business as a result.

Wednesday (6) had a fair horse racing crowd in the afternoon and a sellout for the night grandstand show. Thursday (7), with a half-holiday in Fredericton, gave sellout grandstand shows for both afternoon and night. Friday (8), with no horse racing, produced light afternoon and good night grandstand throngs.

Saturday (9) provided a strong closer. A contingent of orphans and local hospital patients were guests of the fair board at the afternoon grandstand show. Paid admissions for the day topped 6,000, for a take of \$5,000. This was augmented by an estimated 10,000 school children who were admitted free on closing day. Grandstand crowd was the heaviest of the week, and the midway got a strong play for several hours after the show. The Starlites, high act on the carnival, did not go up until early Sunday morning (10).

Top money winner on the midway was John Schneider's Motordrone, featuring Frank McHugh as rider, with admission set at 50 cents. Joe Carra's Girl Show was second. Main strength of the show was slated for the Fisheries Fair at Lunenburg, N. S., this week. Lesser units also (See Weather Hits on page 69)

Day-by-day paid attendance comparison with last year follows:

	1950	1949
Friday (1)...	15,426	18,816
Saturday (2)...	51,085	58,549
Sunday (3)...	112,994	112,362
Monday (4)...	110,483	105,709
Tuesday (5)...	35,223	39,859
Wednesday (6)...	37,814	9,204
Thursday (7)...	32,177	36,901
Friday (8)...	31,469	37,818
Saturday (9)...	45,236	54,792
Sunday (10)...	54,934	69,811
Totals.....	527,841	543,841

Total attendance, including paid and free, was reported as 801,248, or 13,000 above 1949's 787,034. Altho attendance fell off the end of the week, car parking grossed a total \$25,262 at 50 cents, compared with \$25,396.75 last year.

Grosses Down
Paid attraction attendance and grosses were below 1949 in almost every case, the drop being attributed to the heavy free entertainment.

Coliseum attractions grossed \$52,949 for the 10 days' 58,724 admissions, considerably behind last year's figures of \$69,036.55 on 74,281 customers. This year's name attractions, which headlined the Coliseum revue booked thru the Gus Sun Agency, included Jerry Colonna, Dick Contino, Betty Hutton and Carmen Miranda, while the 1949 show had Bob Hope, Jo Stafford, Bobby Breen and Tommy Bartlett's Welcome Travelers.

Thursday (7) thru Saturday (9), (See Detroit Gate on page 69)

Knoxville Gate Off Slightly Due to Weather

KNOXVILLE, Sept. 16.—Despite three days of rain and threatening weather, the Tennessee Valley A. and E. Fair here thru Thursday (14), fourth of its six days, was only slightly under '49 attendance figures and expected to make up that deficit by closing time tonight.

Altho the fair's receipts in general were hurt by the weather, Pat. W. Kerr, secretary, was confident that the fair would wind up okay financially.

The open-air variety show, booked thru the Ernie Young Agency, Chicago, proved to be a strong draw. Presenting one matinee and two night performances daily, the unit played to big attendance in each instance. The night horse show, in the grandstand for three nights, did fair but was hurt some by the rain.

Livestock entries broke all past records in the sheep, swine, dairy and poultry departments, Kerr said.

Saginaw, Mich., Belted by Rain

Four-day downpour holds gate to 10% of normal—12 grandstand shows lost

SAGINAW, Mich., Sept. 16.—Hit by unrelenting rains the first four of its six days, the Saginaw County Fair here, thru Thursday (14), its fourth day, was getting only 10 per cent of normal attendance, according to Clarence Harnden, secretary.

The steady deluge, which forced closing of the parking lot Wednesday and Thursday, washed out 12 performances of the grandstand revue, booked thru the Barnes-Carruthers Theatrical Agency, Chicago, for 17 shows.

Gooding Greater Shows were doing little on the midway, and the heavy rain Wednesday (13) forced the org to remain shut down for the entire day.

Pre-fair indications pointed to a bumper year, according to Harnden.

Rutland Hits Win Column For First Time Since 1947

RUTLAND, Vt., Sept. 16.—Officials of Rutland Fair here, which started Labor Day (4), were confident that the wind-up of the event Saturday (9) saw the annual in the black for the first time in three years. Auditing was not yet complete, but George C. Smith, treasurer, said attendance for the closer brought the week's total to 116,500. The event drew 98,000 persons last year with rain.

This year's edition hit the highest attendance mark since 1947. Gross receipts were within a few dollars of the \$126,843 taken in 1948. Smith said that altho the fair lost money that year, expenses this time were much lower.

Arthur B. Porter, event's secretary-manager, credited good weather after opening day for the successful run.

Labor Day, with drizzling rain, drew 8,000. The weather was chilly the following day, but otherwise remained good thru the week.

World of Mirth Shows held down the midway. Ward Beam's Auto Thrill Show played to a capacity grandstand crowd of 10,000 closing night. Big car races were staged Friday night (8), and Hamid talent and a revue were a grandstand presentation thru the week. The revue played to capacity Thursday (7).

A crowd of 16,000 was on hand Thursday, and Friday's attendance hit 14,500. The closing day throng of 21,500 was the push that put the fair ahead, according to officials. On that day, members of the Vermont National Guard in uniform were admitted free.

Model Stage Saves York

Record crowds watch night shows protected by \$80,000 all-weather unit

YORK, Pa., Sept. 16.—Despite rain of washout proportions on each of the operating days thru yesterday, York Interstate Fair is likely to wind up a winner.

A model \$80,000 covered grandstand stage, planned by and constructed under the supervision of Samuel S. Lewis, president and general manager, has saved six shows during the current run which might otherwise have been lost.

On Wednesday and Thursday (13-14) new night show attendance records were set despite steady rains. The public obviously has been sold on the fact that York's grandstand shows will go on as scheduled. The selling job has been accomplished in the two years that the covered stage has been in operation. In bad weather the only seats that are lost are the boxes in the paddock and the uncovered section of grandstand added within the past two years to increase the capacity.

Covered Stage Pays Off

President Lewis said that the heavy investment involved in the all-weather stage had been more than justified by the shows saved to date. (See Rain Smacks on page 69)

Mutuel Handle Rises Over '49 At Barrington

GREAT BARRINGTON, Mass., Sept. 16.—Mutuel handle at Barrington Fair, which opened here Sunday (10), rose at mid-week, despite lower attendance for Wednesday (13) and Thursday (14) than the marks registered for those days last year.

Take on the horses was as follows: Monday (11), first day of racing \$131,132, compared with \$147,933 in 1949; Tuesday (12), \$134,271, 10,000 under the same day in 1949; Wednesday, \$181,901, up from 1949; Thursday, \$168,665 up \$8,000 from 1949.

Tuesday attendance, with good weather, was 10,103, a mark below last year; Wednesday, 13,544; and Thursday 12,343. Monday throng, slimmed by rain, was 9,463.

Opening day was hit hard by rain, but fair officials said the turnout was better than they expected. Ward Beam's Thrill Show, slated for Sunday afternoon, was canceled because of weather, but Beam put on a night show the same day and it was well attended. Rain also delayed the setting up of O. C. Buck Shows, which arrived Sunday afternoon following a 300-mile jump. The sun made its first appearance of the fair Wednesday.

Yesterday (15) was Children's Day, with local public schools closed and midway rides cut to half price. Horse racing was conducted from Monday thru today, with a fireworks display set to close the event tonight. Fair Follies of '50 revue was staged nightly thru the week.



... and it will be backed by the

BIGGEST PROMOTION

In its 56-year history by NOVEMBER 4

HEAT CUTS SACRAMENTO GATE

631,256 Gate Down 66,979

105 degree heat curbs turn-outs first five days—midway rides, shows off 10%

SACRAMENTO, Sept. 16.—California State Fair's 1950 edition ended its 11-day run here Sunday (10) with attendance of 631,256, or 66,979 behind its peak '49 mark of 698,235. Attendance, despite intense heat, was ahead on opening day and did not again surpass last year's daily figure until the last two days. Running 55,428 behind at the end of the fifth day, moderation of the weather allowed the annual to curb some of its losses. Despite weather conditions, which included the first rain in 31 years, E. P. (Ned) Green, secretary-manager, said the results were gratifying.

Comparative figures follow:

	1950	1949
Thursday (31) ..	34,362	33,158
Friday (1)	39,401	42,940
Saturday (2)	70,719	81,122
Sunday (3)	95,008	125,701
Monday (4)	67,981	79,958
Tuesday (5)	42,621	43,515
Wednesday (6) ..	48,809	48,946
Thursday (7)	47,487	49,873
Friday (8)	46,610	65,359
Saturday (9)	78,402	70,476
Sunday (10)	59,876	57,187

Totals

Mutuels Down

The pari-mutuel handle for nine days of racing totaled \$2,579,148 as against \$2,640,462 last year. The loss came in the last few days, for at the end of the eighth day the figure was \$1,902,619 as compared with \$1,846,692 for the same '49 period. The fact that Admission Day (9) this year fell on a Saturday rather than during the week did not help to boost mutual betting. Fair officials felt it would have been better to have had the holiday on some other day on the theory that Saturday would have taken care of itself.

Crafts Shows again played the midway and had, in addition to the regular carnival space, a large Kiddieland just off the Stockton Boulevard entrance. Ride and show revenue on the main carnival lot was 10 per cent under last year. However, concessionaires may not have fared so well. After fighting the adverse weather conditions, an order from the office of Attorney General Fred N. Howser closed 27 merchandise wheels and the two bingo games Friday (8) afternoon. Some of the concessionaires switched to darts and other types of games and were able to salvage the last two days.

Spending Good

Spending at the food and drink concessions was reported on an equal footing with last year. While hot weather cut down on food sales the first five days, the cooling off period boosted this commodity demand. Food sales ended up holding their own. In the colds the hot weather boosted sales and the demand was 3 to 1 over '49. Ice cream and orange drinks were also in demand and many of the stands had lines waiting for service.

Premium money amounted approximately to \$240,000 with an additional 15,000 ribbons and trophies being awarded exhibitors. The fair paid out \$110,000 for horse race purses and \$6,000 for prizes and expenses in holding the boat races. The boat races were new this year with outboards racing on Sunday (3) and in-

(See Heat Cuts Gate on opp. page)

Topeka Up 100% in All Depts. Despite Unfavorable Weather

TOPEKA, Kan., Sept. 16.—Weather for Kansas Free Fair, which closed its seven-day run here Friday night (15), was far from good, but the event wound up substantially ahead of 1949 in all departments. Last year the fair encountered even less favorable weather. Estimated attendance thru the free gates was placed at 10 per cent higher than last year.

The skies menaced daily and rain fell on several occasions, with every night getting unseasonably cool weather. None of the grandstand shows was lost to rain, but Sunday's big car races, staged by Frank Winkley, were delayed until 4:40 p.m., then run off to a huge throng. Sunday night 9,000 persons turned out for the grandstand program, a revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago.

Other speed events, a 100-mile stock car race Saturday (9), stock car sprints Monday (11) and big car races Wednesday (13), all staged by Winkley, pulled good crowds for those days, while Jole Chitwood's Thrill Show, with Aut Swenson in charge, was way over last year's thrill show patronage.

Grandstand attendance, both night and day, was up 10 per cent for the full run, according to official estimates. On the midway, Royal Amer-

ican Shows topped last year's gross by at least 10 per cent.

Exhibits in virtually every department were up over last year, with livestock entries hitting a new all-time high. A new \$75,000 commercial exhibit, used for the first time, was crammed to capacity.

Huron Rings Up Record Receipts

Gross tops 131G as gate hits 160,000 — strong grand- stand acts get top crowds

HURON, S. D., Sept. 16.—Aided by perfect weather, the South Dakota State Fair here closed its six-day run Saturday (9) after chalking up a new record in over-all receipts, with attendance only a few thousand short of the all-time high.

A total of 160,000 came thru the front gate, as compared with 162,000 in '49 and 169,000, the all-time high set in 1947. Increased grandstand attendance was responsible for the record receipts, which will approximate \$131,000, Frank L. Hafner, secretary, said. Previous high of \$125,452.25 was set last year.

Hafner estimated that net profits this year would be at least \$15,000 and said the \$131,000 receipts figure is conservative and will probably be increased when all sources of revenue are checked.

Grandstand night revue, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, proved a strong draw, and pulled about 80,000 customers to its six performances. Three days of auto racing drew strong crowds, including the closing day's stock car races on what is usually a dull day.

Amusement Corporation of America's Imperial Exposition Shows held forth on the midway.

Flying Farmers' Day, Friday (8) created considerable interest when 80 farmers landed their personal planes at the airport here and attended the fair. Program was supplemented by a National Guard air show, commanded by Col. Joe Foss, World War II ace.

Additional 4-H facilities are being planned for '51 due to the record number of participants in this year's youth program and an appropriation is anticipated at the coming session of the Legislature.

Pomona Off To Hefty Biz

POMONA, Calif., Sept. 16.—While no attendance figures were available on the 23d annual Los Angeles County Fair, which opened a 17-day run here yesterday, indications were that the event was running close to or ahead of last year. Opening day's pari-mutuel take was \$322,629 as compared with 1949's \$267,977.

Business on the Crafts Shows on the midway was said to have been as good as last year's. Definite note of optimism was given by Alex Freedman, show novelty concessionaire, who reported his Friday (15) take 10 per cent over the same day a year ago.

Spencer Gate Outpaces '49 First 5 Days

Grandstand Up Sharply

SPENCER, Ia., Sept. 16.—The Clay County Fair here in the first five of its six days was running slightly ahead of '49 at its front gate and thru Friday (15), its fifth day, was topping a year ago by an estimated 1,000.

Grandstand receipts and attendance were outpacing those of a year ago. The Barnes-Carruthers' grandstand revue, in for six night shows, played to capacity its first five nights except Monday, when rain and cold held the crowds down. Thursday night (14) the revue packed in over 12,000 to ring up what was hailed as a record grandstand attendance.

Chitwood Pulls Big

Jole Chitwood's Auto Daredevils in its Monday afternoon (11) show, produced the largest Monday crowd on the fair's records and the Frank Winkley big car race meet the following afternoon topped the same day last year. Advance sale for the second Winkley big car race meet today, Saturday (16), indicated another sell-out. Fireworks by Thearle-Duffield Fireworks, Inc., Chicago, will close the fair tonight.

Amusement Corporation of America's Imperial Shows were reported matching '49 grosses on the midway.

Widespread Interest

Pulling power of the annual was demonstrated Tuesday (12), when the fair management made a check of auto licenses in the parking lot to find cars from 84 Iowa counties and 34 States, plus one Canadian car.

Friday (15) the fair played host to 200 members of the Spencer National Guard unit, scheduled to leave for active service Monday (18).

Visitors here included Harold S. Pike, president, and Lloyd B. Cunningham, secretary, of the Iowa State Fair, and J. C. McCaffery, Amusement Corporation of America.

Allegan, Mich., Gate Climbs 5% Despite Rain, Cloudy Weather

ALLEGAN, Mich., Sept. 16.—Despite rain and threatening weather the first four days of the Allegan County Fair's six-day run, attendance thru Thursday (14), its fourth day, was 5 per cent ahead of '49 and fair execs looked to top last year's gate when the annual closes tonight.

Fair lost two afternoon harness race programs to the rain but all the night grandstand attractions were staged to good crowds. Jole Chitwood's Auto Daredevils, in for two shows, Monday night (11), drew a combined 5,500. The Ernie Young night show, featuring Sam Howard's water show plus variety acts and augmented by Jimmy Risk, horse-shoe pitching artist, was playing to good attendance.

Happyland Shows on the midway, thru Wednesday (13), were all ahead of last year, due to the Big Children's Day Tuesday, when an estimated 8,000 kids poured onto the midway.

Exhibit halls were all jammed to capacity and cattle entries alone were 40 per cent ahead of '49, according to J. H. Snow, fair secretary.

Canada, U. S. Events Given Print Space

TORONTO, Sept. 16.—Autumn annuals of Canada and the United States are claiming a goodly share of space in nationally circulated newspapers and periodicals.

The Montreal Standard magazine section for Saturday (2) had a subtle comment on the Canadian National Exhibition (CNE) in its front cover drawing. The central figure was a driller digging up the pavement on one of Toronto's main traffic arteries. In the background a cop stands behind a detour sign and points befuddled out-of-town motorists on their way. The reference is to Toronto's chronic habit of launching a major paving project on principal highways just at fair time.

On the inside pages of the same edition, a big strip is given to Leon Leonidoff, senior producer and vice-president of Radio City Music Hall, New York, who has directed the CNE's outsized stageshows for several years.

CNE has already hit for a story in this month's edition of Coronet magazine. Patty Conklin's new Sky Wheel, featured at the CNE, was spotted as a front-page picture in the Toronto Mail and Globe for Wednesday (8). The story inside relates that it was created by Elmer and Curtis Velarc, that it is the only one of its kind in operation today, that it is a portable unit made of aluminum and weighs 16 tons.

New York State Fair at Syracuse reached the national prints when Collier's magazine for Saturday (9) used a picture of the annual's horse show for its front cover, with an identifying line pointing it up as the Syracuse event.

Rain Smacks Pennsy Biggies

(Continued from page 67)

With a talent budget involving an estimated \$30,000 plus, the possibility of washouts normally would cause considerable worry, but this anxiety has been eliminated by the protected stage, Lewis said.

This year's show, again booked and produced by Frank Wirth and directed by John Lonergan, was in keeping with the super standard which prevails here. Eddie Cantor played to packed matinee and night houses on Wednesday in a continuous rain. Cantor's fee for two shows was about \$5,000. The Mills Brothers also played to full houses on Thursday. Xavier Cugat was due in yesterday and sellouts were indicated.

Numerous Acts

Acts in the Wirth revue, *Wake Up and Sing*, included Kay and George, trampoline; Tom and Ruth Rafferty; Renee Roberta and her Parisian Comedy Circus; Wong Troupe, acrobats; Panters' Vagabonds; Sanger, Ross and Andrea; Doris Bay; Paul Remos and His Toy Boys; Johnson and Owen, horizontal bar; Alphonse Berge; George Hanneford Family, riding act; Yacopi Troupe, teeterboard; Maria and Enriquet, and Les Kimris, aerialists. The show was built around Kay Graham and her dancers.

B. Ward Beams' auto thrill show is skedded for today. The James E. Strates Shows are on the midway.

Attendance on opening day was up 8,000 despite unfavorable weather, Lewis said. Indications thruout the week were that record days would be tagged if and when clear skies prevailed.

Fireworks Carded

Fireworks were programed for the first time in four years. Pyro shows were fired by Joseph Godin, of the Interstate Fireworks Company, Springfield, Mass. The revived feature was favorably received and it is likely that it will be continued at future events.

The annual was billed as the Mid-Century Fair, and new features were added. Included were new ornamental iron light standards with 15-foot extensions placed in the center of the principal paved area. The horticultural hall was remodeled to provide 13,000 square feet of exhibit space. A new lighted auxiliary parking lot was opened on property recently acquired by the fair and located adjacent to the principal grounds.

A final accounting will likely show new records in the sale of exhibit and concession space. Most sales were consummated well in advance of the opening.

WEATHER HITS

(Continued from page 67)

were set for the fair at Chatham, N. B., and for Windsor and Oxford, N. S.

Harness racing originally had been planned for Monday, Wednesday and Thursday, and purses of \$5,709 had been offered. Labor Day racing in other towns within competing distance made a small entry list for this annual, and racing events were condensed to two mid-week afternoons. Purses were cut to \$3,800. Parimutuel betting was light, not from lack of interest but from a lack of sufficient machines to meet public demand. An estimated 30 per cent of the possible gross was lost this way.

Grandstand unit did not include a revue. When the racing card was cut some of the money originally set for the purses was applied to strengthen the bill. Acts included Coco, Steve and Eddie, knockabout comedy; Bobby Whaling and Yvette, comedy bike act; Al Gordon's Dogs; Scotty Burbank, musical novelties; Edna and Leon, acro-adagio; Wilfred Mae Trio, hoop jugglers; the Guardsmen, a unit of the Ben Yost singers, and Francine Volante, trapeze.

Heat Cuts Gate At Sacramento

(Continued from opp. page)

board the closing day. The events were held on the lake made in the race track infield. The excavation allowed dirt to raise the race track eight inches.

Grandstand attractions were staged by Adrian Awan and booked thru Music Corporation of America (MCA) by Don Mulford. Opening the fair for five days was Frolics on Ice featuring Belita. On Tuesday (5) and Wednesday the Andrews Sisters were featured with Dick Haymes headlining the show for three days. Bob Crosby was the featured name for the closing performance.

The show cost approximately \$100,000 and was a packaged deal with MCA. The booking office received \$55,000 for the talent, with the fair paying approximately \$7,000 for scenery and also paying the stagehands and band. The extra staging costs made the difference between the show cost and the figure allotted.

Again the fireworks displays were handled by Pat Lizza, of Golden State Fireworks Manufacturing Company, Redondo Beach. The budget for the pyrotechnics was set at \$17,500.

Concessions were handled by Helen and Al Mulligan and innovations were introduced. Among these was the grouping of artists into the "Art Colony" rather than having them working various parts of the grounds. The Mulligans made a cross index of the concessions that proved helpful in locating commodities or concessionaires on the grounds.

Starting Labor Day and running thru Friday (8), *Surprise Package*, an audience participation show emceed by Jay Stewart, was broadcast over the American Broadcasting Company network.

Detroit Gate Drops 16,000

(Continued from page 67)

five shows headlined by Colonna, pulled 9,073 for a gross of \$8,148.50. Two shows Sunday (10) with Contino as the attraction, grossed \$3,747 on 4,244 admissions. This compared with Bartlett's gross for the same days last year of \$9,949.70.

Top single-day grandstand attraction was the AAA-sanctioned 100-mile big car race Sunday afternoon (10), which got its program in before the rains. Event drew 20,411 for a gross of \$50,627.74 but went under the '49 figure of 21,807 who paid \$61,148.20. Irish Horan's Hell Drivers lost their Sunday night program to rain but re-skedded it as a post-fair attraction Wednesday (13).

Lloyd Schermerhorn's Indian Creek Rodeo, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and augmented by Johnny Mack Brown, movie star, booked thru the Sun Agency, played to 51,858 patrons in its 17 performances to ring up a gross of \$50,979.50. Last year the Hank Selby Rodeo, with Tex Ritter as an added attraction, went on 16 times to gross \$58,920.50 from an attendance of 75,468.

Sentiment for a determined attempt to obtain year 'round control of the fairgrounds here, currently divided with other State authorities, was evident among some fair board members. Division of authority is given as the reason for the fair's inability to provide adequate exhibit buildings and plant improvements.

WEST UNION, Ia., Sept. 16. — Fayette County Fair, held here August 22-26, wound up with a net profit of \$809 after payment of \$2,303 in old debts and \$1,075 for permanent plant improvements.

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Upped Per Capita Spending Holds Sacramento Midway Drop to 10% as Gate Slows

Weather Hurts; Four Crafts Units Present Strong Line-Up

SACRAMENTO, Sept. 16.—Take of the rides and shows of the Crafts Shows during the 11-day run of the 1950 California State Fair, which closed here Sunday (10), was down 10 per cent under 1949. The report of the loss indicated that midway spending was up as the event lost 66,979 patrons as compared with last year. To play the date, Orville N. Crafts brought in his four units—20 Big, Exposition, Fiesta and a new show yet unnamed. The main midway featured 17 major and 14 kid rides, 9 shows and approximately 75 concessions. The Kiddieland, set up this year near the Stockton Boulevard entrance, had 19 rides.

Rain Dilutes Cetlin-Wilson Reading Biz

NSA Benefit Earns \$1,000

READING, Pa., Sept. 16.—A happy record of increased midway grosses at the several fairs played to date by the Cetlin & Wilson Shows was apparently due for interruption at the Reading Fair. Thru Thursday (14) most of the potential was lost to continuous rain. With only two days of peak operation possible, including today's finale, there is little hope that the gross will reach expected proportions.

It was late Tuesday before all units were ready for operation as the result of a mishap during the railroad move here from Indianapolis. Damage was reported slight, but the rail delay prolonged the usually expected late arrival.

Almost continuous rain from Tuesday thru Thursday nixed midway earnings. The skies cleared and the sun beamed late Thursday afternoon for the first time in a week. The clearing brought what looked like the forerunner of a big crowd to the fun zone, but within the hour clouds and rain had returned and business for the night was virtually lost.

Benefit Staged

On Wednesday night a benefit for the National Showmen's Association was held in Raynell's Girl Show top. Co-owners Issy Cetlin and Jack Wilson, together with George Golden and the show's personnel, pitched in to build a gross in the neighborhood of \$1,000.

Wilson reported that the shows' take at Indianapolis was up 20 per cent and 25 per cent ahead of Ionia, Mich. Business has been very good when good weather prevailed. Still date season was unproductive, due in part to the loss of play on five consecutive Saturdays.

Org scored Page 1 publicity in Indianapolis and scored well in all media due to the efforts of Publicity Chief Richmond Cox, Wilson reported.

Roy L. White, 45, Killed by Shock

DILLON, S. C., Sept. 16.—Roy L. White, 45, electrician and concessionaire with the Palmetto Exposition Shows, was accidentally electrocuted here Sunday morning (10) when he came in contact with 4,400 volts on one of the shows' transformer trucks.

A native of New Castle, Pa., White had been on the road 14 years and he and his wife, Cleo, had been with the Palmetto org all season. They worked candy apples and floss.

Besides his wife, he leaves a stepson, Harry L. Downing, of Jacksonville, Fla.

Services and burial in Dillon Tuesday (12).

Fairs All Winners For Billy Collins; Org to Quarters

WILLMAR, Minn., Sept. 16.—William T. Collins Shows will close its 1950 season here today (16) at the Kandiyohi County Fair and will truck from here to its Minneapolis winter quarters.

Org rang up a record midway gross last week at the Central Wisconsin State Fair, Marshfield, as the fair also set new all-time highs for attendance and receipts.

Shows have been playing fair dates since its first one at Langdon, N. D., and all have been winners, according to the management. Prior to the annuals, org's still dates were hit by cold and rain.

Strates Biz Looms Fair At York, Pa.

Rain Cuts Into Potential

YORK, Pa., Sept. 16.—Fair earnings for the James E. Strates Shows at the York Interstate Fair were predicted despite the loss of two of the five days to rain. With attendance jump of 8,000 on opening Tuesday (12), the midway take was reported sizable. Wednesday and Thursday (13-14) contributed minger grosses as the result of continuous rain.

Strates org occupies the fun zone after an absence of one year during which Endy Bros.' Shows were booked in. Individual managers reported brisk spending when patrons could roam the midway without getting drenched.

Strates reported good business at all annuals played to date with grosses at least equaling, and in most instances surpassing, 1949 figures.

Altho only jumping from Syracuse, where it played the New York State Fair, the show train did not arrive here until late Monday. Luckily, the annual does not spring until Tuesday, otherwise a whole day of play would have been lost. Reason for the slowness of the move was not known to show execs.

Publicist Starr DeBelle is again plotting a magazine that will depict the organization and its personnel in photos for circulation among fair execs and sponsoring units.

Visitors here were numerous. They included Clem Schmitz, insurance consultant; John McCormack, concessions manager of the New Jersey State Fair; Gerald Snellens, general representative of the World of Mirth Show, and Alex Mitchell.

SLA Sets Plans For Convention

CHICAGO, Sept. 16.—The Showmen's League of America has completed plans for its annual convention here in the Hotel Sherman, November 27-30, which will include memorial services and the President's Party, Sunday (26); election and annual meeting, Monday (27); banquet and ball, Wednesday (29), and the installation of officers, Thursday (30).

George W. Johnson will be in charge of convention registration and Sam J. Levy has again been named general chairman of the banquet and ball committee. R. L. (Bob) Lohmar and Leo Overland will handle reservations and tickets.

Other committees are: Entertainment: Frank P. Duffield, chairman, George B. Flint, Ernest

Weather Hits WOM Gross At Brockton

Bergen Gets '51 Pact

BROCKTON, Mass., Sept. 16.—High winds and almost continuous rain thru Thursday (14) cut heavily into the World of Mirth Shows' potential midway gross at the Brockton Fair.

Banner crowds and spending today might make it possible for the midway to recoup some of the losses caused by the weather, and there is an outside chance that last year's earnings might yet be approximated, Owner Frank Bergen said.

Ample warning of high winds (11) saved the shows from a blow-down. Gusts of wind up to 60 miles per hour caused the annual to shutter. Show officials dismantled all of the midway flash, and staked out all units to the heavy wagons. The shows came thru the day-long blow without damage, altho all of the tents used for fair exhibits were either blown down or suffered other damage.

Gerald Snellens, general representative; Harry Hauck, lot superintendent, and Eddie Cenname, together with other personnel helped prevent further damage to fair units.

Awarded '51 Contract

Bergen announced here today that his organization had again been awarded the midway contract for the (See Weather Hits WOM on page 76)

Detroit Gives Wagner Peak 173G Gross

Sally Rand Paces Shows

DETROIT, Sept. 16.—A record \$173,985.38 after taxes was piled up by rides and shows of Al Wagner's Cavalcade of Amusements at the Michigan State Fair here and this all-time high midway gross was registered despite slightly lower attendance at the 10-day fair. Previous top figure was the \$150,313.49 set last year.

Sally Rand show, with a flat dollar admission, led all segments during the stand. The Old Mill, new portable dark ride invented and owned by Stanford A. Baker, outgrossed all rides except the Merry-Go-Round, according to Wagner.

Concession operators reported poor business in most cases and blamed the large amounts of game space leased. This resulted in keen competition and lower grosses for most of the front end units. Ops also reported that rental and incidental fees were increased over 1949.

(Rube) Liebman, Jimmy Stanton, David P. O'Malley, Ernie A. Young, Toby Wells, Charles Zemater and T. Dwight Peppie.

Reception: John M. Duffield, chairman, William Carsky, Max Brantman, Murray Goldberg, Maxie Herman, George W. Johnson, Harry Ross, J. C. (Tommy) Thomas, Ned E. Torti and Sam L. Ward.

Press: Herb Dotten, chairman; Nat S. Green, James A. Tinney, Robert E. Hickey, Johnny J. Kline, Roger S. Littleford Jr., Herb Pickard, Sam R. Stratton, Leonard Traube, Gaylord White and Sam L. Ward.

Program: John Lempart and Jack Kaplan.

Crafts bid for the midway privilege was 11.86 cents per capita with the fair chalking up an attendance of 631,258. Crafts won out for the carnival privilege against Ferris Greater Shows, which had bid 12.25 cents per capita.

Weather Against It

Weather was against the carnival nearly all the way. Opening Thursday (31), the event had temperatures well above the 100-degree mark thru Monday, Labor Day. The high mercury cut the pre-Labor Day Sunday turnstile mark from 125,701 in 1949 to 95,008. This was the biggest day of the annual. On Tuesday (5) the weather moved in the opposite direction, becoming too cool for crowds. However, near the end of the run, the mercury moderated and accounted for the shows regaining some of the loss sustained during the early days.

The wind-up days that some of the concessionaires had anticipated were squelched late Friday afternoon (8) when an order from Atty. Gen. Fred N. Hower's office closed the operation of 27 merchandise wheels and two bingo games. The games had been running since the opening of the fair and, at that time, had only two more days to go. Hower's agents said that the devices violated the State law against lotteries. Some of the concessionaires were able to change their operations to darts and similar methods and continued to finish out the remaining days.

Ample Flash

Crafts had plenty of flash for both his carnival and Kiddieland midways. On the carnival lot he spotted 40 40-foot light towers and eight in the kid ride area.

The strongest ride on the midway was the Scooter with the two Tilt-a-Whirls, classified on the revenue page (See Weather Cuts Craft on page 76)

Rains Dampen JJJ Grosses At Knoxville

KNOXVILLE, Sept. 16.—The Johnny J. Jones Exposition, playing the midway of the Tennessee Valley Fair here this week, started off Monday (11) with business considerably ahead of last year but rain, which started Tuesday and continued thru Thursday, dropped grosses below '49 in the first four days.

Dick Best's Side Show was leading the backend as a result of a front-page publicity break in The Knoxville Journal. Mrs. Mack and her Monkey and Wild Life shows joined here for the balance of the season. Candy Jones returned to Florida this week to attend school.

Podsobinski Loses Wheel

WEST PALM BEACH, Fla., Sept. 16.—En route from Key West, Fla., to Haverhill Grove Park here Thursday night (14), Juggy Podsobinski's Ferris Wheel and trailer carrying it were destroyed by fire of undetermined origin. The tractor was saved.

Imperial Org Closes; Moves To Des Moines

Winters at Fairgrounds

SPENCER, Ia., Sept. 16.—Imperial Shows, owned and operated by Amusement Corporation of America, of which J. C. McCaffery holds the major interest, closed its season here tonight at Clay County Fair and heads for winter quarters at Iowa State Fairgrounds, Des Moines. Negotiations to winter in Iowa, rather than in the South, were closed by McCaffery this week.

Thru Friday (15), fifth day of the six-day local fair Imperial had about matched ride and show grosses of last year, when Hennies Bros.' Shows had played the date. Fairs generally have yielded fair to good business for Imperial. Still date season, however, was light with bad weather contributing largely to the poor-to-fair grosses in the early months out.

Detroit Jamboree On Cavalcade Nets Mich. Club \$1,251

DETROIT, Sept. 16.—Michigan Showmen's Association (MSA) received \$1,251.85 from a jamboree on Al Wagner's Cavalcade of Amusements at Michigan State Fair here.

Held in the Sally Rand tent, show drew an estimated 1,000. Talent included Sally Rand and Jerry Colonna, headliner in the fair's Coliseum show. Sally did most of the emceeing.

Hattie and Al Wagner, Ray Marsh Brydon, midway show op; Dr. L. H. Firestone, manager of the Flint (Mich.) Park; Leo Lipka, former carnival owner, and Bob Morrison, MSA president, spoke briefly.

Lynch Biz Drops At St. John, N. B.

SAINT JOHN, N. B., Sept. 16.—Drop of 85 per cent in the gross from that of a year ago was reported by the Bill Lynch Shows first unit on business done here August 28 thru Saturday (2).

Reasons given for the decline were the Canada-wide rail strike and bad weather. Heavy fog and low temperatures hit the lot here every night of the stand. Date was under the joint sponsorship of the New Brunswick Scottish Regiment and Saint John Branch 14 of the Canadian Legion.

Business at dates in Newfoundland earlier this season was reported 35 per cent off. The second unit of the Lynch org played the Cornerbrook Fair on the Island last week, while the first unit played the Fredericton (N. B.) Exhibition at the same time.

Ray Williams Shows, Inc.

Wants for Ridgville, Ind., BIG VETERANS' CELEBRATION, on the streets, this week, September 19-23.

CONCESSIONS: Nanky Panks of all kinds. Can place two Kiddie Rides, Electrician and Ride Help who can drive semis. Other Street Fairs and Celebrations to follow.

Address Ray Williams
Ridgville, Ind., this week.

Sacramento Notes

SACRAMENTO, Sept. 16.—Ann Coles was handling monogrammed hats for M. Whitey Monette on the way to the carnival lot at the California State Fair here. Bill Coles had a lamp stand on the Crafts Show lot. . . . The Little Dipper was top money on Crafts Kiddieland. This is the ride originally made by Dave Bradley in Hollywood. . . . Boston Kennedy switched to a corn-on-the-cob stand when he was unable to get set up with a photo stand. . . . Frank Kitchner, who was with Crafts for years and who now owns a garage in Covina, was back on the lot to help out wherever he could to keep things rolling. . . . Frank Platten Sr., who had a spot stand on the midway, rejoined Foley & Burk Shows in Merced. Frank Platten Jr. stayed on with his duck pond, playing the Los Angeles County Fair with Crafts Shows.

Ed Kennedy has been playing the State fair for 28 years with scales. . . . Visitors to the State fair included Mike Krekos and Harry Myers, of West Coast Shows; L. G. Chapman and Charlie Albright, Foley & Burk Shows, and Jimmy Wright.

Ed Ross and John Branan were in charge of three stands of the Foot Oscillator, a coin-operated device. Company used all outdoor spots for the first time here and found them popular.

Mae Reed, better known as Missy Zip, handling scales. . . . Ted LeFors helped Whitey Monette on the merchandise concessions. . . . Bill Van and Ed Kelly on hand with scales. . . . Bill and Jewel Hobday got good tips with their mental act. . . . Jack Schwartz and Whitey Monette off to Puyallup for the Western Washington Fair. . . . Pat Lizza, of Golden State Fireworks Manufacturing Company, Redondo Beach, did his usual good job of handling the pyrotechnics. . . . Hap Young turned in his 40th year at California State Fair with eating stands. Hap moved on to Pomona for the Los Angeles County Fair, which he has played for 28 years.

Sis Dyer and Jennie Regal took their palmistry booth to Pomona from Sacramento. . . . Ivan Gilligan on hand with a merchandise stand. . . . Sam Landesman had the mechanical toys stand for Monette on the street to the carnival grounds. . . . Helen and Al Mulligan taking time off after the State fair to really enjoy life at their home in Manhattan Beach. They handled concessions for the State fair.

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San Francisco Club Nets 1G From Show

SAN FRANCISCO, Sept. 16.—Personnel of West Coast Shows and West Coast Exposition Shows made the Show Folks of America \$1,000 richer here Thursday (7) when a Show-Within-a-Show was staged in the Side Show tent. Mike Krekos, head of the West Coast Amusement Company, also is president of Show Folks.

Staged under the personal direction of Harry Myers, show's manager, the committee included Al Rodin and Sam Dolman, co-chairmen; Mrs. Harry Myers, Lillian Shue and Barbara Trent. Johnny Miller and his cookhouse staff prepared the food for the event. Ed Helwig and Ed Harris were bartenders. Virgil Lattiker, ride superintendent, and Cliff Barber aided the various groups in serving refreshments.

Talks were made by Krekos and Harry Seber, SFA secretary.

W.G. WADE

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Must have own costumes. We furnish elaborate show front, top and scenery used by Sally Rand, who closes after Sept. 30th at Laurel, Miss.

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MIDWAY CONFAB

Martin Arthur, of Santa Monica, Calif., general manager of the Imperial Exhibition Shows, recently was in Vancouver, B. C., where he made a pitch for the 1951 midway contract of the Pacific National Exhibition. . . . Ralph Lockett, of the Johnny J. Jones Exposition, and his family recently spent a few days at French Lick Springs, Ind.

Georgia Sothorn sent two days visiting the James E. Strates Shows at the New York State Fair, Syracuse.

Elmar F. Cote, who is booking his shows independently, is opening September 19 for five days at Flint, Mich., under auspices of Beacon Light Masonic Lodge No. 154. Org will be the first carnival to play inside the city in years. Cote will remain on the road until mid-October.

John D. Foss is operating the Wild Life Exhibit on Davis Amusement Company this season, while Frank Zerado, trapeze, is the free attraction.

Mrs. Jack Neal joined the Morris Hannum Shows with diggers during the recent Leighton (Pa.) Fair and Billy Shaffer, free act, closed to fill prior bookings. Lloyd Serfass, owner of the Penn Premier Shows, visited during the date. Helen Hagg and her husband, who had the chimp act in the grandstand show, renewed acquaintances with Harry E. Wilson.

Piece in The Daily Gleaner of Friday (8) gave mention to many of the folk on the Bill Lynch Shows, then playing the Fredericton (N. B.) Exhibition. Noted were John Goldie, cookhouse manager; Frank A. Robbins II, Side Show manager; Bert Gantler, advance man; Joe Carra, magician; Eldon Wilson, guess-your-weight, and Sam Mosher, concessionaire.

Jerry and Mickey O'Reilly, concessionaires with the Lawrence Greater Shows, and their dog, Trou-

ble, recently escaped serious injuries when their car and trailer were demolished in a highway accident near Baltimore. . . . Orville Hagan Jr. is following in his dad's footsteps and now is the featured rider in the Motordrome operated by his father on the O. C. Buck Shows. The younger Hagan started riding last July. Sailor Katz, who until recently operated his shows on the Gem City and Buff Hottle orgs, joined the Blue Grass Shows at Pulaski, Tenn., and plans on being with that unit for the balance of the season. . . . Francis (Tody) and Bob Coleman, sons of Richard J. (Dick) Coleman, owner of the Coleman Bros.' Shows, both turned their backs on professional athletic careers to become the aids of their father in the operation of the Coleman org. Bob gave up pro baseball and Tody pro football to devote their time to outdoor showbiz. . . . A. (Booby) Obadal, who had been operating rides in Washington Park, El Paso, Tex., for six months, was set to open the American Funland Shows September 18 at Fabens, Tex. He has the show booked at fairs and celebrations in Texas for the rest of the season.

Jim Connors, of Heller's Acme Shows, is convalescing at his trailer home in Paterson, N. J., following a recent operation. . . . Dancers in the Girl Show of Otis and Peggy LaBerta on the Big State Shows are Princess Luana, Mrs. Lillian Walk and Stormy Gay.

Mrs. J. C. Weer, wife of J. C. Weer, ride op on Johnny J. Jones Exposition, will rejoin her husband at Chattanooga, following a visit with her mother at Maquoketa, Ia., the Weer's son, Johnny, recently entered St. John's Military Academy, Delaware, Wis. . . . Able L. Morris, of The Billboard's St. Louis office is back on the job after being confined to the Pike County Hospital, Louisiana, Mo., for several weeks following an operation.

Bunny Venus, who wound up New England fair dates at Topsfield,

RIDE OWNERS-SHOWS CONCESSIONAIRES-ACTS

A Service for you:

FREE WHILE THEY
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Get this handy route book with your name and address

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WANT WANT WANT

SECOND ANNUAL ELLOREE, S. C., COLORED FAIR

OCTOBER 2 TO OCTOBER 7, 1950

Small Cookhouse or Sit-Down Crab, Jewelry, Photos, Floss, Novelties, Ball Games, Scales, Add-Up Darts, Glass Pitch, Water Games, Pitch Till You Win, Cork Gallies, Penny Pitches, Popcorn, Candy Apples, Custard (Colden, answer), any Hanky Panks. Percentage open if you have Hanky Panks (Mcadams, answer). No flat rides, gyroses or Rides. Any Grand Show. Special offer for good Minstrel Show with own top and transportation; you pay taxes and keep all. Write

SCOTLAND RIDES

General Delivery, Elloree, S. C. Will be in Elloree, S. C., September 22, 1950.

WANTED! OUTSTANDING HUMAN FREAK SHOW

Entire winter's work. Must be an attraction and have real merit 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 theatre, high class Colored Show that can put on fast two-hour performance.

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.

Immediate Delivery \$95.00
F.O.B. Brooklyn

CARDINAL MFG. CORP.

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Evergreen 7-3027

IT'S LATER THAN YOU THINK GET RIGHT

MRS. ETHEL BLACKMAN, wired you to Three Rivers.
ALOHA, CROCODILE BOY, wired you to North Carolina.
BRANDY, wired you to Indianapolis.
SCOTTY KEAN, wired you to Georgia.

GET RIGHT, NOW!
By joining

MUSEUM

Tenn. State Fair, Nashville, or reply to RAY MARSH BRYDON.

Hammond Pla-Park Shows

FAIRS—WANT—FAIRS

Cortland Jersey Show & Fair, Sept. 23-30;
Liberty Trinity Valley Fair, Oct. 16-21;
Pasadena Stock Show & Fair, Oct. 23-29
(\$50,000 advance sale—3 kid days); Baytown Stock Show & Fair, Oct. 30-Nov. 4;
Houston Bear End Lions' Fair, Oct. 7-18.
Want Rides not conflicting. Shows of any kind except Girl Shows. Wire or write

Bob Hammond

Per Route
Mexico, Texas, Sept. 18-23

CARNIVAL WANTED

For Second or Third Week in October

VETERANS OF FOREIGN WARS
CELEBRATION

FARMVILLE, NORTH CAROLINA

Prefer Shows with own Power Plant. One of the best tobacco towns in the State!

Contact of Once:

C. J. TYSON, Commander

WANTED POSING GIRLS, TALKERS

And General Help for two Posing Shows. Enlarging both Shows, one with Johnny J. Jones Expo, the other with World of Mirth Shows. Strong route of Southern Fairs and long season. Top salaries. Girls must be attractive and state lowest salary. Reply to Bob Edwards, c/o Johnny J. Jones Expo, Chattanooga, Tenn., this week; or

BOB EDWARDS

c/o World of Mirth Shows, Allentown, Pa., this week.

Allan Herschell MERRY-GO-ROUND

3 Abraxat

OPEN FOR BOOKINGS OR LEASE

Cante's Amusement
809 Montgomery St. Jersey City, N. J.
DElaware 2-3919

CARNIVAL WANTED

for
BLAND COUNTY FAIR AND HORSE SHOW

October 12, 13 and 14. Contact

T. E. Mallory, Secretary
Bland, Virginia

FOR SALE

2 Freak Ponies, 1 with 3 separate feet and 1 with 6 separate feet. Both in good health. Send all replies to

WM. MONDAY

1736 Lottsgordon St. Madison, Wis.

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WANT MALE AGENTS
FOR BALLOON GAMES
AND BALL GAMES
 Be in Trenton, N. J., Thursday, September 21. Alvis Small, come on.
CLYDE WARBRITTON
WORLD OF MIRTH SHOWS
 Trenton, N. J.

COOKHOUSE FOR SALE
 On custombuilt Trailer, complete in every detail. Restaurant equipment, bottled gas, electric refrigeration. Booked on show. Cost \$3000.00 to build this year. First \$2000.00 takes it. Will double investment balance of season.
J. STEVENS
 c/o Wallace Bros. Shows
 Jackson, Tenn.; then as per route.

TEXAS CENTENNIAL SHOWS
 FT. WORTH, TEX.—IN DIXIE PARK—ON ROSEDALE, THEN WACO, TEX., AT THE "Y". THEN AS PER ROUTE. WANT CONCESSIONS OF ALL KINDS
 Emmitt Burdin, Owner, Mgr. & Legal Adjustor
 2328 So. Buckner Blvd., Dallas, Texas
 (Phone: BEvergreen 1237)

FOR SALE
 1946 Big Eli Wheel No. 5, small Kiddle Ride, 1941 Dodge Tractor Trailer to haul same. All for \$7,000.00 cash.
CLAYTON A. KNEPP
 Mifflersville, Pa.
 119 Manor Ave.

HARRY LEWISTON
 CALLING FOR ALL HIS OLD ACTS
NOW SHOWING NASHVILLE
World's Finest Under Canvas
MUSEUM
 Join on wire now, then as per route. Laurel, Miss., September 25; then Dallas, Tex., Texas State Fair, October 7 to 23; then 16 weeks' work Mexico City.

FLORIDA'S NEW PARK
 Can place clean Carrousel, Ponies, Train; any modern Kid Ride, Roller Rink, Mechanical City, etc. Long Range Gallery Operator-Manager. Everything up by October 15. All Skill Games open, \$10 a week and 15%. Chiselers, save your stamps and our time, as a deposit will be required on all booking. Munroe, write again.
THE GROVE
 R. 1, Box 370 West Palm Beach

HARRY'S GREATER SHOW
WANTS WANTS
ASHEBORO, N. C., FAIR, SEPTEMBER 25 TO 30
 CONCESSIONS OF ALL KINDS, INCLUDING EATS AND DRINKS.
 Want Chairplane Foreman and a Second Man on Merry-Go-Round.
 All replies to Madison, N. C., week September 18.

PROGRESS CELEBRATION
 Sturgis, Michigan
 October 3-7
 Downtown
 Chamber of Commerce sponsorship.
 We want legitimate Concessions of all kinds EXCEPT Bingo and Eating Stands.
GOODING AMUSEMENT CO., INC.
 1300 MORTON AVE., COLUMBUS, O. UNIVERSITY 1193

Mass., has purchased a new outfit and is heading for the Southern fair circuit. . . . W. P. Lyach, owner, Bill Lynch Shows, is tying in with Canada's recruiting drive. At St. John, N. B., org set up a tent on the midway, where soldiers of the reserve New Brunswick Scottish Regiment interviewed would-be recruits.

Frances Pagett, of Royal American Show's cookhouse, and Robert A. Woodey, RAS derby op, were scheduled to be married Saturday (16) at St. Andrew's Church, Topeka, Kan. . . . Mr. and Mrs. Allen Lester and Willie Carr, of the Ringling show visited Tommy Thomas on Royal American Shows at Topeka, Kan. . . . Art Comstock has been named manager of Bob Lohmar's "Aquatease" on RAS.

Lancaster, Calif., Gives Ferris Greater Okay Biz
LANCASTER, Calif., Sept. 16. — After closing its 10th year at the Antelope Valley Fair and Alfalfa Festival here Sunday (10), Ferris Greater Shows moved out to play its second straight year at the Contra Costa County Fair in Antioch. Business was satisfactory at the local fair. Ferris Shows, headed by Rose and Larry Ferris, is already moving part of its ride equipment to Fresno to play the Fresno District Fair for nine days starting September 30.

enroute . . .
or
on
location . . .



DESIGNED WITH YOUR COMFORT IN MIND

A MODERN APARTMENT
 Smart interiors for thrilling new living comfort.

YOUR CHOICE OF BEDROOMS
 Island or twin beds, a floor plan to suit your need.

EFFICIENCY KITCHENS
 Spic 'n' span utility—modern to the last detail.

SHOWER AND TOILET
 New independence, makes New Moon a real home.

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".
NOW! THE NEW MOON E-Z PAYMENT PLAN FOR SHOW PEOPLE
 WRITE today for details on E-Z payment plan for show people and free literature on the New Moon Trailer.
Redman TRAILER COMPANY
 54 BRIDGE STREET, ALMA, MICHIGAN

ORANGE STATE SHOWS
WANT FOR FLORIDA
 This Show has seven contracts for the best spots in Florida and more to come; all winter work. We have at present seven Rides, four Shows and twenty-five Concessions and Free Act. Want one or two more Major Rides, Octopus, Tilt, Kiddie Train. Shows with own outfits, Slide Show, Myers, Lew Alter, wire, Motordrome, Snake Show, Funhouse. Concessions: Shooting Gallery, Photos, Palmistry, Scales, Ball Games, Six Cats, Hanky Panks of all kinds. Can place Bingo for all winter, Popcorn and Candy Apples, Cookhouse. Have all Flat Stores needed. Save stamps. Wire or write:
LEO M. BISTANY, Aberdeen, N. C., Week of Sept. 18th

CRESTVIEW, FLA., OCTOBER 2 TO OCTOBER 7
LEGION HARVEST FAIR
 Want for Fairs and Celebrations—Starting at Crestview Fla., Oct. 2-7; Milton, Fla., Oct. 9-14; Bonifay, Fla., Oct. 16-21; Jay, Fla., Oct. 23-28; De Funiak Springs, Fla., Nov. 4-11, Armistice Week. Want Legitimate Concessions of all kinds that will work for stock, no exclusive. Want Grid Shows with own transportation. Mrs. White, will be looking for you at the opening. Office wants Stock Store Agents and Ride Help. Due to disappointment will book Bingo, Popcorn.
P.S. FOR SALE—MERRY-GO-ROUND AND CHAIRPLANE, AND 14-FT. POPCORN TRAILER, all in A-No. 1 shape. ALL CAN BE SEEN IN OPERATION THIS WEEK AT HEMINGWAY, S. C., then per route. Address all mail and wires to
KEYSTONE EXPOSITION SHOWS
 This week, HEMINGWAY, S. C.; then CRESTVIEW, FLA.

WANTED FOR 5 GEORGIA FAIRS
 Starting Wadley, Sept. 18-23; Crawfordville, Sept. 25-30; Jackson, Oct. 3-7; Pembroke, Oct. 9-14; Butler, Oct. 16-21, and others to follow. Bingo, Cookhouse or Orab, Custard, MUG Joint, all Hanky Panks open. Can use Ride Help on 8 office owned Rides. Good opening for clean Shows.
WIRE:
LEO LANE SHOWS
 AS PER ROUTE

MOTOR STATE SHOWS
 C.I.O. Fall Festival, Monroe, Mich., Sept. 19-25; Ashley, Indiana, Street Fair, Sept. 27-30
 Want Legitimate Concessions for above dates. Second Man on Rides
FOR SALE—ARTIZAN BAND ORGAN
JOE FREDERICK, Owner-Manager

HARRY ROSS
WANTS SPOT WORKERS
FOR ATLANTA AND COLUMBUS, GEORGIA
 Wire or Call: c/o JOHNNY J. JONES SHOWS
 Chattanooga, Tenn., this week; Atlanta, Ga., next week.

Used Everywhere for Over 35 Years
ROLL TICKETS 100,000
PRINTED TO YOUR ORDER \$27.00
Keystone Ticket Co. SHAMOKIN, PA.
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 10,000 \$ 9.00
 20,000 11.00
 50,000 17.00
 Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

GEORGE CLYDE SMITH

shows

WANT FOR THE FOLLOWING FAIRS

ROCKYMOUNT, VA., AMERICAN LEGION FAIR, Week Sept. 25th.
WARRENTON, N. C., FAIR, Week Oct. 2nd.
VANCE COUNTY COLORED FAIR, HENDERSON, N. C., Week Oct. 9th.
TIDEWATER COLORED FAIR, SUFFOLK, VA., Week Oct. 16th.
WAVERLY, VA., FAIR, Week Oct. 23rd.

WANTED—Ball Games, Pitch-Till-You-Win, Blower, Cigarette Shooting Gallery, Duck and Fish Pond, Six Cats, Buckets, Swinger, Photos, Penny Pitch, Hackley-Buck, Penny Arcade.

WANTED—Girl Show, Snake Show, Plantation, Wild Life, Monkey Show and Mechanical City. All Concessions open except Bingo and Glass Pitch.

WANTED—General Ride Help and Tractor Drivers, Counter Men for Bingo and Ticket Sellers. All replies to:
GEORGE CLYDE SMITH SHOWS
FARMVILLE, VA., FAIR, this week; ROCKYMOUNT, VA., next week.

CONY ISLAND EXPOSITION SHOWS

Now Booking for the GREAT DUNKLIN COUNTY FAIR, Senath, Mo., Sept. 25 to Oct. 1 Inclusive. Positively the Biggest County Fair and the First Week of Pay Dirt in the Cotton Country.

CAN PLACE THE FOLLOWING:

CONCESSIONS: Mug, Cookhouse (one that can and will cater to show people), Crab, Frozen Custard, Milt Camp, Diggers, Fish Pond, Jewelry, Penny Arcade, Cork Gallery, Glass Pitch, Mouse, Under 7, Beat the Dealer or any other Percentage or Hanky Pank.

RIDES: Fly-o-Plane, Oodgem, Spitfire, Roll-o-Plane, Kid Whip, Kid Roller, Coaster, Kid Airplane, Roll-a-Whirl, Dark Ride, Caterpillar and Fun House. Will book any of the above at very cheap percentage.

SHOWS: Jungle Show, Life Show, Iron Lung or War Show. Will book any of the above at very cheap percentage.

This show plays the BEST in the cotton country. Our route is second to none. Why follow greenhorns when time is so short? We know where to go, and we will be there.

Contact Manager, Cony Island Exposition Shows
POPLAR BLUFF, MO., THIS WEEK.

ALL FAIRS

ALL FAIRS

MAD CODY FLEMING SHOWS

Want man who can keep rides and trucks going (account sickness). Man who can take charge of Cookhouse, up and down it, drive it to towns. One High Free Act, priced right. Concessions—Pitch-Till-Win, Bumper, work for ten cents; Darts. Will buy Rock-O-Plane for spot cash, if priced right.

MAD CODY FLEMING

Cumming, Ga., this week; Montezuma, September 25 to 30.

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR COBB COUNTY FAIR, MARIETTA, GA.

WEEK OF SEPTEMBER 25
Followed by continuous route of bona fide Southern Fairs until Armistice Day.
Legitimate Concessions of all kinds.

SHOWS

Motor-drome, Fat Girl, Fun or Glass House.

RIDES

Spitfire, Rolowhirl, Auto Scooter.
Wire C. C. GROSCURTH, Jasper, Ala.

BARKER BROS.' CIRCUS

Want to book or lease an Elephant Act. Long season indoors. Also want good Family Act and useful people in all lines. Want Organized Circus Band with own transportation. Tige Hale and Skinny Goe, answer.

Address: Denison, Tex., Sept. 18-19; Durant, Okla., 20-21;
Bartlesville, 24-25-26.

PELICAN SHOWS WANT FOR NEWLLANO, LA., PERMANENT PARK

Nearest to Louisiana. Largest Military Camp.

Rides: Three major Rides not conflicting with Wheel, Kolloplane, Mix-Up, Motor Drome, Arcade, Lead Gallery. Book same as Ride, twenty per cent to office. Most Hanky Panks open. Can place Shows and Baby Rides, two each. No Girl Shows, flaties or sprints, please. First come, first service. Contact:

C. COLEMAN, Show Manager

Joe Glacy "At Liberty" Gives Time to His 26-Year Love—PCSA

(Continued from page 55)

permitting his son, despite the fact that he was not yet in his teens, to become a member. As part of the group Glacy met and talked to professional magicians and decided this was the field for him.

In 1915, the only 16, Glacy was booked by his father into New Jersey spots as "The Boy Wonder," doing magic and mental turns. Glacy also played the old Union Square Theater in New York just before it switched from variety to burlesque. At the close of this engagement he went to the Harlem Museum.

The following year the youthful magician was employed by Jim Renzi in his Bowery Side Show at Coney Island. In addition to his acts he also served as inside lecturer. He remained there two years, joining Prince Ishmel with an illusion on the Harry Witt Shows in Yonkers in 1917. Later Glacy was hired by Slim Kelly as an attraction in his Side Show on the World at Home Shows, a 40-car organization owned by the late Irving Polack. Glacy, then as now, had an aversion to putting up and tearing down. He was required, as were all the acts, to do this chore. When Glacy advised Kelly that he did not care to assist, Kelly countered with a suggestion that ended a five-week association.

Glacy then discussed an idea with Polack and the outcome of the conference was that the magician would do his act in the girl show, *Streets of Cairo*, and Minstrel Show without pay. By entertaining crowds with some tricks, the talkers could get in a bally or two more. While they were luring them into the attraction, Glacy was inside performing and pitching a package of tricks that he had gotten together for a quarter.

Takes Club Dates

When the season closed Glacy took club dates thru the Joe Morris office in New York and Bill Cleveland in Newark, N. J. The next spring he returned to Coney Island for a short time.

The Sheesley Shows were moving out of winter quarters in Valdosta, Ga., and Glacy put his Side Show on the midway that was to play the Class B fair circuit in Canada. This trek took him across the country and into San Diego. Once on the Coast he built physical culture machines and had 11 of the lun, testers working in Los Angeles, Long Beach and Venice. Hopscoching marked 1923, for he appeared on several midways that year. For the next two years he store-showed.

From 1926 to 1929 Glacy was again on the road with carnivals. For the first two seasons he trouped with Patty Conklin and later with Levitt, Brown & Huggins on the West Coast.

Goes International

Late in 1929 Glacy's operations became international when he framed a Side Show for Clare & Greenhalgh in Australia. The 10-in-1 was new to the Aussies, for they were accustomed to seeing attractions individually shown. After the 1930 Sydney Easter Show Glacy took his freaks to Honolulu and worked independently. In connection with his show, he set up the first bingo the Honoluluans had ever seen. Then he opened magic stores and taught legerdemain.

In 1935 Glacy went to the Philippines, where he had his freaks with the Tait & Churchill Shows. While in Manila he handled the appearance of "The Mysterious Dr. Q," a hypnotist who featured burying a girl alive. Glacy was in charge of the burial. With the hot summer weather, the girl, who had been brought from California, was dressed in a gown and lowered into the grave. Guards were placed around the area and instructed not to admit anyone outside of show hours.

In the wee hours of the morning Glacy was awakened. The girl was

in trouble, he was advised. While it had been hot on the surface, it was cold underground and the girl needed blankets. Furthermore, a swarm of ants was heading for the pit.

Glacy dressed and picked up an armful of blankets as he dashed from his hotel room. The problem was to sneak the wraps to the girl without the guards seeing him. While a helper poured gasoline and set fire to the horde of ants, thus distracting the attention of the guards, Glacy dropped the blankets thru the observation cylinder to the girl.

The next day Glacy established a precedent. He received a letter from the grave. He opened the note and read:

"Dear Mr. Glacy: You probably never received a letter from the grave, but I want to thank you for the blankets and for keeping the ants away." The letter was signed "Gloria Graves."

Crime Shows

Glacy made his debut into the crime show business by handling the exhibit for Dufour & Rogers at Pacific International Exposition, San Diego, in 1935. The next year, the second of the exposition, he returned to showing oddities and had the John Hix *Strange as It Seems* display. Before the year was out he had removed his attraction to Great Lakes Exposition, Cleveland, as the California event lacked customers for this type of show.

The next year he framed a bingo game in Cleveland and in 1938 had a kid show on the W. C. (Spike) Huggins West Coast Shows. When war in Europe was declared in 1939 Glacy was touring the Hawaiian Islands with a freak show for E. K. Fernandez. The outbreak brought Glacy back to the States and Long Beach, where he operated a war show thru the winter. The spring of 1941 found him on the Douglas Greater Shows in the Northwest, where his attractions included War, Dope and Side shows.

Long Beach became Glacy's permanent headquarters in 1942 and from then until 1949 he had practically every type of grind show known. In 1945 he bought the Dillinger crime car and put it on exhibition.

Dillinger Car Pulls 'Em

The Dillinger vehicle brought many admirers of the FBI-slain gangster to the ticket box. Glacy recalls being requested by a sailor to remove a large photograph of one of Dillinger's henchmen from the front. Puzzled by the request, Glacy asked for reasons. The sailor explained that it was a picture of his uncle.

Early this year Glacy sold the crime car and kept the Motordrome. There is a possibility that the latter may be sold, for Glacy says that it causes him too many headaches worrying about what he'd do were the riders to quit. Despite all of the things he has done around a show, he has never ridden a motorcycle in a drome.

But around PCSA he can do almost anything. His affiliation includes nearly everything except that of being a charter member. When the association was formed in 1922 Glacy was going east and could see no reason for becoming a member. Later when he returned to the Coast he filed his application. However, he became a life member by virtue of his presidency in 1941.

WANTED CARNIVAL

To play streets October 3 to 7, Inclusive

BUCHANAN BUSINESS ASSOCIATION

c/o Frank Fabiano, Buchanan, Michigan

FROM THE LOTS

Virginia Greater

FRANKLIN, Va., Sept. 16.—Show pulled in here from Keller, Va., for Labor Day, with the holiday providing good takes. Business Friday (8) and Saturday night (9) was good, with the rest of the week providing satisfactory takes.

General Agent William C. Murray spent five days at Spring Hope and Louisburg, N. C., in the interests of the show's route. Manager Rocco Masucci spent a day at the West Point, Va., fairgrounds. The show will add four rides and several concessions, in addition to those of A. Longo, of Silk City Shows.

Visitors here included Sam Stallings, Suffolk, Va., postmaster; Harry P. Taylor, Suffolk; Dr. A. H. Fleming, Franklin County Fair Association; his wife and her sister, all from Louisburg, and several members of Biller Bros.' Circus, which played near by.

Hale's

HUMBOLDT, Neb., Sept. 16.—Org closed a financially successful season here Friday (15). L. K. Carter's concessions ended up okay, as did those of George W. Carpenter, George Galliger, Joe Clayton, Hazel Garrett, Ted Burnington and Lyle Hale.

Staff as the shows closed included Mrs. Vern Hale, owner; L. P. Hale, manager; Glenn Hale, secretary; Weldon (Tubby) Hale, electrician, and Jim Gordon, ride superintendent.

W. G. Wade

HARRISON, Mich., Sept. 16.—Org moved here this week following the Pinconning, Mich., street fair and the Alpena, Mich., fair.

Weather at Pinconning was ideal and business above expectation. Due to limited space, however, all equipment was not set up. Burges's Scooter, which made a 281-mile move into Pinconning, was the top ride there.

Business at the Alpena County Free Fair was good, with cool weather keeping natives from going to the State Fair at Detroit.

William (Bingo Bill) Anger died in Alpena of a heart attack. Funeral services were held in Kalamazoo.

Fuller & Roster joined there with an Unborn and Pit show, H. A. Yaurian came on with popcorn, Jimmie Mulholland added a sales counter to his hobby attraction, and Bill Duckett put on a swinger store.

Nora and Tiny Heller recently took delivery on a new Buick and Margaret Davis received her new Cadillac and house trailer to replace the ones damaged in a recent accident. Johnny MacCarthy came on with a Side Show which proved a winner at Alpena.

Johnny Russel has reframed his stores and Jean McLaughlin added another candy floss. Dilly Bros.' Circus added another car and truck, and Dean Spooner added more concessions. Fred Hanse joined with a Glass House and Mirror Show. J. R. Burge Jr., left for military school in Gulfport, Miss. George Planer and crew have installed new plates and platforms on the Tilt-a-Whirl.

K. (Snuffy) Smith, ride superintendent, passed out cigars on the birth of a daughter, Joyce Ann, in Cadiz, Ky.

Morris Hannum

LEHIGHTON, Pa., Sept. 16.—Lehighton Fair, which ended Saturday (9), gave another big week, altho part of the closer was lost to rain. Labor Day and Children's Day, Wednesday (6), were big, with thousands on the grounds.

Personnel of Le-Ola's Congress of Wonders, which has been showing good results, includes Chandu, magician; Madame Zeller, mentalist; Tulla, electric chair, sword box and bally; Lady Ruth, alligator skin girl; Jimmy Fay, inside lecturer; Jerry Lipko, boa and talker; Jenny Linde, contortionist; Mickey DeVine, knife thrower; Marlon Peko, pistol expert; Dick and Ernie King, tickets; Le-Ola, annex and owner-manager, and Laymon Moore, lot man.

Allentown Chronicle-Call, with Kenny Kostenbader handling fair publicity, used many pictures and stories. Mrs. Mack and Bennie Weiss reported big blngo business, with both concessions operating until early morning. Stanley, Rolloplane owner, also had good takes. Mr. and Mrs. Morris Hannum and Maxwell Kane played host to many friends.

ATLANTIC RURAL EXPOSITION

September 28th to October 7th Inclusive, Richmond, Va.

PIEDMONT INTERSTATE FAIR

October 9th to 14th Inclusive, Spartanburg, S. C.

GEORGIA STATE FAIR

October 16th to 21st Inclusive, Macon, Ga.

WILL BOOK:—Legitimate Merchandise Concessions and Eating and Drinking Stands. We hold exclusive concession contracts.

CAN PLACE:—Foreman for Caterpillar and experienced Working Men in all departments. Train hands all address Johnny Brooks.

CAN PLACE EXCLUSIVE NOVELTIES STARTING NOW AND FOR THE BALANCE OF THE SEASON.

NOTE:—GREATLY REDUCED PRICES FOR FOOTAGE AT RICHMOND, VA.

CAN PLACE:—Smith & Smith Chair-O-Plane Foreman.

All Address This Week

CETLIN & WILSON SHOWS

HAGERSTOWN, MD., FAIR.



GET WELL WITH PRELL

ROCKY MOUNT, N. C., FAIR, TOBACCO CENTER WEEK SEPT. 25-30

9 MORE FAIRS TO FOLLOW

GREENVILLE, N. C., FAIR BIGGEST PRICES FOR TOBACCO WEEK OCT. 2-7

Want Novelty, Derby Racers, Rotaries, Grind Stores, Eat and Drink Stands. Wanted Shows—Wrestling, Fat Snow, Midget, Mechanical City, Dark Ride, Hillbilly or any show of merit. Girls for Revue, young and good looking; Posing Show, good-looking young girls. Office owned shows. Long season, closing November 25. Reopen January 20, 1951. 9 Florida Fairs already booked.

All Answer: SAM E. PRELL, Elizabeth City, N. C. Rocky Mount, N. C., Sept. 25-30

PETE KORTES WANTS AT ONCE SIDE SHOW ACTS AND FREAKS

FOR HONOLULU, WITH E. K. FERNANDEZ

Leave About October 5

ALSO ATTRACTIONS FOR NEXT YEAR FOR BELMONT PARK, Montreal, Que., Canada; RIVERSIDE PARK, Springfield, Mass.; CANADIAN NATIONAL EXHIBITION, Toronto, Ont., Can., and LONDON, ONT., CAN., EXHIBITION.

Wire, Write or Phone: PETER KORTES, 3811 Laurita Ave. (Phone Sycamore 31045) Pasadena, Calif.

INTERSTATE SHOWS

CAN PLACE—EIGHT MORE FAIRS TO GO—CAN PLACE

SHOWS: Will book any non-conflicting Grind Shows, such as Glass House, Fun House, Monkey Show, Wildlife, Unborn or Crime. Can place Girl Show, must have not less than three girls, wardrobe and P.A. set. Will furnish 80 ft. new front, built on semi. Have good proposition for Motordrome. Will book organized Minstrel Show with own equipment at liberal percentage. RIDE HELP: Want Foreman for Merry-Go-Round, Roller-Plane, Chairplane, and Second Man on all Rides. CONCESSIONS: Can place all legitimate Concessions. Have good opening for Penny Arcade. All Eating and Drinking Stands open. Address:

H. B. ROSEN, Mgr.

MORGAN COUNTY FAIR, SUNBRIGHT, TENN.

KIDDIE RIDES FOR SALE

G-12 Addition Train, \$1,700.00 cash; Smith & Smith Airplane Ride, \$800.00 cash. These Rides are complete with Ticket Booths, Fences, Lighting Systems, and Spare Parts. Used four seasons. Excellent-mechanical condition.

HAPPYLAND SHOWS

Manchester, Mich., Sept. 18-23; Saline, Sept. 25-30; Berkley, Oct. 3-7.

WANTED

HANKY PANK CONCESSIONS AND STRICTLY STOCK CONCESSIONS FOR LAUREL AND TUPELO, MISS.; EUNICE, LA., AND BEAUMONT, TEX.

ALL FAIRS CONTACT

CAVALCADE OF AMUSEMENTS

NASHVILLE (FAIR), TENN., THIS WEEK; LAUREL, MISS., TO FOLLOW.

FOR SALE

36 FOOT PARKER MERRY-GO-ROUND

And 32 foot Semi Trailer for same. See at Fair Grounds. Contact:

DEAN DON CARLOS GREENFIELD, IOWA

WANTED

For Fredericktown, Mo., Fair Cookhouse that enters to show people. Stock Concessions of all kinds. Can use one or two Side Shows.

BURKHART SHOWS & AMUSEMENTS Fredericktown, Mo., this week; Luxora, Ark., next; then the cotton.

FOR SALE OR TRADE

Rings, Poles, Stakes for Spole Big Top, also 30 Sections, 9 High Blues, and 1,000-chair Grandstand. Also one Spitfire Ride, trade for a Merry-Go-Round or \$2,000 cash. Wanted to buy: Miniature Cane Wagons; also Shetland Pony Harness and U.T.C. Wagons.

WESTERN SHOWS

12510 6th Ave. N.W. Seattle, Wash.

INTERSTATE SHOWS

WANT A-J MECHANIC

To join on wire. Must be capable and not do your work sitting at the Cookhouse.

H. B. ROSEN, Mgr.

Morgan County Fair, Sunbright, Tenn.

BILL HAMES SHOWS, INC.

MINSTREL PERFORMERS

RIDE HELP RIDE HELP

Can place Help on following rides—Merry-Go-Round, Ferris Wheels, Looper, Octopus, Caterpillar, Tilt-a-Whirl, Dipper, Roll-o-Plane, Pretzel, Dodgem, Spitfire, C-Grubs, Kiddie Auto, Kiddie Planes, Kiddie Buggy, Dipper, Sky Fighter, Kiddie Boats. Can also place other useful Show Help.

Address: BILL HAMES, Mgr.

Amarillo, Sept. 18-23; Abilene, Sept. 25-30; Luback, Oct. 2-7; Mankato, Oct. 9-14. All Texas Fairs.

CONCESSIONS WANTED

For the Biggest Spot in Kentucky

FORT KNOX—WITH 40,000 SOLDIERS

Ball Games, String Game, Pitch-Tilt-Win, Bowling Alley, Basket Ball, Country Store, Saw-Cut Photo Gallery, of any legitimate Concession we don't have. Jewelry and Novelties. Good opening for Shows. We need RIDE HELP on 5 major Rides who can drive and stay sober. Irvington, Ky., this week; Ft. Knox, Ky., week Sept. 25th.

DAN-LOUIS SHOWS

CENTRAL Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Want for LIONS' CLUB FESTIVAL AND FAIR, Seaboard, N. C., September 25-30, and Balance Season of Ten of the Best Fairs in North and South Carolina

WANT Motordrome, Shows with own outfit. We have tops for White Girl Show, also have tops for Colored Girl Show. This is good show territory and work every week.

WANT—PC Agents who work. Roy Beaty, come on.

CAN place all Hanky Panks. All contact

SHERMAN HUSTED

Pembroke, N. C., Fair this week; then Seaboard, September 25-30; then as per route.

BUFF HOT HOTTLE SHOWS

WANT

For 9 Louisiana Fairs including the SOUTH LOUISIANA STATE FAIR AT DONALDSONVILLE, WASHINGTON PARISH FREE FAIR AT FRANKLINTON

All legitimate Concessions: Coke Bottle, Jewelry, Bowling Alley, Slum Blower, String Game, Fish Bowl, Hi-Striker, Derby Racer. RIDES: Can place Looper, Rolloplane, Skooter, Allan Hershell Boat Ride. Lloyd (Bogie) Burge, please answer. Harry Beach, confirm when coming—can use you Oberlin Fair. Ernie Slavin, send us your address. All replies:

BUFF HOTTLE, Mgr.

Livingston, La., this week; Oberlin, La., Fair, next week; then Thibodaux, La., Fair.

Fidlers United Shows

WANT

SHOWS WITH OR WITHOUT OWN EQUIPMENT. RIDE HELP FOR TWO UNITS GOING SOUTH. STOCK CONCESSIONS OF ALL KINDS.

SAM FIDLER, Mgr.

Blytheville, Ark. (Fair), this week; Piggott, Ark. (Fair), and England, Ark. (Fair), to follow.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

America's Cleanest Midway

Rayville, Louisiana, Sept. 18 thru Sept. 23; Jackson Parish Fair, Jonesboro, La., to follow with a string of Louisiana and Mississippi Fairs. Following after Fairs best spots in La. Cane Belt. Out all winter.

Want Tilt, Wheel, Chairplans and Kid Ride Foreman and Second Man who drive Semi. Want Countermen for office-owned Bingo and Cookhouse. Want Light Tower and Front Arch Man. Can place Hi-Striker, Grocery Store, Aluminum Store, Short Range, Pitch Tilt-You-Win, American Mitt Camp, Nickel Roll-Down, any Legitimate Concession. Can place Shows of merit with own equipment. Joe Moore, come on for Snake Show, Ralph here. All replies:

ED GROVES, Rayville, La., Then Per Route

TIVOLI EXPOSITION SHOWS

WANT FOR EL DORADO, ARK., FAIR, SEPT. 25-30, AND SIX MORE REAL FAIRS TO FOLLOW

SHOWS: Funhouse, Animal Show, Snake, Wild Life, Mechanical, any Show not conflicting. Spike Evans wants Half and Half with wardrobe (Twilight La Zay, contact), also Mindreading Act, Fire-Eater and other Side Show People who can produce. RIDES: Can place Octopus or Spiffine and Pony Ride. CONCESSIONS: Can place Custard and few Hanky Panks. Ride Help wanted on all Rides. All replies to

H. V. PETERSON or B. J. COLLINS

Sparkman, Ark., Fair, this week; El Dorado, Ark., Fair next.

CUMBERLAND VALLEY SHOWS

WANT NOW

Wheel, Octopus and Merry-Go-Round Foremen. Can use Ride Help on all other Rides. No trucks to drive. Pay you every Monday night. A-1 Show Electrician and Mechanic. Agent for Ace and Scale who can stand prosperly. All Legitimate Stock Stores open.

ELLIS WINTON

Manchester, Tenn., this week; then as per route.

WANT

PURVIS SHOW

WANT

Have 5 office-owned rides. For Burgess Store, Va., all this week, followed by Kilmarnock, Va., 7 County Colored Fair, Sept. 25-30, Horse Races, Big League Baseball Games. Followed by Powhatan, Va., Fair, Oct. 27; then Cumberland, Va., Oct. 9-14, Horse Races and Grand Prizes given away each Fair. Other good ones to follow. Out all winter. Want Bingo, Floyd Shicks and Sid Granger, get in touch. Photo, Mitt Camp, all kinds Hanky Panks, Fish Pond, Grab Joint, Duck Pond, Candy Apples, Scales, Novelties. Roberts, come on. String Game, Short Range Gallery. Mrs. Elmer Wilcox and Pauline Wilson, get in touch. All mail and wires: Burgess Store, Va. Call: Sylvia Motor Co., Cecil Purvis, Burgess Store, Va.

Weather Cuts Craft Play 10% At Sacramento

(Continued from page 70)

as one unit, were second and the two Ferris Wheels, third. Little Dipper headed the Kiddieland money-makers with the Hurlburt train second.

Shows on the adult midway included Funhouse, jungle land, baby elephant, Monkeydrome, Motordrome, Hawaiian Revue, and Wild Life exhibit. There were two Side Shows, with A. J. Budd's unit coming on for the date. Personnel on the show included Dolores Coronado, manager and fat woman; Jessie Gonzales, seal boy; Bill Rutledge, fire eater; Stella Smith, smallest grandmother; Schlitzie, pin head; Sylvia Portis, elephant foot girl; Earline Francis, bally, and Linda Julian, electric plate. Carl Smith, Rutledge and Don Gilbert were on the front.

Independent rides included the Rock-o-Plane, booked by Jack Eyerly, and Rolloplane, handled by Paul Breese.

Curtis Prosser played the date with his Monkeydrome. Jack Joyce had the Wild Life and the baby elephant. The elephant, owned by Louis Goebel of Thousand Oaks, was sold during the run to William Meyer, carnival owner. The animal will be featured at his Kiddieland set to open next month on the roof of the Emporium Department Store in San Francisco.

Following the close of the California State Fair, Craft's 20 Big, Fiesta and the fourth unit moved out and opened at the Los Angeles County Fair in Pomona yesterday (15). Exposition Shows opened at the Glenn County Fair in Orland Wednesday (13) for a five-day run.

WEATHER HITS WOM

(Continued from page 70)

1951 annual. To date the Bergen org has been awarded 1951 fun zone contracts at each of the annuals it has played.

Last week at Rutland, despite considerable rain, World of Mirth topped its 1949 take by nearly 20 per cent, Bergen said. Big crowds and free spending Labor Day and closing Saturday accounted for the boost in earnings.

Reid in for Opener

King Reid Shows furnished all midway units, except for some trucked in World of Mirth units on opening Saturday and Sunday (9-10). Business on these days was good. Reid org pulled out Monday to play the South Paris (Me.) Fair.

Bergen said that he would truck in some units to the Allentown (Pa.) Fair next week to overcome in part the long and difficult move.

Several units will be added at Allentown. They will include a Bob Edwards unit; Glen Porter's Horror Show, a Globe of Death, and a Working World, Bergen said.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 16.—Last week we visited Galey Shows at East Rochester, N. Y., and the James E. Strates' Shows and Jones Concessions at the New York State Fair, Syracuse. Plan to see the World of Mirth Shows at the Allentown (Pa.) Fair September 18.

Business conditions are reported as constantly improving and we are informed that unfilled orders in the hands of manufacturers are now nearly 50 per cent above those on hand in June.

We have been advised that a new mineral cement has been developed that can be sprayed on a variety of surfaces rendering the surface fire and mildew-proof. Members interested can communicate with the association's offices.

Youth Confesses In Newman Death

MIAMI, Sept. 16.—The mysterious murder of Irving Newman, 41-year-old carnival concessionaire, who was killed January 26 on a show lot at Hialeah, was solved this week when Ralph Gruber, 20, of this city confessed. Following his confession, Gruber took police to his home where he produced the murder weapon, a single shot .22 rifle.

Gruber told police that he had argued with Newman after playing the latter's concession, then went home for his rifle, returned to about 100 yards from Newman's concession and fired with the intent "of scaring" him.

NOW DELIVERING!

New Apex 4 Star Carnival Wheels

Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers SEND FOR FREE CATALOG

MORRIS MANDELL, INC. 24 East 13th St. (Dept. B) New York 3, N. Y. Phone: ALgonquin 5-3972

DENNIS PIGG Wants CAPABLE AGENTS

For Buckets and Six Cats on Streets in Rockford, Ill., Sept. 19-23. GOLD BOND SHOWS

VICTORY EXPOSITION SHOWS

WANT

WANT

CONCESSIONS: Hanky Panks, Custard, Long and Short Range Galleries, Jewelry, Derby. SHOWS: Can place Sideshow, Illusion, Fat Show and Motordrome. RIDES: Can place Chairmillar, Little Dipper, Dark Ride. RIDE HELP: Foremen for Wheel, Fly-o-Plane and Tilt. Address: Anadarko, Okla. (Fair), this week; Lawton, Okla., next week; Texas-Oklahoma Fair, Iowa Park, Tex., Oct. 2 thru 7.

AMERICAN LEGION PARK

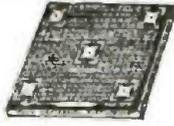
CAMP STEWART, HINESVILLE, GEORGIA

WANTS

WANTS

WANTS

Ball Games, Mug, Penny Arcade, Fish Pond, Duck Pond, Penny Pitch. Will book Stock Concessions that work for 10c. Will book only one of a kind. Will sell "X" on Cookhouse, Grab and Penny Arcade. Special proposition for Skating Rink. Want Rides that don't conflict. This is a permanent park. 20,000 soldiers at present. This location is two blocks from Court House and 500 yards from main gate of camp. All replies to MANAGER, AMERICAN LEGION PARK, P. O. BOX 508, HINESVILLE, GEORGIA. PHONE 131.



PENNY PITCH GAMES

Size 44x46". Price \$42.50.
Size 48x48". With 1 Jack Pot, \$55.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30-number Wheels. Price.....\$27.50

BINGO GAMES
75-Player Bingo Complete.....\$4.00
100-Player Bingo Complete.....\$6.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
114-122 W. Illinois St. CHICAGO, ILL.

RALPH R. MILLER CAN PLACE

Wheel Foreman immediately. Electrician who can handle new LeRoI Light Plants. Place all kinds Stock Concessions, \$15.00 a week. No exclusives, except Digfers, Bingo (which is sold). J. C. Dawson, bring Cook House soon as possible. Opening St. Francisville, La., Sept. 25th; week Oct. 2nd, Simmesport; week Oct. 9th, Mansura. All answers:

RALPH R. MILLER
St. Francisville, Louisiana

GIRLS WANTED FOR POSING AND GIRL SHOWS

Also Ticket Sellers who can drive semis. All winter's work in Florida. Wire (No collect):

JOE SCIORTINO
c/o Western Union Bluffton, Ind.

INTERSTATE SHOWS CAN PLACE LARGE BINGO

For balance of season. Have eight more pairs to go.

H. B. ROSEN, Mgr.
Morgan County Fair, Sunbright, Tenn.

FOR SALE

New 24-Seat Adult Chaleplane, Fence, Ticket Box, LeRoI Power Unit, for \$1,375.00. Transportation if wanted. Can be booked on show. See in operation here.

MRS. IVY WEST
Holly Bluff, Miss.

BABE GOODRICH

Necessary you get in touch with me at once. Have all details. You have my word that everything will be kept confidential, your whereabouts kept secret.

ESTHER SPERONI
c/o Midway to Merit Shows
Monette, Ark., this week

MOUNTAIN STATE SHOWS WANT

Agents for Fish Pond and Ball Game. Count Store Agents, one Skillo and one Pin Store Agents. Only four outfits on midway. Charlie Cumberland, Gene Burleson, Cecil Barton, Don O'Brien, please contact. Girl Show with or without own outfit. Foremen for Merry-Go-Round and Flying Saucer. Richard, Mo., this week; then Arkansas for the cotton; then Mississippi. Out all winter.

PRELL'S WORLD FAIR SHOWS WANT

For Wayne County Agriculture Fair, Goldsboro, N. C., Sept. 25-30;
Henderson Fair, N. C., To Follow.

Eating and Drinking Stands, Derby Racer, Photo, Long Range Gallery, Hanky Panky, Merchandise Wheel. Can use Buckets.
Want Motordrome, Girl Show, Unborn Show, Fat or Midget Show. Jack Gallopo, contact. Jimmie Ferenzi, contact. Clarence Thames no longer connected.
Want Tilt-a-Whirl, Caterpillar, Rocket, Dark Ride. Sober, reliable Ride Help. Semi drivers given preference.
Want at once, Side Show Acts, Blow Off Attractions, Half and Half for No. 2 Side Show. Max Sharp agents, contact. All answer
JOE PRELL or JOHN VIVONA
Hamlet, North Carolina.

CLUB ACTIVITIES

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 16.—Guy Kimbrell arrived here this week after closing with Rainey United Shows in Minnesota. Sam Benjamin, who has been at Walled Lake Park, Detroit, for the season, is expected back here next week. Fairyland Park closed for the season Sunday (10), and Harry Duncan, manager, states that it enjoyed a prosperous season.

George and Hattie Howk, who have had concessions at Fairyland, will move back into the city soon. A number of the members are expected back in the city following the closing of Hale Shows of Tomorrow at Humbolt, Neb., today.

George Elser is getting clubrooms ready for fall and winter meetings. Theo Forstall visited with Art Brainerd while the former was in the city with the Ringling-Barnum circus.

George Carpenter, treasurer, spent a week here while Hale's Shows were at Olathe, Kan. A total of 50 new members were added to the roster this summer.

New membership cards are now available.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Sept. 16.—The house committee is busy readying the clubrooms for the first meeting of the winter season, October 5.

Membership applications to be voted on at that meeting include those of William C. Hammond, Paul Greeley, Clark H. Roth, Daniel Evans, Clarence Vigers, John Perkizas, Richard Cutler and Fred Shufeldt.

Clifford H. Darling, seriously injured in a recent automobile accident at Frankfort, Ky., is reported on the mend at Kings Daughters Hospital in that city.

Recent callers include Irving Malitz, Jack Krutt, Max Brantman, Peter Vetrano, Silent O'Brien, Andre Dumont and Ben Lapota.

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Sept. 16.—Graves H. Perry letters that he recently deserted the bachelor ranks, and has settled down with his bride in Charleston and may enter business there.

Harry Katz is here in Miami. Mac McFarland arrived here recently after being released from a Philadelphia hospital.

Letters received from Erston H. Hawkins, Bernie Mendelson, William Cowan, David B. Endy, Charles Reynolds, Fred W. Wright, William Melton and Arthur Toughey.

EAST SIDE MARDI GRAS

Sponsored by

Polish East Side Home Owners' Association

10 Big Days and Nights, Sept. 29-Oct. 8 Inclusive.

In the Heart of Detroit, Corner Forest at St. Aubin

Bands, Parades, Merchant Displays, Radio-Television, Free Acts.

RIDES—Can place Spitfire, Roll-o-Plane, Octopus, Caterpillar, Tilt-a-Whirl, Boat Ride, Kid Auto, Dark Ride, Funhouse. SHOWS—Monkey Speedway, 10-in-1 Show, Snake Show, Animal Show, Penny Arcade, no Girl Show. CONCESSIONS that work for stock, Ball Games, Darts, Cork Gallery, all Eating Stands, Soft Drinks, Pop Corn, Floss and Apples, Handwriting, all Hanky Panks, No Mitt Camps or Gritt, Wire or phone for space. Committee Headquarters, 5229 McDougall St., Detroit, Mich. Phone Walnut 48570.

C. CRITTENDEN, Merryland Show, Mgr.

Then Oct. 13-22, Heart of Industrial Center, Powerful Optimist Club, Hamtramck, Michigan, follows.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

WANT LEGITIMATE CONCESSIONS FOR BALANCE OF SEASON.

RIDE HELP — For Tilt, Merry-Go-Round, must drive.

Versailles Pumpkin Show, Court House Square, Versailles, Indiana, September 28, 29, 30. Aurora Farmers' Fair, on Main Street, October 5, 6, 7. Edinburg, Indiana, October 10 to 14. Thousands of soldiers, strong sponsor. Want two Girl Shows for this spot only. Followed by Knightstown, Indiana, on Public Square, October 17 to 21. Season ends.

FOR SALE — 7 Major Rides, 3 Kid Rides with or without transportation. If you are looking for good equipment and priced right, this is it. Cash only.

BILL GEREN
Greensburg, Ind., this week.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Hickory, North Carolina, Fair, week of September 25th; Fayetteville, North Carolina, Fair, the home of Fort Bragg, 50,000 Soldiers, week of October 2nd; Albemarle, North Carolina, Fair, week of October 9th, and ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

CONCESSIONS: Will book legitimate Merchandise Concessions of all kinds, no exclusives. Have good opening for two Stock Wheels to reliable operator.

SHOWS: Motordrome, Wild Life, Fun House, Glass House, Dark Ride or any money getting show.

RIDES: Reliable Whip Foreman at once. Can always use experienced Ride Help, Semi Drivers given preference, top salaries.

All replies to Marks Shows, Fredericksburg, Virginia, this week; Hickory, North Carolina, next.



"HONESTY IS OUR POLICY"

Last Call for CARROLL CO. FAIR, Huntington, Tenn.; LIMESTONE CO. COLORED FAIR, Athens, Ala., following

CAN PLACE—Cookhouse, Pronto Pups, French Fries, Cotton Candy, Popcorn, Photo, Short Range, Jewelry, Ball Game, Six Cat, Buckets, Hit and Miss, Cork Gallery, Coke Bottle, Hoop-La, Pan Game.
SHOWS WANTED—Side Show (Linda Lopez, contact), Monkey, Illusion, Motordrome (Curly Sayers, contact again).
RIDES—Will book Tilt or Spitfire, also Wheel to twin with mine.

All replies
John Portemont, Bolivar, Tenn., Hardeman Co. Fair

F. M. SUTTON SR. Presents

GULF COAST SHOWS

WANT FOR BALANCE OF SEASON

Corn Game, Stock Stores, Ball Racks. Good territory in cotton country. Address CHARLESTON, MO., SEPTEMBER 18-23,

GLENN BROOKS OR WEST MASTERS

Have 5 months' work for you to open this week.

TENNESSEE STATE FAIR NASHVILLE, TENN. Care Cavalcade

P.S.: Also can use six young, pretty Bally Girls and 3 more Exotic Dancers. Wire, don't write: DIANNE (and her Monkey) ROSS.

CASH WILTSIE

Contact Me

AT ONCE

RAY MARSH BRYDON

c/o Cavalcade

NASHVILLE, TENN.

WANT

Major Rides, Bingo, cash or stock; Popcorn, Mitt Camp, Ball Games, Hanky Panks of all kinds.

South Pekin, Ill., September 19-25; Dunlap, Ill., September 26-29. Street Celebrations. Out until November 11, then five Indoor Carnivals. All strong auspices.

BOB POSEY
PER ROUTE, TYLER SHOWS

MIMIC WORLD SHOWS WANT

For Mansfield, La., De Soto Parish Fair, Oct. 2nd to 7th; Ringgold, La., DeLainville Parish Fair, Oct. 11th to 14th.
Want Cookhouse, Grab, Frozen Custard, Novelties, Long Range Gallery, Country Store, any good Stock Store, Rat Game, any good Wild Life Show or Educational Show, Live Pony Track. Address:

L. E. DOYLE
1708 Grosveill Ave., Shreveport, La. or so per route.

FOR SALE

One Merry-Go-Round, one Spiffire, Kiddie Auto Rides, tracklam three-coach Train, one Spidora complete (with or without trucks). All equipment now operating. Many other articles also. Will sell at a bargain for quick sale. Contact for information.

ROCCO SHOWS
2434 No. Fairview Ave. St. Paul, Minn.
Phone: Nestor 9270

WANT WANT WANT

Ride Help Foreman for Merry-Go-Round, also Second Men for all Rides; top salary. Have complete Girl Show for someone with style and wardrobe. Place independent Shows. Will place any Ride, place Custard, Novelties, Sealer, Long or Short Range Gallery or any other Concessions. Place Skillies, Razlies, Roll Down and Pin Store. Want Agents for Hanky Panks.

BURDICK'S GREATER SHOWS
Pleasantville, Texas, Pannof Festival

BILL STACY WANTS

Capable, experienced Bingo Help. Must be sober and drive semi. Wire Fairgrounds, Blytheville, Ark.

BETTY WINTERS

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Florida

ROYAL

exposition shows

Sylvania, Ga., this week; EVANS COUNTY FAIR, Claxton, Ga., Sept. 25 to 30

WANT Tilt-a-Whirl or Octopus, small Penny Arcade, French Fries, Cigarette Gallery, Long Range and various Hanky Panks. (Mrs. Birdie Tolosa, wired you to come on when ready. Please confirm.)

WANT DINER HELP. T. K. SELLERS AND ETTA JOHNSON, ANSWER. WANT CAPABLE WHITE MAN TO HANDLE JIG SHOW UP AND DOWN, SELL TICKETS ON FRONT AND DRIVE SEMI. JOHNNY RIDDICK WANTS MUSICIANS AND PERFORMERS; SALARY AND PERCENTAGE. All address as per route.

J. P. BOLT, Gen. Mgr.

P.S.—Have opening for worth-while Girl Show with complete outfit. Must have at least four girls. F. B. Jackson and others contact by wire at once.

CAPITAL CITY SHOWS

WANT WANT

For TRI-COUNTY FAIR, Manchester, Ga., week September 25-30; followed by DODGE COUNTY FAIR, Eastman, Ga., week October 2-7; all fairs until November 11

Legitimate Stock Concessions of all kinds; good opening for Long Range or Penny Arcade or any Hanky Panks. Shows—Big Snake, Fun House or Glass House. Can use Rockplane, Little Dipper or any non-conflicting Ride. Cotton prices highest in history; plenty of money.

All replies to

J. L. KEEF, La Grange, Ga., this week

MIGHTY PAGE SHOWS

FAIRS

New booking for High Point, N. C., Agricultural Fair, also Shelby, N. C., Negro Fair. Also Oklawaha, New City, Trenton and Bayboro to follow. Then Florida.

Concessions—Eating and Drinking Stands, Hanky Panks of all kinds, especially Water Games, Nona on Show at present. Penny Arcade, Photos; few choice Grind Stores open, such as Pin Store, Roll Down, Swinger, Buckets, Six Cal, and a few Choice Wheelies. (We will operate every week for balance of season. Shows—Motordrome, Fun or Glass House, Big Snake, Fat Show or any high-class Show that does not conflict. Musicians and bright Chorus Girls for Minstrel. Any high-class Side Show Acts. Rides—Fly-a-Plane, Little Dipper, Spitfire, Live Pony, Boat Rides or any new and novel Major or Kiddie Ride that does not conflict. Want Foremen for Wheelie, Octopus, Rolloplane and Chairlans. Top salary every week.

All replies to **BILL PAGE, ASHEBORO, N. C.**

FAIRS

LAWRENCE GREATER SHOWS

The Show Beautiful

Want for STATESVILLE, N. C., and Our Outstanding Route of Fairs

CONCESSIONS

Novelties, Guess Your Age and Scales, Custard, Derby Racer, Rotaries, Eating and Drinking Stands. All Concessions open for the rest of the season. Want two Merchandise Wheelies, Photos and Hanky Panks. Steve Swika, get in touch with us. Will book P.C. with Hanky Panks.

SHOWS

Motordrome (Speedy Sayres, let's hear from you), Wild Life, Mechanical City or any Grind Show. Want couple to handle Fun House.

HELP

Want Hanky Pank Agents for office-owned Concessions, also P.C. and Bucket Agents. Can always use useful Ride Help. Pat McCee wants Blower Agents.

Louis Weinstein, get in touch with me.

All replies to **Sam Levy, Mgr., Mt. Airy, N. C.**

FAIRS FAIRS FAIRS

GRACELAND GREATER SHOWS

WANT FOR EIGHT MORE BIG FAIRS

SHOWS AND RIDES NOT CONFLICTING: Special proposition to Motordrome, Side Show, Jig Show. Must have own equipment. Want reliable Men with Concessions who can handle front end. WANT CONCESSIONS OF ALL KINDS. We have an open midway, so get on the band wagon. We are heading for Alabama and Florida. Lexington, Tenn. Fair, this week; Henderson, Tenn., Fair, next week; then the BIG FAIR at Moulton, Alabama. RIDE HELP: Want Merry-Go-Round Foreman and Ferris Wheel Foreman, \$50.00 a week for sober men; Second Men on all Rides. Joe Goodwin, contact me.

HARRY ALKON, Owner-Mgr. FRANK (WHITE) VASULKA, Gen. Rep.
Address: Lexington, Tenn., Fair, this week.

DON FRANKLIN SHOWS UNIT #2

Want for Coleman County Fair, Coleman, Texas, Sept. 24-30; followed by five top-notch County Fairs and long season in South Texas.

Legitimate Concessions of all kinds, contact immediately as space is limited. Can place two major Rides, such as Rolloplane, Spitfire, Octopus, Looper, Rollawhirl, Pony Ride, Dipper, Flyplane or C-Cruise. Concession Agents, come on. All replies:

GUS TUCKER

Washington County Fairgrounds, Brenham, Texas

GIVE TO THE DAMON RUNYON CANCER FUND

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WOLFE Amusement

Wants Cookhouse for balance of season.

Close Nov. 11. Pinetops, N. C., this week;

Kings Mountain, N. C., next week. Seven

fairs in South Carolina to follow. Few

choice Concessions open. Wire

BEN WOLFE, Pinetops, N. C., this week

VAL IRELAND

WANTS AGENTS

For Pin Store, Razzle, Skillo, P.C. and Spindle. Have seven Fairs.

VAL IRELAND, Bus. Mgr.

Geo. Clyde Smith Shows
Farmville, Va., this week

HARTSOCK BROS.' SHOWS WANT

For Southern Missouri Cotton, Grab Joint, Hoop-La, Jewelry, Novelties, Cotton Candy, Rata, Diggers, Set Joints or what have you. All replies to Hartsock Bros.' Shows, care Sammy Lane Shows, Van Buren, Mo., Sept. 18-23, then as per route. Hartsock Bros.' Shows, Neelyville, Mo., Sept. 25-30; Quilt, Mo., Oct. 2-7; Holcomb, Mo., Oct. 9-14; Clarkston, Mo., Oct. 16-21. We are booked for eight solid weeks in Heart of Southern Missouri Cotton. Cotton is good. We'll be on full blast picking our opening week which is Neelyville, Mo., Sept. 25-30.

INTERSTATE SHOWS

WANT A-1 CARNIVAL ELECTRICIAN

To join on wire. Must be capable of wiring ten-rider show. Don't misrepresent, for you won't last.

H. B. ROSEN, Mgr.

Morgan County Fair, Sunbright, Tenn.

Georgia Greater Shows

Can use for our Fairs and Celebrations: Are and Weight, Duck Pond, Hoop-La, Diggers or any Hanky Panks, especially Ball Game. Will book Girl Show or 5-lap-1 with own equipment and transportation. Can place Rides not conflicting. This show absolutely out all winter in Georgia and Florida. All replies:

O. O. "BUD" POINT

Fairmount, Ga.
P.S.: Want Agents for 3 office-owned Stores; only ones on show.

WANTED

2 DERBY RACE CALLERS

Will be out until Nov. 1. Address:

LOIS HANSON

616 MID-SOUTH FAIR GROUNDS
Memphis, Tenn., Sept. 19-30.

WANTED

SWINGER BALL AGENTS

For balance of season. Call or wire:

ZELLA NEWMAN

c/o MARKS SHOWS Fredericksburg, Va.

GREATER MIDWAY SHOWS

Can place for seven more Fairs and all winter's work. Mus. Outfit and all Hanky Panks. Will furnish complete outfit for any Shows not conflicting. Miss S. D. Pearl wants Hanky Pank Agents. Bug and Jimmie Lewis, save Dealer Table for 300, come on. All address: GREATER MIDWAY SHOWS, Fairgrounds, Sharpburg, N. C., this week. EARL MILLER, Bus. Mgr.

CLIFF OSTEEN

WANTS HIGH CLASS GIRLS

For Girl Show now and all winter in Florida. Top salary. Don't wire, come on. Tickets if I know you. All replies to:

CLIFF OSTEEN

c/o Mighty Page Shows, Asheboro, N. C.

Flashbacks

25 Years Ago

Personnel of the Al G. Barnes Advertising Car No. 1 included Jack Glines, manager; Pop Wright, Frank Bagan, W. Garr, G. Morehouse, Shorty Morgan, B. Wade, Roy Rushing, Ed Fowler, Pop Faril and W. Roberson, billposter; Joe Baker, L. Deitz and Al Meade, lithographers; Abe Ilwines, special agent, and Jack Lampe, pastemaker. . . . Madame Bedini had eight weeks of fairs booked for her horse act thru the Ethel Robinson Attractions. . . . White City Park, Chicago, closed a season that was reported far superior to the previous one by Manager H. A. Byfield. . . . Staff of the Isler Greater Shows included Louis Isler, owner-manager; Col. Dan MacGugin, assistant manager-treasurer; Louis Heminway, general agent; James Parker, special agent; Babe Drake, trainmaster; Harry Covey, electrician; Ed Davis, boss canvasser, and Les Eslick, bandmaster.

Connected with the 101 Ranch show in 1925 were Charles Mc-Mehan, Fred Coleman, Owen Dowd and Jerome T. Harriman. . . . George W. Dickinson, secretary-manager of Michigan State Fair, Detroit, announced that the 1925 annual would pass the 500,000 gate mark. J. E. Rettie, secretary-manager of Provincial Exhibition, of Manitoba, was a visitor on the grounds. . . . Old-timers with the Rubin & Cherry Shows included Irish Jack Lynch, Ed Patton, Dad Jordan, Pop Biddel, Dock Wiston, Carl Lauther, Frank S. Reed, Cliff Wilson, Ed Mahoney, Doc Hartwick, Jim Eskew, George Rollins, Harry Schultz, Jack Cullen, Jim Dunleavy, Artie Wells, Tom Salmon, Doc Scanlon, Max Kimmerer, Harry Marville, Doc Collins, Mickey Connors, George Kickley and Jack Busse. . . . Pete Heilman closed with Walker Bros.' Circus to play fairs. . . . Jack Levere, Punch and Judy artist, joined the M. L. Clark & Son Shows to take charge of the Side Show.

Johnny Ryan closed an eight-week engagement at White City, Park, Chicago, and signed for another eight-week booking at Green-wich Gardens, Green Bay, Wis. . . . Sully, Rogers and Sully closed a successful tour of the Pantages Circuit and opened their fair season at Lewistown (Pa.) Fair. . . . Ed Bussey's Superba Show joined Wolf's Greater Shows. . . . Program of the J. W. Norman Circus included Miller's dogs and ponies, Bounding Johnson, Garrett Trio, the Bersaws, Whitey Harris Trio, Jack Doyle, Hank Gardner, Vic Sponser, George Day and Ray Harner, clowns. . . . Staff of the C. E. Pearson Shows con-

sisted of C. E. Pearson, owner-manager; Mrs. C. E. Pearson, general agent and lot superintendent; Georgia England, secretary; Happy Clifton, electrician, and Edna Clifton, The Billboard agent. . . . Additions to the Harry Morris Side Show on Lee Bros.' Circus were Prof. La-Rue, magician; Mme. LaRue; mentalist; Valda Lea Marr, sword walker, and Ernest and Montague, comedy trombonists for the minstrel show.

Deaths: Walter L. Spaulding, carnival man, and E. C. Walker, fair man.

10 Years Ago

W. M. Breese joined Lawrence Greater Shows in Rockymount, Va., as business manager. . . . Harry Mack, former press agent for Charles Sparks-owned circuses, joined Wallace Bros.' Circus. . . . Iredell County Fair Association, Salisbury, N. C., elected W. E. Webb, president; W. M. Pressly, vice-president; C. O. Hadley, secretary-treasurer, and George Neel, manager. . . . Roster of Hyland Gardens, Grand Haven, Mich., included R. H. Haynes, manager; Donald Haynes, Penny Arcade; Bobbie Haynes, popcorn; Betty Dillingier, ball game; Betty Brossett and Katherine Paas, Swingland; Mrs. M. Anderson, restaurant; Harry Neiber, rink, and Jerry Dawson, musical director. . . . Capt. Kenneth Blake, high fire diver with the Johnny J. Jones Exposition, sustained spine injuries while performing as free act at Kentucky State Fair, Louisville.

J. C. (Tommy) Thomas succeeded L. C. Kelley as general agent and railroad contractor of the Johnny J. Jones Exposition. . . . Earl Shipley, clown with Jimmie Lynch Death Dodgers, received painful burns and lacerations of both legs when a bomb used in his act exploded prematurely during a performance at Bever Dam (Wis.) Fair. . . . Kotch Brothers, comedy bar performers, were with Klein's Attractions, playing Eastern Ohio fairs and celebrations. . . . Barron County Fair Association, Barron, Wis., elected, secretary. . . . Howard P. Hill was managing A. Obadal's Texas Exposition Shows. . . . Costa Steriou joined the Eric B. Hyde Shows as cookhouse operator, replacing Charles Phillon.

Clarence Askings closed with B. Ward Beam's Auto Thrill Show to agent for Mr. and Mrs. Ray Biehler's animal unit. . . . Acts booked for the Bloomsburg (Pa.) Fair included the Antaleks, Alf Loyal's dogs, A. Robins, Red Kehoe's marimba band, Sally Novelle and her dogs, Christy Brothers, Torrence and Victoria, and the Emersons. . . . R. G. McHendrix left Haag Bros.' Circus to join the Eric B. Hyde Shows as business manager. . . . Mrs. Viola Carson joined Wallace Bros.' Shows with her kiddie ride and penny pitch. . . . Eva May, aerialist, and Joe Lewis, clown cop were held over for an American Legion Day Celebration in Blue Island, Ill., and were booked for Hillsdale (Mich.) Fair. . . . Eddie Woekener was conducting the band on Russell Bros.' Circus. . . . Si and Fanny Otis and trick mule Abner worked with Klein's circus unit at Medina County Fair, Medina, O.

Deaths: C. L. Alderfer, trapeze performer; Frederic C. Baker, Canadian fair man; Emil S. Becker, auto racer; W. S. Hill, fair man; Jay S. Leonard, outdoor showman; William Stinson, concessionaire; Pete Waxler, balloonist; Mrs. Marie S. Wild, concessionaire, and Archie Wilson, Canadian fair man.

DIAMOND STATE SHOWS

Cheraw, S. C., Sept. 25 to 30, with BIG CHESTER COUNTY FAIR, Chester, S. C., to follow, plus five outstanding Carolina Fairs, then Florida.

RIDES—Can place Tilt, Hi-Ball, any Flat Ride except Octopus.

SHOWS—Want All Minstrel Show, Girl Show with outfit, Side Show man for Snake Show. Over our route shows can and will get money.

CONCESSIONS—Place Cook House, Grab, French Fries, Custard. Will sell ex on above except Chester. Place Novelties, Age, Scale, Palmistry, Hanky Panks of all kinds. Positively no flat stores. Place Rat Game, Eight Color, P.C. Want real Pea Pool Dealer.

HELP—Ride Men who drive semi, Ticket Sellers, Canvas Men. Place Dancing Girls for office-paid show. All address Nashville, N. C., this week; then per route.



EPHRATA, PA., FARMERS' FAIR GROUNDS
SEPTEMBER 27-28-29-30

Choice location left for one Flat Ride; prefer Tilt or Caterpillar.

No Concessions.

Have two other big Street Fairs to follow. All replies to MORRIS HANNUM, Gratz, Pa.



WANT FOR 3RD DISTRICT ARKANSAS FREE FAIR, HOPE, ARK., SEPT. 25 TO 30

Hanky Pank Concessions and Ball Games, some Percentage Games. Shows of all kinds, non-conflicting.

SUNSET AMUSEMENT CO.

This week, Kennett, Mo., Fair

HELLER'S ACME SHOWS

Tri-County Fair, Leesville, N. C., then Bassett, Va., Legion Celebration, Reidsville, Madison, Carteret County Fair, Buford, N. C.; Farmville, N. C., and 3 others to be announced

Want Eating and Drinking Stands, Guern-Your-Age, Novelties and Diggers. Will book 3 Wheels and 3 Count Stores. Prefer men who does his own legal adjusting. Have all Rides we want, best will book Kiddie Train and Boat Ride. All Birdark, holding space for your 2 Rides. Want Shows—Monkey, Motordroms, Side Show and People for Side Show; also Girl Show. Address: General Delivery, Leesville, N. C., or phone Leesville No. 3 between 6 and 8 p.m. I will be there personally. HARRY HELLER, MGR. Then as per route.

ROYAL MIDWEST SHOWS

—WANT—

Stock Concessions all kind, come in. Will take care of you. Owensville, Ky., Sept. 20-23; Flemingsburg, Sept. 27-30; Vanceburg, Oct. 5-6-7. Enough said, come and get it.

Michael & Dorothy Mackey

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Florida

NOTICE!

All showmen welcome at my Fishing Camp at Bayside Beach, Monument Highway #238, out of Port Lavaca, Tex. Trailer Camp in operation.

E. A. SHERWOOD

General Delivery, Port Lavaca, Tex.

WANT GIRL SHOW

FOR FAIRS—AT ONCE

E. E. FARROW, Mgr., Wallace Bros.' Shows

Jackson, Tenn., this week; Clarkdale, Miss., next week.

FAIRS FAIRS FAIRS

WHITESIDE CONCESSIONS WANT

FAIRS FAIRS FAIRS

TWO COUNT STORE AGENTS, CONTACT JOHNNY CARPENEK Bobby Locke, contact Mickey Griffin. Skillo Agents for eighteen-foot Sixm Skillo, Wheel Agent. General Concession Help, come on. All replies:

A. R. "DUTCH" WHITESIDE

Dillon, S. C., this week; Bennettsville, S. C., next week.

VICTORY EXPOSITION SHOWS

WANT

WANT

Agents for all kinds of Drink Shows. We want Hand Hanky Panks and Hanky Pank Agents, come P.C. open. Need help who drive and don't drink. Agents, contact:

H. N. REEVES

Anniston, Okla., this week; Lawton (Saturday Pay Day) next; Iowa Park and numerous other fairs to follow.

CONCESSIONS WANTED

GROVE CITY, OHIO, ANNUAL STREET CELEBRATION, September 28-29-30

Want Flies, Novelties, Lead Gallery, Ball Games, Waffles, French Fries and Stock Concessions of all kinds.

FRED NOLAN—NOXAHALA PARK

Phone: 2-8252. Xenia, Ohio

San Jose Opens Strong in Wake Of \$45,000 Fire

SAN JOSE, Calif., Sept. 16. — Despite a \$45,000 fire that destroyed one of the main livestock barns just before the Monday (11) opening of the sixth annual Santa Clara County Fair, the event stands to beat its 1949 mark of 174,687.

Dedication ceremonies at the new \$500,000 grandstand, seating 5,356, were held opening night. A 35 by 80-foot portable stage, weighing 160,000 pounds and costing \$81,000, also made its debut. The stage is towed into position in front of the grandstand for performances and moved aside for track and rodeo events. Structure is moved on 32 airplane wheels.

With an attendance goal of 200,000, the fair got off to a good start. Opening Monday night, attendance thru Wednesday night was 51,527 as against 48,336 for the same 1949 period.

West Coast Shows, headed by Mike Krekos, again has the midway. The grandstand show features Helen O'Neill chorus and acts booked by the Bert Levey Circuit. Art LaRue & Company, clowns; Betty Ann, Happi and Lindy are appearing in the Candyland Revue. Elwood Hart's orchestra is playing for free dancing nightly at the Oriental dance pavilion, where folk dancing exhibitions are held.

Kids' Days were held Tuesday and Friday. The fair also has had four days of quarter horse and harness racing with rodeos yesterday and today.

12-UNIT GREYHOUND

FOR SALE

(Reasonably Priced)

Either on location or with top for road.

E. YOUNG

889 Columbus Ave. New York City
MONument 3-1053

WANT

FOR BROOK NEAL, VA. TOBACCO FESTIVAL, WEEK OCTOBER 2

The winter bank-roll spot of the year. Come and get it. A free gate and a sensational free attraction. Confessions of all kinds. (No gift or percentage.) Shows of merit, Motordrome and Penny Arcade.

Next week, September 25, St. Marys County Colored Fair, Lovettsville, Maryland (six miles from Leonardtown, Md.) this week, Marshall Corner, Indian Head, Maryland.

BARNEY TASSELL UNIT SHOW

WANT

THE YADKIN COUNTY FAIR

EAST BEND, N. C., SEPT. 25TH TO 30TH

Want Girl Show with own equipment, Grand Shows, long season, low percentage. Can place Bull Games, Pony Races, Big Cork Gallery, Fish and Duck Ponds (all Concessions open except Popcorn, French Fries and Bingo). Write or wire:

I. K. WALLACE, Lebanon, Va., Russell County Fair

WANT

WANT

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CARNIVAL ROUTES

(Continued from page 50)

- Coleman Bros. (Fair) Rochester, N. H.
- Coney Island Expo.: Poplar Bluff, Mo.; (Fair) South 25-Oct. 1.
- Craft's 20 Big: (Fair) Pomona, Calif.
- Crescent Am.: (Fair) Marshall, Tenn.; Henderson 25-30.
- Cumberland Valley: Manchester, Tenn.; Athens 25-30.
- Dan-Louis: Irvington, Ky.; Ft. Knox 25-30.
- Delta Am.: Holly Bluff, Miss.
- Diamond State: Nashville, N. C.; Cheraw, S. C. 25-30.
- Dickerson: Sharpsburg, W. C.
- Dixie Expo.: (Fair) King, N. C.; (Fair) Taylorville 25-30.
- Douglas Greater: Puyallup, Wash.
- Downriver Am.: Silver Rouge, Mich.
- Draco Am.: Edinburg, Ind.
- Dress, James H.: West Liberty, Ky.; Newport, Tenn. 25-30.
- Dumont: Earlfield, N. C.
- Dyer's Greater: West Helena, Ark.
- Eddy Bros.: Uniontown, Pa.
- Evans, Valido: Guilford, Mo., 25-28.
- Fair Am.: Red Springs, N. C.; Maxton 25-30.
- Ferris Greater: (Fair) Vallejo, Calif.
- Fidler's United: (Fair) Blytheville, Ark.; (Fair) Piggott 25-30.
- Fleming, Maud: Cody, Cumming, Ga.; (Fair) Montezuma 25-30.
- Franklin, Don, No. 1: Nacogdoches, Tex., 30-31; (Fair) Wharton 20-30.
- Franklin, Don, No. 2: (Fair) Brenham, Tex., 20-23; (Fair) Coleman 20-30.
- G. & B. Rides: Claxville, W. Va.
- Gen. City: (Largest Show) Columbus, Miss.
- Gentsch, J. A.: Koectusko, Miss.
- Georgia Greater: Fairmount, Ga.
- Clifford's: (Fair) Mangum, Okla.
- Gold Medal: Cleveland, Tenn.
- Gooding American Expo.: Centerville, Mich.
- Gooding No. 1: Lebanon, O.
- Gooding Greater: Adrian, Mich.
- Graceland Greater: (Fair) Lexington, Tenn.; Henderson 25-30.
- Grady, Kelle: (Fair) Fulton, Miss.; Red Bay, Ala., 25-30.
- Grand American: Columbia, Mo.; Portageville 25-30.
- Greater Midway: Sharpsburg, N. C.
- Groves Greater: Rayville, La.; (Fair) Jonesboro 25-30.
- Gulf Coast: Charleston, Mo.
- Hagensick's Rides: (Fair) Kincaid, Kan., 22-24.
- Hames, Bill: (Fair) Amarillo, Tex.; (Fair) Abilene 25-30.
- Hannum, Morris: (Fair) Grata, Pa.; Ephrata 25-30.
- Happy Attrs.: Ashland, O.; Zanesville 25-30.
- Happyland: Manchester, Mich.; Salina 25-30.
- Harrison Greater: Angier, N. C.
- Harry's Greater: Madison, N. C.; (Fair) Ashboro 25-30.
- Hartcock Bros.: Van Buren, Mo.; Neelyville 25-30.
- Hayes & Flynn: Richmond, Va., 30-23.
- Heart of Texas: (Fair) Poudre, Okla.; (Fair Festival) El Reno 25-30.
- Heller's Acme: Leaksville, N. C.; Bassett, Va., 25-30.
- Hennies Bros.: Memphis, Tenn.
- Henson, J. L.: (Fair) Hamburg, Ark.; (Fair) Leesville, La., 25-30.
- Heth, L. J.: Scottsboro, Ala.; Carterville, Ga., 25-30.
- Hiawatha: Ferrinton, Mich., 21-23.

- Hill's Greater: Springfield, Colo.
- Rome State: Melrose, Minn., 21-23.
- Hooper State: Greensburg, Ind.
- Hotell, Buff. Mo. 1: (Fair) Livingston, La.; Oberlin 25-30.
- Hotell, Buff. Mo. 2: Natchez, Miss.
- Interstate: Sunbright, Tenn.
- Howard Bros.: (Fair) Logan, O.; (Fair) Old Wheeling 25-30.
- Illiana: Greencastle, Ind.; Cayuga 25-30.
- Imperial Expo.: Medford, Ore.
- Imperial: Ashland, Ill., 20-23.
- Inland: Osceola, Mo.
- J. & B.: Chesterfield, Va., 20-23.
- Johnny's: Bolivar, Tenn.
- Jones, Johnny J.: (Fair) Chattanooga, Tenn.; (Fair) Atlanta, Ga., 27-Oct. 7.
- Keystone Expo.: Hemmingway, S. C.
- Krause, Tom, Philadelphia
- Kille, Floyd O.: (Fair) Pitkin, La.
- Kinland Am. Co.: Moultrie, Ga.
- Lane, Leo: (Fair) Wades, Ga.; (Fair) Crawfordville 25-30.
- Lans, Sammy: (Fair) Van Buren, Mo.
- Lawrence: Mount Airy, N. C.
- Lone Star: (Fair) Linden, Tenn.
- Magic Empire: (Fair) Greenville, Miss.; (Fair) West Point 25-30.
- Maine Am.: Fort Fairfield, Me.
- Manning, Ross: Suffolk, Va.
- Marion Greater: Dillon, S. C.; Bennettsville 25-30.
- Marks, John H.: Frederickburg, Va.; Hickory, N. C., 25-30.
- Merriam's Midway: Iowa Falls, Ia.; Perry 21-23.
- Midway Expo.: Prescott, Ark.
- Midway of Mirth: Monette, Ark.
- Mighty State: Greensburg, Ind.; Versailles 25-30.
- Mighty Page: (Fair) Ashboro, N. C.
- Model: Neosho, Mo.
- Moore's Modern: (Fair) Harrisburg, Ark.; (Fair) Marked Tree 24-30.
- Motor: (Fair) Monroe, Mich., 20-24; Ashley, Ind., 25-31.
- Mound City No. 1: Maivern, Ark.
- Mound City No. 2: (Fair) Rison, Ark.
- Mountain State: Richland, Mo.
- Myers: Shelbyville, Tenn.
- Norfolk's Greater: (Colored Fair) Brownsville, Tenn.
- Northwest Expo.: Rockford, Wash., 22-24.
- Oklahoma Expo.: Boynton, Okla., 20-23.
- Orange State: Aberdeen, N. C.
- Palmetto: (Fair) Camden, Tenn.; (Fair) Palmetto Expo.: Smoaks, S. C.
- Paul's Am.: Osark, Ark.
- Peck Am.: Lexington, Miss.; Newton 25-30.
- Peerless: Appomattox, Va.
- Penn Premier: (Fair) Durham, N. C.; (Fair) Lexington 25-30.
- Pia-Park: (Fair) Coricana, Tex., 25-30.
- Powelson Greater: Dover, O.; Nashville, O., 25-30.
- Prairie Broadway: (Fair) Elizabeth City, N. C.; (Fair) Rocky Mount 25-30.
- Prairie World's Fair: (Fair) Hamlet, N. C.; (Fair) Goldsboro 25-30.
- Purvis: Burgess Store, Va.; (Fair) Kilmarnock 25-30.
- Rainier Am.: (Fair) De Queen, Ark.; (Fair) Parzan 25-30.
- Rose City: (Fair) Lewisville, Tex.
- Royal American: (Fair) Tulsa, Okla.; (Fair) Oklahoma City 23-30.
- Royal Crown: (Fair) Florence, Ala.
- Royal Expo.: (Festival) Sylvania, Ga.; (Fair) Claxton 25-30.
- Royal Midwest: Owingsville 20-23; Flemingsburg 27-30.
- Schafer Just for Fun: (Fair) Temple, Tex.
- Shan Bros.: (Fair) Elberton, Ga.; (Fair) Canton 25-30.
- Shigart, Doc & Son: (Fair) Antlers, Okla., 25-30.
- Siebrand Bros.: (Fair) Albuquerque, N. M., 23-Oct. 1.
- Silver Slipper: Albany, Ky.
- Smith, George: Clyde, (Fair) Farnville, Va.; (Fair) Rockymount, Va., 25-30.
- Snapp's Greater: Fayetteville, Ark.
- Southern Valley: (Fair) Coushatta, La.; (Fair) Olla 25-30.
- Spaulding, A.: (Fair) Pikeville, Tenn.; (Fair) Savannah 25-30.
- Strader, M. A.: (Fair) Alva, Okla.
- Star Am.: (Fair) Marion, Ark.; Earle 25-30.
- Stephens: Blakesburg, Va., 21-23; Milton 25-30.
- Stephens, C. A.: Spartan, Ga.
- Strates, James E.: (Fair) Shelby, N. C.; (Fair) Danville, Va., 25-30.
- Sunset Am.: (Fair) Kennett, Mo.; (Fair) Hope, Ark., 25-30.
- Tassell, Barney: Marshall Corner, Indian Head, Md.; Lovellville 25-30.
- Tatham Bros.: Bismarck, Ill.
- Texas Centennial: Fort Worth, Tex.
- Tidwell, T. J.: Levelland, Tex.; Lamesa 25-30.
- Tin's United: Orofino, Idaho; Hespera 27-30.
- Tinsley, Johnny T.: (Fair) Griffin, Ga.; (Fair) Newnan 25-30.
- Tivoli Expo.: (Fair) Sparkman, Ark.; (Fair) El Dorado 25-30.
- Tri-State: (Fair) Marshall, Ark., 20-23.
- Turner Bros.: (Fair) Dexter, Mo.
- 20th Century: (Fair) Hutchinson, Kan.
- Twin City: (Fair) Mount Ida, Ark.; (Fair) Sherill 25-30.
- Tyler's: South Pekin, Ill.; Dunlap 26-29.
- U. S. Concord: N. C.
- United Expo.: Tearkana, Tex.
- Veterans' United: (Fair) Beatrice, Neb., 18-21; Shenandoah, Ia., 25-30.
- Victory Expo.: (Fair) Anadarko, Okla.; Lawton 25-30.
- Virginia Greater: (Fair) Spring Hope, N. C.; (Fair) Louisa 25-30.
- Vivona Bros.: Hamlet, N. C.
- Vogt's Southern: Hempstead, Tex.
- Wade, W. O.: (Fair) Ludington, Mich.; (Fair) Kalamazoo 25-30.
- Wade, W. O., No. 2: (Fair) Bourbon, Ind.; (Fair) Union City 26-Oct. 1.
- Wallace Bros.: Jackson, Tenn.; Clarkdale, Miss., 25-30.
- Wallace Bros.: (Fair) Lindsey, Ont.; (Fair) Lexington 25-30.
- Wallace, I. K.: (Fair) Lebanon, Va.; (Fair) East End, N. C., 25-30.
- Wallace & Murray: Columbia, Tenn.
- West Coast: (Fair) Madera, Calif., 21-24; (Fair) Monterey 26-Oct. 1.
- Western: Ephrata, Wash., 21-23.
- Williams, Ray: Ridgeville, Ind.

Pittera To Direct Conn. Music Cele

LADDIN ROCK, Conn., Sept. 16.—Mardi Gras and Carnival of the musicians' Local 626, Stamford, will be staged here Friday (22) thru Saturday (30) under the direction of Fred Pittera, it was announced by Peter Esposito, co-chairman of the event.

Esposito said purpose of the event will be to supplement local union funds and enlarge the union library and music equipment in order to improve free summer concert presentations.

Plans call for exhibits, midway features, concessions and shows. Admission will be free and daily free features will include band concerts and variety acts. The event will start with a street parade opening night.

National Amusement Expansion Underway

DAYTON, O., Sept. 16.—Enlargement of the National Amusement Company's factory here is under way. Aurel Vaszin, president of the firm, said the addition of 8,000 square feet will bring the total to 50,000.

Cost of the work was estimated at \$50,000. Orders for amusement devices plus other activities of the company made expansion necessary, he stated.

Texas City, Tex., Annual Sets Attraction Plans

TEXAS CITY, Tex., Sept. 16.—The first annual Mainland Fair-Fat Stock Show and Exposition, to open here November 1 for five days, will have approximately 175 commercial exhibits and close to 500 or more livestock entries, officials announced.

The fair will be opened with a parade, and other attractions will include a queen contest, calf scramble, free acts and a cutting horse contest. United Exposition Shows will furnish the midway.

Vinton, Ia., Nets \$6,179; Plans \$30,000 Grandstand

VINTON, Ia., Sept. 16. — Benton County Fair here has announced plans to construct a new 2,000-seat grandstand at a cost of \$30,000 to replace the present structure which was damaged in a windstorm last May.

Net profit of \$6,179 was realized from the '50 fair held August 7-10.

Prince Albert, Sask., Rings Up 21G Net Profit

PRINCE ALBERT, Sask., Sept. 16.—The Prince Albert Agricultural Society here chalked up an estimated profit of \$21,490 from its August 10-12 fair, according to an interim financial statement released by the board.

The net is 100 per cent above '49 and was realized from receipts of \$57,800 and expenditures of \$36,358.

Chile Bans Trapping

WASHINGTON, Sept. 16.—Chilean wild animals and birds will no longer be available for shows and zoos, Commerce Department reported. Trapping of most birds and animals has been banned for a period of five years because of rabbit infestation. On the prohibited list are wildcats, eagles, polecats, ostriches, ferrets, otters and hawks.

Wilson Famous: Bloomington, Ill.; Astoria 28-30.
Wise Wonderland: (Fair) Nashville, N. C.
Wolf Greater: (Fair) Brocton, Minn., 21-23.
Wolfe Am.: Pinetop, N. C.
World of Mirth: Allentown, Pa.
Yeger's United: Bonne Terra, Mo.

Roller Derby Set For Miami Stadium

MIAMI, Sept. 16.—For the second year, the Roller Derby has been booked into Miami Stadium. Harry B. Taber Sr., president of the sports center, has inked dates for January 18-February 25. For years the mayhem on the Masonite has been run indoors at Coral Gables Coliseum.

In the first outdoor try last year the game was washed out only one night by rain.

Duke Jordan, currently tub thumping for the 17th annual Orange Bowl Festival, will resume his Roller Derby stint after the football classic New Year's Day.

Walled Lake Biz Holds Up; Bell Rejoining Detroit Arena

DETROIT, Sept. 16.—Closing date for the Walled Lake Rink at Walled Lake Park has been set for September 17. Business has shown a slight improvement over 1949, contrary to the general trend of local show business, altho the operating and promotional policy has remained unchanged.

Jesse E. Bell, rink manager, will return to Detroit upon closing to rejoin the staff of Arena Gardens as a promotional representative.

Chi Brailers Visit Arena

CHICAGO, Sept. 16.—Under the supervision of the Roller Skating Club of Chicago, Chicago Braille Center skaters visited Detroit for the recent reopening of Arena Gardens Roller Rink there under the management of Fred A. Martin and Earl King. Chicago Braille skaters now have blue and gold sweaters with the Braille emblem on the chest and a bat on the back, symbolic of the club name, the Blind Bats. Gwen Dell and Davis and Melvin Aldrich, RSCC officers, accompanied the Brailers.

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Recent Lawsuits Reviewed:

Important Decisions Briefed As Service to Rink Operators

By Leo T. Parker

(Recently the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits. To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

Woman Wins Suit

In William vs. Essex Amusement Company, 43 Atl. (2d) 828, where an aged woman was knocked down by some youngsters who rushed in to procure seats, the severely injured woman sued the proprietor for damages and proved the proprietor knew that boisterous boys had been in the habit of climbing over seats in crowds and that the proprietor did not provide police or other supervision. In view of this testimony, the jury held the proprietor liable in damages.

As above indicated, some higher courts have held that a patron who sustains injuries from boisterous patrons may not recover damages, if the proprietor proves he provided police protection to stop boisterous conduct of patrons or did not anticipate unruly conduct of patrons. But the patron may recover damages if he proves the proprietor failed to use ordinary care to anticipate boisterous conduct of patrons.

Again see Terrell vs. Key, 159 Pac. (2d) 704, where a person was seriously injured when he was pushed by another during a brawl participated in by patrons following a crap game. He sued to recover damages. Altho the lower court refused to hold the proprietor liable, the higher court reversed the verdict, saying all proprietors must exercise the care and diligence for the safety of their patrons.

See Sims vs. Strand Theater, 29 Atl. (2d) 208, where the testimony showed a person purchased a general admission ticket and stood waiting for an opportunity to obtain a seat. The crowd in the lobby surged forward and in the rush she was thrown to the floor and was trampled on. In holding the proprietor liable, the higher court said:

"Crowds made up of individuals vying with each other to obtain seats in a place of public amusement are likely to become unruly if not controlled. Defendant (proprietor) must have known that failure to exercise control involved an unreasonable risk of injury."

Also, in Neering vs. Illinois, 383 Ill. 366, the Supreme Court of Illinois held it actionable negligence if a proprietor has knowledge that vagrants are in the habit of congregating and he fails to furnish protection against assaults by such vagrants.

Court Announces Rule

And, again, in Anderson vs. Carolina, 12 Wash. (2d) 637, the higher court announced the rule that where a proprietor knows that large crowds are accustomed to congregate at certain hours, and to crowd and jostle to gain admittance, the proprietor is put on notice of the danger.

On the other hand, in all of these decisions the courts clearly held that no proprietor may be held liable for injuries to a patron if the testimony shows the proprietor's employees or agents used "ordinary care" to protect the patrons. Thus, altho proprietors of amusements are put on notice by knowledge of dangers to patrons, the proprietor is not liable if the testimony proves he used the same degrees of care to protect his

patrons as would have been used by other amusement operators under the identical circumstances.

Spectator Injured

Considerable discussion has arisen from time to time over the legal question: If a spectator at a sporting event gets injured is the proprietor liable in damages?

In the late case of Dusck v. Carter, 52 Atl. (2d) 788, the higher court held that a patron does not assume the risk of ordinary dangers. In this case the testimony showed that one of the wrestlers in a match threw the other thru the ropes onto a spectator who received severe injuries. He sued the promoter of the wrestling match for damages. The jury awarded the spectator \$150 damages. The higher court held that the damage allowance was inadequate, saying:

"It cannot be held as a matter of law that the plaintiff (Dusck) assumed the risks of the danger which resulted in his injury. . . . If it is true that one of the objects of wrestling is to throw a wrestler as far as possible from the ring, such purpose can be said to be a matter of common knowledge and we so hold. . . . That \$150 is grossly inadequate to compensate the plaintiff for the damages he sustained is self-evident."

Flint Rollerade Debut Features Exhibition Kids

FLINT, Mich., Sept. 16.—Fall opening of Flint Park Rollerade was held Friday (8), marking the start of regular skating and class sessions. Beginners' skating classes will be held Tuesdays with dance classes for beginners on Fridays. Junior classes start Saturday (16), with senior classes on Sunday.

Feature of the opening night program was a series of skating exhibitions, featuring Nancy Lee Parker, senior ladies' free style (American) champion, and Ray and Gertie Miller, of Mount Clemens, Mich., intermediate pairs regional champions in a free-style exhibition.

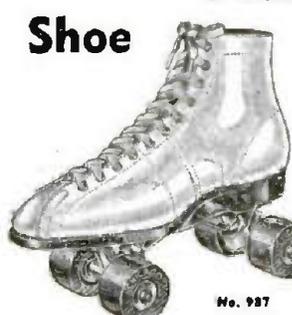
Micky Dunn Jr., manager of the Mount Clemens Arena, recently presented a special night of racing by his skaters at the Rollerade, with Charles Tomlinson defeating Bernard Lick. This was one of a series of visits by Mount Clemens racers to various rinks in the State. Tomlinson, who won the American junior boys' speed championship in the nationals at Denver, was presented with his trophy at the Rollerade in a special ceremony.

New policy at the Rollerade this season will be the actual editing of Rollerade News, official club paper, by skaters. This will bring them more closely into actual participation in all rink and club activities, it is felt.

Mr. and Mrs. Earl King, owners, will be in Detroit much of the time to handle Arena Gardens, which King is taking over as a partner of Fred Martin. Their son will manage the Rollerade.

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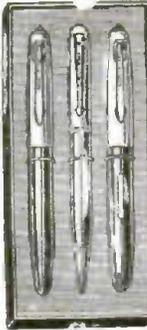
\$5.00 each \$57.50 per doz.

GIVE TO THE DAMON RUNYON CANCER FUND

DIRECT From Manufacturer
Sensational Value

Beautiful 3 piece set Hinged ball pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

SPECIAL PRICE
\$48.00 per Gross Sets
Sample Set, \$1.00



These Pens Sell Like Wildfire!
Combination ball pen and lighter.

35¢ EA.

New 1950 Vacuum Filler

\$4.20 Doz.

\$48.00 GROSS

All Metal Sets

7875A Ball Pen, Lighter and Fountain Pen (8 boxed), per gross.....\$44.00

7875B Ball Pen, Pencil and Fountain Pen (8 boxed), per gross.....\$44.00

7875C Fountain Pen & Pencil (Boxed), per gross.....\$48.00

7875 Flashlight with Chain (12 on Card), per gross.....\$4.00

600 Ball Pen (12 on Card), per gross.....\$4.00

Smart sold-plated finish. 25% deposit with order.

Send \$2.50 for Samples.

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27 East 32nd St.
New York 10, N. Y.

Outstanding Jewelry Values



GENUINE IMPORTED MOSAICS
(Imported from Italy)

\$6.75 doz. & up

Earrings, bracelets and brooches, all with perfect, in detailed hand workmanship, striking colors set in a silver or gold background, forming beautiful floral effect. A natural for souvenir shops and gift stores. Expensive appearance guarantees rapid sales. Also genuine butterfly wing jewelry and a complete line of imported and domestic jewelry and novelties including living pictures. Inquiries invited.

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GUARANTEED SALES

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20 New Art Studies
FULL COLOR

MILD CIGARETTE VIEWER

THIS IS AN ITEM THAT WILL SELL ANYWHERE YOU HAVE EVER HANDED... AND WILL MOVE 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 who wants one or more, EUSEE your 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 prepay in the U.S.A.

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BOX 1285 SIOUX CITY, IOWA

ATTENTION! NOVELTY STORES!

Rush \$2.00 for Samples of 15 Fast Selling MAGIC TRICKS, JOKE & PUZZLES. Retail Value About \$4.00.

STATE LINE OF BUSINESS AND ASK FOR LARGE WHOLESALE CATALOG NO. 10.

D. ROBBINS & CO.
131-B W. 42nd St. New York 18, N. Y.

AGENTS AND MANAGERS

(Continued from page 82)

RFD SALESMEN MAKE EASY EARNINGS with America's leading fastest selling Poultry Magazine, maximum commission plus bonus unlimited opportunities. Poultry Tribune Box 100 Mount Morris Ill. oc7

SALESMEN, DISTRIBUTORS — FAST SELLING Jewelry Items; direct factory connection Pickering Co., B-19 Bank St. Attleboro, Mass. oc23

SELL NEW, USED CLOTHING FROM HOME, auto, store; Men's Suits, \$1.25; Leather Jackets, \$5; Overcoats, \$5; Dresses, 18; Ladies' Coats, \$5; other bargains. Catalog free. S&N, 345 C Roosevelt, Chicago 7. np

SELL DUPONT NYLON UNIFORMS—COM- plete line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurse, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully. Hoover, Dept. H-109, New York 11, N. Y. np

SLEEP—AMAZING CHRIST PICTURE with slanting features; never offered before; will promote sleep; sample 50¢; money back guarantee. Outstanding Products Co., 2118 St. Clair Ave., Cleveland 8, O. oc14

SELL TODAY'S MOST SENSATIONAL, FAST- selling novelty; changes nickels into dimes—changes nickels into aspirins; fascinating, thrilling; tremendous profits; 1 dozen, \$6; retail \$1 each; get in on the ground floor for your territory today; complete set of 50 sample tricks, \$1. Write Chas. & Cain, 37 West VanBuren, Chicago 6, Ill. np

SOUVENIR SEA SHELL KEY CHAINS (IM- printed Report, Name, What Note Co., 5 Maryland, Atlantic City, N. J. oc30

STAG ASSORTMENT — FOR MEN! ILLU- strated Cartoon Booklets, Photos Breath-Taking Lovelies, \$1 prepaidd. Steele, Box 478-A, San Francisco. np

TOP VALUES—XMAS CARDS TO SELL FOR \$1, 65¢, 25¢, 25¢; aluminum folia folders, etc.; all four samples mailed postpaid for \$1; no c.o.d.; our 200 year. Charles Ufert, 18, 17th St., New York 3. np

WAGON AND ROUTE MEN—SELL SLICK OR- iginal Perfumed Spray to tap rooms, homes, etc.; eliminates odors, imparts scintillating aroma; dole your money, no sales resistance; send \$5 for sample bottle and sprayer (postpaid); sells for \$1.75 (money back guarantee). The Slick Shine Co., Est. 1901, 207 Astor St., Newark 3, N. J. np

WANTED — LOWEST PRICES, CHILDREN'S Comic Books, Pen Sets, Novelty Lighters, Xmas Cards, Toys, etc.; send samples, lists. 478-A, San Francisco, Jersey City, N. J. np

"WILDERNESS ROSEBUD"—AMATEUR BEAU- ty posing, artist's inspiration, lighting, reviewing, 25¢; dealers supplied, Exchange, 271-BB, Jonesboro, Tenn. oc30

XMAS GREETINGS—NEW WESTERN ORIG- inal, stimulating by famous cowboy artist; 12 attractive folders with matching envelopes send postpaid for only \$1. Send name, address and \$1 to Argus Printing Co., 415 Clay St., Sidney, Ia. np

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinawa, 34¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free. 478-A, San Francisco, Chicago 7. np

30 COMIC BOOKS (CHILDREN'S), \$1; 70 FOR \$2; perfect condition; Magic, 224 Monticello, Jersey City, N. J. np

300% PROFIT SELLING 23x35 AMERICAN Flags and Eagle, Welcomes Home Sets; sample set, \$1 prepaidd. Jarison, 724 So. 16, Omaha, Neb. np

ANIMALS, BIRDS, PETS

ATTENTION, WILD LIFE MEN—ADULT CIN- namon White Face Ringtails, \$2.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also Pacas, Agouti, Cebuyara, Giant Antelopes and all other South American Birds, Animals or Reptiles; ¼ cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1080 Curtiss Dr., Hialeah, Fla. oc23

BABY PYGMY HIPPO (100 POUNDS); MOTHER and baby Monkeys, Rabbits, Chimpanzees, Leopards, Kangaroos, baby Elephants, Musangs, Civets, Crowned Pigeons, Cranes, Pythons, Boas, Snake Dens, Chase Wild Animal Farm, Egypt, Mass. oc30

DOG, PONY, MONKEY, CIRCUS ACT, ALSO for magicians; White Doves, White Fantail Pigeons, 6; Polka Doves, Panamanka's Headquarters, 3504 N. 8th St., Philadelphia 40, Pa. np

HEALTHY SNAKES, ARMADILLOS, IGUANAS, Boas, Gila Monsters, Mexican Beaded Lizards, Rhesus Monkeys, Platina Monkeys, Alligators, Albino Raccoons, Coati-mandis, Aoutas, Peafowl, Squirrels, Giant Jungle Rats, Hamsters, Guinea Pigs, Opossums, Ferrets, Ringtail Cats, White Cats, Prairie Dogs, Rabbits, Foxgloves, Raccoons, Fantail Pigeons, Terrapins, Bantams, Phone 141, Otto Martin Locke, New Braunfels, Tex. oc1

LARGE PAT ALLIGATOR, APPROXIMATELY 7 feet, many years in captivity, perfect feeder, etc., \$75. Dons assorted Snakes, \$25. Ringtail Monkeys, \$40. Red Fox, \$15. Raccoons, \$15. Trails End Zoo, St. Stephen, S. C. oc30

MONKEYS—CAGE TYPE CINNAMON RING- tails, \$22.50; very young for pets, \$27.50 ea.; 4 for \$91. Baby Beagles, \$40; Dog Collar, up to 7 ft., \$3 per ft.; over 7 ft., \$5 per ft. Terms ¼ cash, balance c.o.d.; dealers, write for quantity discount. The Rocky Pet Shop, 1113 Franklin St., Tampa, Fla. oc23

RINGTAIL, RHESUS, JAVA, BONNET MON- keys, Rattlesnakes, 6 for \$20; animals, birds, reptiles. Monroe Game Farm, Monroe, N. Y. np

SIX BENGAL TIGERS TRAINED ACT OR FOR sale. Details, Male Terrier Society, Write for details. Miami Rare Bird Farm, Kendall, Fla. oc23

SPECIAL SURPLUS SALE—SOUTH AMERI- can Red Tailed Boas to 7 ft., \$2 per ft.; Tegu Lizards, \$15 each. Mono Trading Co., 1080 Curtiss Dr., Hialeah, Fla. oc30

WANTED—LOCATION SOUTH FOR WILD AN- imal farm of 500; have 11 lions, bears, monkeys, etc.; partner or percentage. Box #C.217, c/o Billboard, Cincinnati, O. oc23

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FOR SALE—50x120 PORTABLE RINK IN A-1 condition; used 60 months; cost over eleven thousand; will sell for four thousand eight hundred. Harry Numbers, 703 So. Main St., Monmouth, Ill. Phone 1996 any day until noon. oc23

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FREE FOLIO—700 MONEY MAKING DEALS; plans, formulas, supply sources; unusual items. Kofanite, E. Box 372, Dayton 1, O. oc30

FREE FOLIO—700 MONEY MAKING DEALS; unusual items; whole supply sources. Write Rembrand Service Bldg., Smithfield, O. oc14

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LEARN PITCHING AND MAIL ORDER—FT. Smith Auction School, Fort Smith, Ark.; term soon; veteran approved; free catalogue. oc27

LIFETIME BUSINESS OF YOUR OWN — Small investment; mail order news shows how. Carmine Talarico, 676 Sandt's Court, Easton, Pa. oc30

MAIL ORDER BEGINNERS — NEW 10,000- word Hand-Book, by noted expert, shows "how" spare time, small capital; from idea to mail-order success. "Business Development Plan." Profitable Mail Selling Ideas. "Pointers Along the Mail-Order-Trail" and Starting Questionnaire, \$2.50, postpaid. Satisfaction Guaranteed. Maupin & Maupin, 1274 S. E. 26th, La Fayette, Ind. oc14

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MUSICIANS—ALL INSTRUMENTS; FREE EM- ployment service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iola, 218 So. Main, Fairmont, Minn. np

NAME AND ADDRESS OF ALMOST ANY manufacturer, wholesaler, distributor, jobber, etc., 50¢ each. Donald Kelly, A-9314 Whitcomb, Detroit 27, Mich. oc14

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QUICK SIGN PAINTING—USE LETTER PAT- terns; avoid costly work and wasted time; write for sample. John Babin, A-1332 Central Ave., Chicago 81. oc14

THE SECRET'S OUT! LEARN REWEAVING! Method copyrighted; free details. Frank Harris, 4335 South Carrollton, New Orleans, La. oc23

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 94 in this issue.

COSTUMES, UNIFORMS WARDROBES

SINCE 1889 COSTUME BARGAINS, CHORUS, dollar up! Principals, three up; no catalog; state wants. Guttenberg, 9 W 16th St., New York 11, N. Y. oc7

FOR SALE SECONDHAND GOODS

ABOUT ALL MARSH POPPERS AVAILABLE— 30 complete Candy Corn Machines and Cookers \$225 complete set; 50 all electric from \$155. Krispy Korn 120 S. Halsted Chicago, Ill. oc30

FOR SALE—PORTABLE ROLLER RINK; COM- plete, practically new, used 7 weeks; 40x30 tent, sectional floor, 30x84, 80 prs. Chicago skates, FA systems, Hoop, trailer, wiring, skat parts, \$3,000. B. S. Orr, 224 Kings Highway, Murfreesboro, Tenn. np

POPCORN MACHINES, PEANUT ROASTERS Geared Kettles Copper Caramelize Candy Kettles, Hot Dog Gas Heating Equipment. Northside Co., Indianapolis Iowa oc30

STAR POPCORN MACHINE—FLOOR MODEL; good condition, \$35; Walk Through Show, \$50. Bebec, Box 260, Postville 13, Mich. oc23

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Beautiful finish, high quality knives, pencil, ball pen and fountain pen. Complete in attractive gift box with gold embossed price tag. A flashy, fast-selling promotional item!

\$6.00 Doz.
\$65.00 Gross
SAMPLE, 75¢

25% Deposit, Balance C. O. D.

CUTTLER & COMPANY, INC.
62 Broadway...New York 10, N. Y.

FAIR SPECIALS

FEATHER DOLLS

Hi Hat, Hinged w/ jewelry

	Doz.	Gross
7 inch.....	\$1.50	\$16.50
9 inch.....	2.25	24.00
12 inch.....	3.50	39.00
15 inch.....	6.00	

FUR MONKEYS

	Gross
4 inch.....	\$ 3.60
5 inch.....	4.80
6 inch.....	6.75
8 inch.....	14.80
9 inch w/Clow hat.....	12.00
10 inch.....	18.00
11 inch.....	21.00

RAYON PARASOLS

Flowered Designs, Ass't Colors

22 inch Spread, doz.....	\$3.60
24 inch Spread, doz.....	4.20
27 inch Spread, doz.....	4.80

MECHANICAL TOYS

Small Walking Bear, doz.....	\$ 3.75
Large Walking Bear, doz.....	4.75
Urchy Dog, gr.....	14.50
Waggle Dog, gr.....	16.00
Wind-Up Auto Car, gr.....	14.40
25% deposit with order, balance C.O.D.	

Schattur Novelty Co.

142 PARK ROW NEW YORK 7, N. Y.

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 K.C.P. 3 Medium, Size White Stones

Per Doz. **\$19.75**

#B2245/5

Genuine 1/30 14K R.C.P. Simulated Hamamite Intaglio With 6 White Stones

Per Doz. **\$22.50**

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. D. D. Orders.

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1155 26th Street Des Moines, Iowa

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN

To attract over 1000 signages, comedy, general, religious, ultra-blue signs for homes and general display. **MAKES MONEY** on out-take—no initial cost!

COST 6¢—SELL 35¢

15 Samples Ultra-Blue Store Sign #111	\$1.00
15 Samples Ultra-Blue Bellows Sign #111	1.00
15 Samples Ultra-Blue Comedy Signs #111	1.00
Above Samples Mailed Postpaid	
100 Ultra-Blue Stock Signs, 7x11, 54.00, No C.O.D.	
L. LOWY, 612 Broadway, N. Y. 3, N. Y., Dept. 849	

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Best quality—bright lacquered finish—good packing. We need warehouse space for other merchandise and must move two hundred cases at once.

No. 1—Lg. Ass'd., Pkd. 24 to 50 Pieces in Case 21¢
No. 2—Med. Ass'd., Pkd. 40 to 60 Pieces in Case. Each 15¢
No. 3—Sm. Ass'd., Pkd. 60 to 100 in Case. Each 9¢

Half cash must accompany all orders—all orders shipped same hour received. Wire or airmail your orders. We have a complete line of Metal Horses.

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SPECIAL VALUES!

DIRECT IMPORTS

Large Walking Bear \$6.50 doz.



Gross lots, \$6.00 doz.

	Dozen	Gross
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WHITE BEGGING POODLE	7.20	6.50
WALKING CAMEL (Plush)	7.75	7.20
WALKING CAMEL (Metal)	7.20	6.50
BLACK WIRE DOG	7.20	6.50
TUMBLING DOG (Metal)	6.50	6.00
ROLL-OVER CAT	7.20	6.50
BEAR ON TRAPEZE	7.50	6.75
ELEPHANT	7.50	6.75
JUMPING DOG	7.20	6.50
WALKING GORILLA	7.20	6.50
ROARING DOG	7.50	6.75
WALKING LION	7.50	6.75



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With Bell \$8.00 DOZ.

Gross, \$7.20 Doz.

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 16 PIECE SERVICE FOR 6 \$ 6.75
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14 pc. extra heavy gauge, spun virgin aluminum. Guaranteed. 32 page cook book in full color. Display folder showing \$49.95 retail price.

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 Makes finished photos in 3 minutes. Takes and finishes 30 to 40 overlatina black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPECK" direct positive paper. Picture size 2 1/4 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. BH
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 1161 N. Cleveland Ave. Chicago 10, Ill.

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 Write for Free Catalog

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 104-22 BLVD., DEPT. O
 ROCKAWAY BEACH, N. Y.

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ADDISON MINIATURE TRAIN—14 PASS., PERFECT shape, with or without truck; also Popcorn Mach. John Goff, 1888 W 7th St., Dunellen, N. J.
 BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 10 and 35mm; Arca, Rectifiers, Chairs, Drapes, Screens, S. S. Cinema Supply Corp., Dept. L, 602 W. 53d St., New York 19, N. Y. se30

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PEARL HANDLE Pistol Lighter \$21.00 DOZ. \$2.00

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Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

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All the World Will Love These Little Lovers. But What Makes Them Both Blush?

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(with 4 sets of changing animals)

\$3.60 dot. \$39.00 gross. Sample 50c

Order Now—Immediate Delivery 25% deposit, balance C.O.D.

THE B. AND B. CO. 251 N. Union St. Olean, N. Y.

CASH IN ON THESE HOT ITEMS!

NEW TYPE—FULLY AUTOMATIC PISTOL LIGHTER—Pull trigger—it lights in front. Release trigger—it's out. No screws to hold base. Can be converted from table to pocket use in a split second. Small enough for pocket, yet large enough for realism. Black handled. ... \$24.00 dot.

SCRIBBLES—The Doll of a Thousand Faces. All plastic washable doll. Make her laugh, cry, see or happy. ... \$9.60 dot.

HOUSE OF 1001 ITEMS MINIMUM ORDER \$10.00 25% Deposit, Balance C. O. D. Plus Postage. Wholesale and Jobbers. Write for Current Price List

UNITED ENTERPRISES 175 Fifth Ave. New York 10, N.Y. Suite 1810

It's New—It's Guaranteed It's American Made

Waterproof, radium dial, stainless steel back, strap, boxed. 15 JEWELS \$9.80

IRVING BERK 145 West 45th St. New York 19, N. Y.

Genuine Latest Styles Brand New FUR COATS

Jackets and Scarfs FUR COATS—\$19.50 EA. Send \$2.00, bal. \$17.50 C.O.D. Be 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! Write or write today for free price list and catalog. Coats wanted! ROSE FUR CO., Dept. P-23 20 W. 27th St., New York 1

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY 8 x 10—5¢, Postcard—2¢, Blowups, 20 x 30—32, 30 x 40—43 NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE sample & list. MOSS PHOTO SERVICE 153 W. 46, N.Y. 19

PHOTO SUPPLIES, DEVELOPING-PRINTING

ARTISTS, BUBLESK FANS, PHOTOGRAPHERS—Exclusive Movies, 8mm., 50 feet, \$2.75; 16mm., \$3; rush 25¢ for giant list; over 200 titles and projection strip, deductible first order. Leo Beresh, "The Movie King," 2537 Woodward Ave., Detroit 1, Mich.

COMIC FOREGROUNDS AND BACKGROUNDS, Photo Mounts, Chemicals, Paper, films and Comic Cards for small photos. Miller Supplies, 1535 Franklin St., Louis 6, Mo. sc23

COMPLETE STOCK DIRECT POSITIVE SUPPLIES, Direct and New Eastman Paper, Lomo Star Photo Supply Co., 2403 Elm St., Dallas, Tex. not

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. sc28

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need, reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1913. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. sc28

DIRECT POSITIVE OPERATORS—WE HAVE the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. sc30

LOW-COST FOLDERS—3x5, 5x8, 10x10; WRITE free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenoida, Pa. sc14

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. sc30

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 x 9 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d. samples. Diecover Printing, 3233 Cleveland, Kansas City 4, Mo. sc23

ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5; Modern Print, Box 34, Bayville, Md. sc30

BUSINESS CARDS—RAISED LETTERS; 7 Lines; sample sent; \$3.95 per 1000. Paul Brazer, 21 Dean St., Bangor, Me. sc14

DECALS PRINTED—YOUR COPY, 28 EYE-catching designs; write for illustrated folder. Grand, 2506-B 52d, Kenosha, Wis. sc22

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

ACCORDIONIST—GIRL: GOOD AMATEUR; stage show; has instrument. Bert Dean, 518 W. Alherton Rd., Flint, Mich.

ALL GOOD ACTS TRAVELING THIS WAY wanted; Novelty Acts, Singers, Exoticia Comics, Dancing Girls for chorus work; state salary expected; all good, no drunks. Joy Theatre, P.O. Box 534, Phone 893, West Memphis, Ark. sc30

BANDLEADER—TOURING WESTERN SHOW; all bands, musicians, act; considered; also M.C. for quiz show; begin Oct. 15; give weekly salary required and all data. Box C-219, Billboard, Cincinnati, O.

CUSTOMER—FAST, DEPENDABLE; CUT without pattern; all found experience; state capabilities, wages first letter. The Customer, 238 State St., Schenectady 5, N. Y. sc7

GIRL MUSICIANS, ENTERTAINERS, ALL INSTRUMENTS; touring Western band; consider any musician, band or act; man with arrangement possible; state minimum weekly salary, etc.; begin around Oct. 20; also pianist, accordionist. Box C-128, Billboard, Cincinnati, Ohio. sc30

MEN AND BOYS TO DISTRIBUTE CIRCULARS; good pay. Write National, 52 W. Whittier St., Columbus 4, O.

MUSICIANS—TWO REAT BAND, SLEEPER bus, salary, steady. Buddy Bair, Box 113, Colome, S. Dak. sc14

GOOD PRINTING—LOW COST; 100 8 1/2 x 11 Bond Letterheads and 100 6 1/2 Whitevelope Envelopes, five lines copy, \$2.25 postpaid. Meru Products, 16 Morrison, Punxsutawney, Pa.

NEIGHBORHOOD EMBOSSED LETTERHEADS; Distinctive Size, design, gold and colors; samples 10¢; be surprised. Holiday Color-Print, Knox, Ind. sc30

QUALITY PRINTING AT LOWEST COST—Circulators catalogs, publications, stationery; free price list. Adams Printing, Dept. 337 West Washington, Chicago 2, Ill. no25

RUBBER STAMPS, 5 OR 4 LINES, \$1 POST paid; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine Cincinnati, O. sc43

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing, Cato Show Printing Co., Cato, N. Y. sc14

100 8 1/2 x 11 LETTERHEADS, 100 LAROE ENvelopes, Hammermill Bond, 5 lines copy, \$2; samples free. Ace Press, Clearwater, Fla. sc14

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 452-25, Lincoln, Chicago, Ill. np

HOTTTEST MONEY-MAKER OUT—NEW IDEA Ironing Pad pays you up to 10% profit. Save hours' time, labor, money. Sells on minute demonstration. Fully guaranteed. Other sensational selling new household aids. Free sample offer. Shearon, 1223 South 25th, Dept. 502, Milwaukee, Wis. sc23

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COL-Ors, Needles, Outfit; genuine German Felten ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3, Cal. sc7

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines designs, Colors, complete outfit; illustrated catalog free. Milt Zels, 728 LeMay, Rockford, Ill. sc30

WANTED TO BUY

I WANT YOUR USED SILVER KING TARGET and Duck Penny Gum Ball Machines; state price. Capitol Coin, 2360 N. 14 St., Milwaukee 8, Wis. sc30

I WANT TO BUY NUDE MODEL PHOTOS, Strip Teasers, etc., from confidential wholesale source; send samples, prices. Box C-214, United Billboards, Cincinnati, O. sc30

USED SIDEWALL—10 FT., WANT 400 FT. large used tent for show, banners for lion show. Box C-216, c/o Billboard, Cincinnati, O. sc30

Sell DUNHALL WATCHES For BIGGEST PROFITS



RHINESTONE DIAL WATCH

In 14K Gold Plated Case

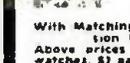
• Brand New • Written 1-Year Service Guarantee • 5 Flashing Rhinestones and 4 Simulated Rubies • Genuine Swiss Movement • Looks Like \$50 Watch • Individually Gift Boxed • Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



14K Gold Plated CHRONOGRAPH

\$4.15

• Jewel Movement • Assorted Dial Colors • 1 Yr. Service Guarantee • Instruction Sheet • Copy of 878 Watch • Brand New • Individually Gift Boxed • Genuine Leather Strap



With Matching Gold Plated Link Expansion Band, \$1.00 Add'l. Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 15% with order balance C O D

DUNHALL IMPORTS Co. 101 CEDAR ST., N. Y. 6, N. Y.



PIANO-LIGHTER

Press the Keyboard and it lights. A beautiful miniature reproduction of a "Baby Grand Piano." Body is of simulated ivory and all metal parts are chrome finished. Individually boxed.

\$24.00 DOT. SAMPLE \$2.50

IMMEDIATE DELIVERY Terms: 25% Deposit, Balance C.O.D.

Stanley's Distributors 4108 ROLLINS AVE., BALTIMORE 7, MD. Phone: FO 981 9149

New! Magical! TRICK NOVELTY



Changes Nickels Into Dimes! Fast \$2 Seller

Today's fastest selling Trick Novelty Sensation. Changes nickels into dimes—change nickels into aspirins. Thrilling! Mystifying! Easy operation! 4-piece polished brass. Everybody buys! Individually Boxed.

SAMPLE, \$1.00 for 12 for \$4.00 in gross lots, 40¢ each. ORDER NOW—P.O. Box 408, Chicago 2, Ill. 2% to days to rated firms; unrated firms 15% deposit, balance C.O.D. 407 S. Dearborn St., Dept. 88, Chicago 5, Ill.



CHARMS & CAIN

BIG PROFITS Own your own business stamping key checks, name plates, social security plates. Sample with name and address 50¢

Bart Mfg. Co. 363 Dearborn St., Brooklyn 2, N. Y.

FREE SAMPLES

New discovery. Sharpest Blades in America Big profit. Territory now being allotted. Specialty jobbers, write for samples, prices open territory.

H. L. BLAKE, Broker Little Rock, Ark.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET 54x72 Packed 30 to Case \$3.10 EACH IN CASE LOTS OF 30 \$3.50 FOR SAMPLE Include 75¢ Postage for Sample Order



No. 140 FOMAS Case lots of 30 \$2.75 No. 144 Midway 2.75 No. 145 Mague 3.70 No. 146 Mingo 3.70 Less Than Case Lots Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket.

Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.

1902 N. THIRD ST. MILWAUKEE, WIS.

WISCONSIN DELUXE CO.

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

FIVE PIECE WESTERN OR HILLBILLY BAND for theater tour; have worked with top Western movie stars; two girls, three boys; have good transportation; would like to hear from Western stars starting on tour. Wire or call Johnny Johnson, Phone 8798, Fort Smith, Ark.

CIRCUS AND CARNIVAL

GIRL, 19, DESIRES WORK WITH HORSES, preferably in show business; would be interested in being trained for trick riding or high school horses; quick to learn, free to travel. P. O. Box 205, New Castle, Pa.

FALMIST—DESIRES WORK, FASCINATING in a seductive Gypsy way; also do half and half; age 30; available, \$50 weekly. Phone 9535, Rose Davis, Avella, Pa.

SOBER SAILMAKER FOR WINTERQUARTERS; also make poles, stakes, stake pullers, rope burner lines; references. Plevin, 104 W. Kansas, Chicago.

MISCELLANEOUS

PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at leisure. 202 Lynch Ave., Rochester, N. Y.

PUBLICITY WORK WANTED—THEATRICAL, Sports, Circus, Thrill Show; experienced in Copy, Contact Work; Results produced; current job in auto racing; newspaper, magazine background; single, 25, travel anywhere; have car, typewriter. Fred Lovinger, 610-C Eagle Ave., Alameda, Calif. **ae23**

SITUATION WANTED AS PARTNER to lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

YOUNG ADVERTISING GRADUATE—DESIRES any phase of radio or theatrical advertising or promotion; prefer Chicago area, will travel. Write: Sanford Demian, c/o Lutsko, 8122 Lusk Ave., Chicago, Ill. **ae30**

MUSICIANS

ALTO SAX DOUBLING CLARINET—UNION, Musicians, 536 N. 19th St., Milwaukee, Wis.

COMMERCIAL VIBES, ENTERTAINER, DOUBLING society, Latin drums if required; excellent show tune memory; congenial; established hotel combo preferred. Box C-313, c/o Billboard, Cincinnati, O. **ae14**

DRUMMER—21, WHITE, MAKE GOOD APPEARANCE, do modern vocals, will travel anywhere; can send record and picture. Bob Barry, 17 White Place, Staten Island 10, New York.

DRUMMER AVAILABLE IMMEDIATELY—Combo or large band, semi-nude experience; reliable, will travel. Bill Schaefer, 161 W. Wilkes Barre St., Easton, Pa. Dial 2-1098.

DRUMMER—28, SINGLE, UNION, EXPERIENCED, jazz or commercial, read, cut shows, etc.; location of travel, good equipment, sober, neat appearance; available immediately. Bob England, 320 Crew St., Atlanta, Ga.

EXPERIENCED PIANIST AND ORGANIST—Nineteen months last engagement; attractive lady, good wardrobe, reasonable salary. Box C-215, c/o Billboard, Cincinnati, O.

HAMMOND ORGANIST—MALE, OWN EQUIPMENT, rated among finest in Midwest; smooth, sophisticated style. 710 Riverside, Apartment 2309 1028 N. Jackson St., Milwaukee 2, Wis. Telephone: Broadway 2-7088.

HAMMOND ORGANIST—OWN ORGAN AND transportation; vocals; combo or commercial band. Don Laughlin, 802 N. Kimball, Grand Island, Neb.

ORGANIST—ONE OF AMERICA'S TOPNOTCH Organists; twenty years in leading theatres, hotels, lounges, etc.; available after October 15. Address: Organist, Box 582, Richfield Springs, N. Y. **ae23**

OUTSTANDING ARTIST WITH HAMMOND Organ; Attractive Girl; Tremendous Variety; unusual Novelties for Dancing, Dinner, Entertainment. Serene Cole, 710 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2790. **ae23**

ORGANIST — OWN HAMMOND, DOUBLING piano, accordion, desires connection high-class hotel, restaurant chain as hostess-entertainer. New York-Florida; unnumbered, Local 402; consider working with singing M.C. doubling musical instruments; must be exceptional comedian; no strings. Carol, care The Billboard, 1561 Broadway, N. Y. C.

PIANO MAN AVAILABLE FOR SMALL COMMERCIAL units; South only; union; give details. Piano Man, Magnolia Hotel, Montgomery, Ala.

ROLLER RINK ORGANIST WITH EXPERIENCE desires permanent connection; available after Oct. 15, 1950, Box No. C-209, c/o Billboard, Cincinnati, O. **ae1**

TENOR SAX AND VOCALIST—THOROUGHLY experienced; vocals for solo and quartet work; also appearing; Local 10; desire vocals mainly. Photos on request. Dick Booe, 419 N. Hennepin St., Dixon, Ill. **ae23**

TENOR AND CLARINET, DOUBLE ALTO IF desired; available immediately; draft exempt, 3 years' experience, any style, good appearance, no lush; \$60 minimum. Bill Craig, Box 147, El Dorado, Ark. Ph. 3-7177. **ae20**

TENOR SAX, CLARINET—JAZZ OR COMMERCIAL; neat professional appearance; draft exempt. Phone 4-8226. Lee Ubrich, 530 E. Monroe, Jacksonville, Fla.

TENOR—AVAILABLE OCT. 1; PREFER COMBO or tenor band; have had experience with both; single, age 22, have car. Edie Mae Mattoon; last job with trio, tenor, piano, drums; would organize combo if needed; have excellent library for combo. Roy Ellis, Gary, Ind. **ae30**

TENOR, ALTO, CLARINET — GOOD TONE, reader, reliable, references; prefer commercial; all offers considered. Ralph Hockaday, 723 Main, Manchester, Ia.

TROMBONIST—DOUBLING FIDDLE, VOCAL, read, fake, sweet, Dixie or Western union, cut or no notice; draft exempt; fifteen years experience, ten years with same semi-nude band; married; prefer Houston, Texas, or vicinity. Write or wire. Musician, 3821 O.S.T. Houston, Tex.

TRUMPET, DOUBLE TROMBONE AND BALLOON reader, reliable; available immediately. Call or wire Jimmy Belk, care Mr. T. E. Gibson, Rt. 1 Island, St. Joseph, La.

YOUNG COLORED ORGAN STYLIST DESIRES spot in first class lounge bar, dining room or theater around Metropolitan New York area; now on 13th month at Uprate Club and NBC Mutual Radio Station; have organ; 23 years' experience; union, Local 802, New York City; giant library; lives in New York City, now on location, Reginald Smith, P.O. Box 245, Waverly, N. Y. Phone 587, Waverly, N. Y.

PARKS AND FAIRS

AERONAUTICAL SENSATION — OLD-FASHIONED balloon ascension, inflated by open parachute; multiple parachute drops; just finished entire season at leading Philadelphia park; open for booking in South after Sept. 20th; write or wire now in 31st season; also have references. Col. Frank L. Hiestand, 70 So. Illinois St., Greencastle, Ind. **ae20**

AT LIBERTY — YOUNG LADY; SINGLE; Frantic, Ladder Platform, Rolling Globe. P. R. Gray, 671 Sweetser Ave., Evanston, Ind. **ae20**

AT LIBERTY—TWO MALE; ACRO-BALANCE in newly star available theatres, clubs, fairs. E. Bourbonnais, 6195 Grosveau, Smiths Creek, Mich.

BALLOON ASCENSIONS, PARACHUTE JUMP- ing; modern equipment for parks, celebrations; always reliable. Claude L. Shaler, 1041 S. Denver, Indianapolis 21, Ind. **ae23**

"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.

FOR THE BEST IN ENTERTAINMENT, IN- door or outdoor events, contact The Lehmbecks, 5 people act, 2015 Oliver St., Fort Wayne 5, Ind.

GREAT CALVERT — AMERICA'S LEADING high wire performer; all bookings independent; price, \$350 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. **ae21**

PRODUCING CLOWN AT LIBERTY OCT. 7— Southern Fairs Grandstand; plenty funny gag numbers. Roy Barrett, Gen. Del., Dupelo, Miss. **ae21**

SKY PRINCE—AMERICA'S YOUNGEST DAREdevil, 110 ft. away pole with 120 lbs. Fair Celebrations or balance season with reliable carnival. Leo Slado, 2646 Park Ave., Detroit, Mich. **ae23**

WORLD'S HIGHEST CONTOURION TRAPEZE 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. **ae30**

VAUDEVILLE ARTISTS

COMIC—VERSATILE; SINGS, DANCES, DOES imitations; would like to join burlesque show around New York; week ends to start. Apply Bert Lues, c/o Rosenbach, 1078 Longfellow Ave., Bronx, N. Y.

COMEDIAN—WHITE OR BLACK; STRONG HIT and act worker; sing and dance, M.C.; have transportation, wardrobe off and on; need references or radio show; relax no instrument; all letters answer ed. Frank Webber, Gen. Del., Dallas, Tex.

NO BETTER VALUE ... ANYWHERE!



DIRECT FROM MANUFACTURER
COMPLETE FIVE (5) PIECE GENUINE
VITRE COSTUME JEWELRY SETS

In Rhodium-White and 24 kt. Gold Plate, lavishly studded with Genuine Imported Diamond - Like Austrian Rhinestones, imitation Pearls and Brilliant First Grade Imported Colored Stones; packed in Attractive Large VELVET - COVERED, SATIN - LINED GIFT BOX with embossed \$24.95 price tags.

only **\$48.00** per doz.

Be convinced—Send for Samples!

Three (3) different exquisitely designed complete sets in box as shown only **\$13.50**

One (1) sample only **\$5.00**

25% deposit with order, balance C.O.D.

← **ACTUAL SIZE OF BOX**
7"x7"x2 1/2"

ALSO AVAILABLE—Complete line of Costume Jewelry ranging in price from \$8.00 per dozen and up.

VITRE 180 FORSYTH ST. NEW YORK 2, N. Y.

Manufacturers of Fine Novelty Jewelry

Elgin : Benrus : Bulova

for Promotional Deals and Big Profits

25c (Cash or stamps) to our 54 page wholesale catalog will be credited to your first order.

<p>Brand new 1950 model cases for a 1 1/2 and ladies. Rebuilt movements, guaranteed like new.</p> <p>15-Jewel \$12.65 17-Jewel \$14.65 21-Jewel \$18.95</p> <p>• Gold Plated Stretch Band, 95¢ add. • R. O. P. Stretch Band, \$1.50 add. • Leatherette Gift Box, 65¢ add.</p>	<p>Something New! WINDSOR SPECIAL</p> <p>7-Jewel, \$ 9.45 15-Jewel, 18.95 17-Jewel, 12.95</p> <p>Very latest designed case with guaranteed rebuilt movement.</p>
<p>RHINESTONE DIALS AT NO EXTRA CHARGE</p>	
<p>Ladies' New Windsor Watch Rhinstone dial 7-Jewel \$9.95 17-Jewel \$14.05</p>	<p>NEW RHINESTONE CASE WATCHES</p> <p>Cases of expensive \$200 & \$300 watches. 7-Jewel \$9.95 17-Jewel \$12.95</p> <p>Wholesale Only—23% Deposit With Order, Balance C. O. D. Open Account to Rated Houses.</p>
<p>MIDWEST WATCH CO.</p>	
<p>55 WABASH AVE. CHICAGO 3, ILL.</p>	

SALPRO CO. HAS MOVED TO NEW AND LARGER QUARTERS MASSIVE MIRROR FINISH IDENTs
The Best by Test—Looks Like \$10 Seller

\$2.75 Doz.
\$20. Gross

25% Deposit With Order, Balance C. O. D.
1944 S. 35TH AVE. Cicero 30, Ill.

Bantam Pocket Novels

Perfect. Full front covers. 34 books.
\$7.00 Per 100 Delivered.
Jobs: Write. 25¢ Coin for Sample.

STANLEY STOPPER
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GOLD WIRE ARTISTS
DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered link chains, spring rings, jump rings, polished gold plate wire, square and round in all sizes and quantities; tie clips, pencil plates, hoops, ear wires, sweater pins and many other items. We also supply such tools as pliers, ring mandrels, wire sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1/25-12K Gold Filled, for which we are sole distributors. It comes in bi-bicolor colors for men and women and makes a beautiful gift. Dozen lots, 39 doz.; 6 for \$6; less than 6—\$1.10 each.

Pat. #150728
T. V. Phelan

Write for \$5 sample line, stating requirements—\$2 deposit required—bal. C.O.D.
For Quality Merchandise, Highly Priced. **EMROW JEWELRY CO.** P.O. Box 93, No. Station Blvd., Lowest Price.

Buy Direct From the Manufacturer and SAVE!

PLASTIC RAYON TOWELS
BIG HIT ON TELEVISION!

Grease, Iodine, and Ink rinse out in cold water. No laundering necessary. May be used many times. Package holds five pastel colors; beautifully wrapped in cellophane. 18x24" 5 towels retail for \$1.00—Your cost, 27 cents per package. Send \$1.00 for two sample packages of 3 towels each. Big profit every pitch. Every order 30% deposit, balance C. O. D. Immediate delivery.

TOM PALMER, P. O. Box 4177, Gratiot Station, Detroit 7, Mich.

Children love them!



No. 17 MOTTLED ASSORTMENT

See Your Jobber Ask for **EAGLE** Mottled Balloons

EAGLE RUBBER CO., INC. Ashland, Ohio

LATEST IMPORTATIONS

Lowest Prices
Immediate Delivery

#500/41 3-pc. silver antimony Table Lighter, Cigarettes Urn & Tray Set	\$9.00 Doz.
#200/58 Camera Lighters	\$7.20 Doz.
#100/40 Giant Porcelain Table Lighters.	\$9.00 Doz.
#2396 Lamp Style Table Lighters.	\$9.00 Doz.
#5825 Western Boot Table Lighter	\$7.20 Doz.

25% deposit must accompany all orders, balance C. O. D. No merchandise will be shipped in less than dozen lots. Write for Pre-Korea Price List.

IMPERIAL MDSE. CO.
893 BROADWAY, NEW YORK 3

HALLOWEEN PARTY HATS—FAVORS

Flat Crepe Hats \$4.50 per 100
 Jumbo Metal Naisemakers 3.50 per 100
 Slow-outs 3.75 per 100
 Metal Caskets 3.75 per 100
 25% WITH ORDER, BALANCE C.O.D.
 SEND FOR OUR NEW CATALOG
KRIEGER MFG. CO.
 OPA LOCKA, FLORIDA

LADIES' FULL FASHIONED 51 GAUGE DUPONT

NYLON HOSE, \$8.50 Doz.

Each pair in beautiful cellophane envelopes. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO.
2540 Monterey Detroit 6, Mich. Phone: Townsend 4-1231

LETTER LIST



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Cincinnati 22, O.

Parcel Post

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 Allen, H. S.
 Allen, Hilda
 Amberg, Peter J. D.
 Anderson, E.
 Anderson, Mrs. Roy
 Anderson, Hilda
 Anderson, Mrs.
 Andrews, Jack
 Anlager Animal
 Arnold, Woodrow
 Auburn, Ilay
 Austin, Ivia
 Austin, John
 Badger, Clarence V.
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 Baker, P. M. (Kid)
 Baker, Harry
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 Baller, Mrs. Alma
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 Beall, H. W. (Kid)
 Beard, James
 Beunelt, Ernest E.
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 Birbo, Bill, E. L. (Mrs.)
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 Blanton, Jennie
 Blumenschein, Wm.
 Boreman, Ernie
 Bottom, John F.
 Bradley, Jr. Clyde
 Brady, Joe
 Brantley, Joe
 Brasell, J. J.
 Broadbent, Wm.
 Broadway, Ada
 Brooks, J. I. (Kid)
 Brown, E. H.
 Brown, Edw. J.
 Brown, E. J.
 Brown, W. C.
 Brown, W. S.
 Buchanan, Jack
 Buchanan, Mrs. Pat
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 Burkes, Mrs. Ed
 Burke, Mrs. Bill
 Burke, Charlie & Annie
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 Burton, Bonnie
 Busch, P. C.
 Butler, Bill
 Butler, Hag
 Buttre, Donald
 Buttry, James T.

Butler, Virgil
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 Flock, Walter D.
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 Francis, Wendall
 Francis, Vera
 Franks, D. J.
 Frank, Diana
 Frank, Tents
 French, Dan
 French, Mr. Jessie
 (Sharkie)
 Fry, Mrs. Harvey
 Furr, Maurice
 Winthrop
 Gardner, Bill
 Galt, Mrs. D.
 Garret, Mrs. John
 Gaul, Walter J.
 Gay, A. D.
 Gehman, H. C.
 Getty, Mrs. Lida L.
 Harding, Angelo
 Gibson, Dor
 Gilbert, Allen
 Gilbert, Jack
 Gilroy, James
 Gindler, Homer & King
 Kinsy, Elliot
 Kinsy, Woodrow
 Kinsy, C. L.
 Knight, Mr. & Mrs.
 Knichton, Alvin
 Kohn, Henry
 Korman, Peter
 Kramer, Paul
 Kummelhoe
 Gray, Robt.
 Green, Mrs. Johnny
 Lambert, Fred
 Lambert, Harold O.
 Lamont, Mr. & Mrs.
 Gomer, J. A.
 Landers, Henry
 Lance, Ross
 Langworthy, R.
 Langford, Harold
 Lashley, Charles
 Latone, Mr. & Mrs.
 Laughton, John
 Lawrence, Wilbur
 Lawrence, Billy
 Leck, Elton L.
 Lee, Coleman
 Lee, Francis
 Leighton, James A.
 Leller, Mrs. Felba
 LeRoy, the Mari-
 Levin, A. H.
 Line, Eddie Cor
 Liss, H. R.
 Little, Carl T.
 Little, Clarence
 Logston, Mr. & Mrs.
 Long, Leon
 Lottridge, Harry
 Lott, W.
 McInnes, Chas.
 McInnes, C.
 McInnes, Glen
 McEwen, C. S.
 McKinley, George
 McGuire, Hugh E.
 McKinley, Eddie
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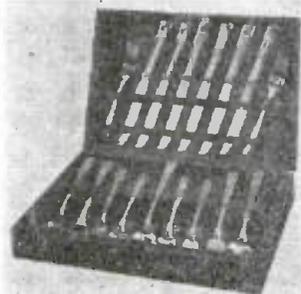
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Arres, Henry
Baker, William J.
Bassett, Alan
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Ball, Bill
Beaudry, John
Boone, Virgil
Brook, H. H.
Burger, Mrs. Mae
Buck, Mrs. Lulu
Butler, Davis
Butler, Mrs. Elwood
Butter, Mrs. Eddie
Butter, Virginia
Caldwell, Edward S.
Campbell, Bob
Campbell, Glenn
Carter, Vernon H.
Cavaliero, Anthony
Chapman, Mrs. Alice
Child, James E.
Cook, John B.
Cochran, Charles E.
Combs, John
Conroy, Alice
Cramer, Albert W.
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Sutton, Neil
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Tol, Ming
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Warren, Robt.
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Warnick, Stanley
Wayne, Russell
Wells, Bro. L.
West, Mrs. E.
West, Ralph
White, Harold
Wherry, Joe
Whitehurst, Russell
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Williams, George
Wilson, Wayne E.
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Wray, Mrs. Rosa
Wright, Thomas G.
Young, Max B.
Zimmer, Fern

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Diaz, Roy
Dion, Mr. & Mrs. Robert
Edwards, Winnie
Foster, Robert W.
Flanagan, Gertrude
Fried, Carl
Hall, Albert
Hartman, William
Kundel, Stanley
Lange, Mrs. Rose
Lamar, Barbara
Leahy, Chas.
Lynch, Jerry (Buck)
Mannick, Mildred
Marlowe, Karl
McCarthy, Plinton
McClure, Glenn
McGrath, Irene
Minden, Mr. & Mrs. George V.
Mitchell, Russell
O'Rourke, Texas
Ours, William
Palce, Percy
Pattrell, Monroe
Pritchard, Ed & Milt
Reed, James A.
Rosen, Mandy
Rosa, Eileen
Scherry, Miss
Schwarz, Altered
Shurack, Irving H.
Seward, Arthur
Shinnon, Sallor Joe
Salvey, Steve & Tony
Smith, Daniel Lee
Stacy, Delmar
Sterle, Erich
Stella, Lady
Trach, J. F.
Wallace, Pare
Williams, Hubert W.
Winn, Joseph M.
Zelanso

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188 W. Randolph St. Chicago 1, Ill.

Battrese, John
Bucher, Hans
Chal and Somyay
Coun, Jerry H.
Doyle and O'Donnell
Eastman, Margaret
McCarthy, and Harry
Fox, Benny
Haven, Helen
Hill, Donald E.
Hornung, Roy J.
Israel, Phil
Jacobs, Paul
Johnson, Sara
Kaylor, James H.
Koli, Arthur
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A NEW LOW PRICE!
NOTHING CHANGED BUT THE PRICE
NUDE CUTIES
Artists Models—Playing Cards



Regulation size playing cards. Plastic coated. 54 different models and poses. In full color, including 2 Joker. Nude Beauties and Cuties as you would like to see them...

\$7.75 Doz.
Gross lots only

\$7.90 Per Dozen Packs
Sample Deck of Cards \$1.00

25% Deposit With Order, Bal. C. O. D.
F. O. B. Chicago, Ill.
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Pitch Men!
Fast Sales, No Effort!



Roy Rogers

Balloons by PIONEER

You get action with Pioneer Qualexter Roy Rogers Balloons. Blow 'em up and they're sold! Just as popular in balloons as he is in movies, radio, rodeos and comic books. Cash in on Rogers' popularity — no effort — these balloons sell on sight! No 9-RR Round, 2 color print — also available in Nos. 8-RR and 11-RR Round, No. 617 Toss-Up. Pitch them — it pays! Write Tbr Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

Small Walking Bears, \$4.00 doz., \$56.00 gr.
Jumping Fur Dogs, \$2.00 doz., \$22.90 gr.
Penguins, \$1.00 doz., \$11.40 gr.
Large Felt Cowboy Hat, \$3.00 doz., \$30.00 gr.
Three-Piece Pen Sets, \$4.00 doz., \$54.00 gr.
Our Best F. Pen, Pencil B.P. Pen, Gold Plated Caps, 6 boxes, 3 Three-Piece Rhinestone Choker Sets, \$3.00 ea., Beautifully Designed, Gold Embossed, \$3.00 doz., \$19.75 price tag, Silk Lined Boxes! Small Assorted Plush Animals, \$1.00 doz., \$10.50 gr.
Large Assorted Plush Squashy Animals, \$4.00 doz., \$48.00 gr.
Rubber Masks, \$6.50 doz., \$72.00 gr.
Al Capp's "Li'l Abner," "Osby Mae," etc.

THE S. & P. NOVELTY COMPANY
428 SIXTH ST., N.W. WASHINGTON 1, D. C.

NOTICE!
In our ad on page 95 of the Sept. 9 issue of The Billboard the price on our Jumping Fur Dog should have read **\$2.00 DOZ.**

ATTENTION! ENGRAVERS -- DEMONSTRATORS

NO. 800

5c EACH SAMPLE IDENT ASSORTMENT \$4.00 5c EACH

ORAB 840 MERCHANDISE 5c EACH

25% Deposit on all C. O. D. Orders

PLEASE STATE YOUR BUSINESS

NO. 747

Least Shipped, 1 Gross

"Trisco Pete" 604 W. LAKE ST., CHICAGO 6, ILL. FRANKLIN 2-3567

2ND TO NONE FOR VALUES

FOR SAME DAY SERVICE CALL

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Napkins, Masscos, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Cans, Bill Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings of Sure and State In Detail Your Business and Type of Goods You Are Interested In.

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1111 South 12th, St. Louis 4, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

"BOOBY"
"Queen of Burlesque"
Bouncing Bombshell!
She BUMPS, SHAKES, GRINDS!
\$45.00 Gross—\$6.00 Dozen
Sample \$1.00

"SALOME"
Mamam dancer, the WIG-GLES and SQUIGLES. Attractively packaged to SELL!
\$38.00 ar. \$4.00 Sample
D.O.C.
Immediate Delivery.
Cash, check or M.O. with order.

HARRIS MFG. CO.
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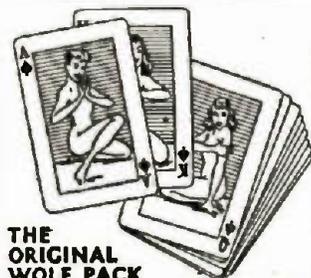
CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration

Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1.54. Stock \$1 for sample package 5 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS
624 4th St., South St. Petersburg, Fla.

MERCHANDISE TOPICS



THE ORIGINAL WOLF PACK

This pack is the only original pack in the country—you compare and you will see the difference. Regulation size playing cards, featuring 32 exciting Hollywood beauties that are gorgeous—all in full size.

For Dozen \$7.50
SAMPLE, \$1.25

The better deck, \$9.50 doz.
They Are Guaranteed.

3-PIECE PEN SET



Consisting of ball point pen, fountain pen, and pencil. In beautiful box. Assorted colors.

\$4.00 per Doz.
\$45.00 per Gr.

KIRBY WAS HERE PENCIL, \$4.50 DOZ.

BOY SITTING ON POT PENCIL, \$4.00 DOZ.

THE NEW FLOATING BOY AND GIRL BLACK PENCIL, \$4.75 DOZ.; \$45.00 GR.

SPECIAL LARGE CHROMIUM PISTOL LIGHTER

Size 3 "x2 1/4". Each In a box \$6.50 per doz.
Large Obescent Pearl Lighter, size 3 1/2" x 2 1/4" \$12.00 per doz.
Large Boot Table Lighter \$7.50 per doz.
2-Piece Table Lighter 7.50 per doz.
Horse Head Lighter \$6.50 per doz.

The New HOLLYWOOD GLAMOUR GIRL PENCIL

SELLING LIKE WILD FIRE



Big Flash

It propels, repels and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knockout. Assorted beautiful girls.

Sample \$1.00

This is one of the outstanding numbers of all time.

\$4.00 Per Doz.

Automatic Chromium Pencil Lighter, great flash, \$10.00 per doz.

8 in a box. 4 Piece Pen Sets consisting of Ball Point Pen, Fountain Pen, Pencil and beautiful Knife, \$6.00 per doz.; \$70.00 per gr.



HOT NUMBERS!

Large Walking Bear—\$6.50 per doz.
Medium-Size Walking Bear—\$4.00 per doz.
The Mechanical Denning Chart—\$24.00 per gr.
The Mechanical Singing Bird—\$24.00 per gr.

Orders shipped same day when received.

We ship anywhere in the world. 25% deposit with order, balance C. O. D.

THIS IS OUR ONLY STORE

HARRIS NOVELTY CO.

1102 ARCH ST.

Phone: MA 7-9848—WA 2-6970

PHILADELPHIA, PA.

LADIES' AND MEN'S MODELS



SWISS WATCHES

Sparkling new cases; genuine Swiss movements precision rebuilt and guaranteed like new!

7-JEWEL \$8.45

15-Jewel \$9.45
17-Jewel \$10.45
Rhinstone dial, add 95c.

ORIGINAL ELGINS, WALTHAMS, GRUENS, BENRUS, BULOVASI

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.

Elgins, Walthams,

Benrus

With Beautiful Rhinestone Dials . . .

Lovely new cases with glamorous Rhinestone and simulated Ruby dials. Genuine movements rebuilt like new.

15-Jewel \$12.45
17-Jewel \$14.40



Order Round or Long Case

Order in lots of 3 or more. 25% deposit on C.O.D. Orders.

WRITE FOR FREE CATALOG!



198 S. Main St.

P.O. Box 473

MEMPHIS, TENN.

New York:

Dog show workers should be aware that National Dog Week is observed September 24-30. For your store, booth, etc., official Dog Week posters may be obtained from the National Dog Welfare Guild, 114 East 32d Street, New York 16, N. Y. . . . Another auto light that utilizes a car's cigar lighter for power now appears on the market (for previous items, see Merchandise Topics April 29 and August 26 issues). The latest item is a \$2.79 retailer which furnishes light for repair work and glows a warning flare of bright red. For convenience, an electro-magnet allows the light to stick to any metal part of the car. . . . If you sell to service stations, you may be interested to know that B & B Manufacturing has a new Chevrolet brake shoe tool for \$1.50. It's reported to protect the mechanic's hands from injury. . . . Crown Toy Manufacturing Corporation has moved to larger quarters at 27 East 22d Street. . . . Big Boy cane seat is a combination walking cane and seat. Quickly converted into a chair, the plywood seat is supported by rubber-tipped aluminum tubing—a \$7.50 seller. . . . Samuel Morse is offering long-stem lawn coasters for holding beverage glasses. The \$2 number is a three-foot steel spiral that sticks into the ground, the swirl design of the other end holding any shape glass.

Gemflex rain rubbers (latex) are reversible—black on one side, red on the other. The dollar retailer is packaged in a waterproof pouch for milady's purse. . . . Another dollar item is Royal Scot's plastic ejector cigarette case. The cigarette pops out when the transparent top bar of the case is slid in either direction. . . . Also at \$1, Aladdin Fountain Pen Manufacturing has announced a combination sewing kit and ball pen. The ball pen barrel contains four different threads and two needles. . . . Koppoware Products has presented a \$6.25 aquarium lamp. To enhance the novelty appeal, fish in the aquarium lamp base swim thru a water-filled handle. The over-all height of the lamp is 23 1/2 inches. . . . As a Christmas tree ornament, Plastofilm plans to market colorful chains of interlocked plastic rings. The material is fireproof and resists rough handling. . . . As another new idea of the week, consider Bowers Lighter Company's item that comes already filled with fuel for 25 cents retail. Designed to be sold thru cigarette vending machines, the pocket lighter is finished in polished nickel and is guaranteed. . . . Winston Engineering is turning out luminous plastic glo-coasters. The drink coasters can be seen in a television-darkened room—\$1.95 items (set of eight).

Karvart Products is producing an attractive mantel clock. The clock is encased in a transparent plastic cabinet with life-like rose designs carved inside the plastic. . . . Musical Mr. Bartender sells for \$9.95. Attached to the jigger, the music box movement plays the old college Alma Mater when the owner pours a drink. . . . Glass Products is offering a novelty bottle bracelet. The costume jewelry piece has five miniature glass bottles dangling from the bracelet. . . . As a \$3.95 item, Roll-a-Painter is a padded container with attached handle. By filling the item with paint and rolling it on the surface to be painted, any amateur can do a better and faster painting job, according to the manufacturer. It's a Walton Tool Company product. **Chicago:**

Kay Sales Company, Chicago, announces its Champion Bull Thrower

ash tray, a colored plastic item which depicts a humorous looking cowboy twisting a bull over on its back. The \$3.95 retailer bears a panel with the inscription, "Awarded To," with space in which a person's name may be written. The base of the tray bears the legend, "Champion Bull Thrower." . . . Chicago Specialty Manufacturing Company has introduced a bath spray called the Velva-Flo Aerator. The \$1.59 item is said to deliver a soft stream of aerated water which eliminates splashing and conserves soap. It is reported to be excellent for bathing babies. Removal of the aerator cap converts the stream into a needle spray.

SURPLUS STOCK! STUFFED TOY CLOSE OUTS

DIRECT FROM MANUFACTURER SPECIAL CLOSE-OUT OFFERS



25% Off, C.O.D. If not rated.

- ◆ 30" Real FUR Grizzly Bear, Rayon plush trim, assorted colors . . . \$36.00 doz. \$4.75 Sample
- ◆ Assorted Plush Animals, 9" to 11" Standing and Sitting Bears \$7.50 doz. \$0.75 Sample DOZEN POSTPAID

Send \$11.50 and receive One Dozen Assort. Plush Animals and the REAL FUR Bear POSTPAID!

SENSATIONAL PRICE SLASHES

- ◆ c500—19x21" Rayon Plush and white Boston Terrier.
- ◆ 600—19x23" Rayon Plush Donkey. Open mouth.
- ◆ 700—20x24" Rayon Plush Elephant, Ass'd. colors
- ◆ 800—14 1/2x7 1/2" Rayon Plush Colt, open mouth.

All Dressed in Plastic Collars, Saddles, Blankets, etc.

Each of the above \$36.00 Doz. SAMPLE \$3.75. Send \$14.50 and receive ALL FOUR SAMPLES POSTPAID. Mention Billboard to receive these low prices.

Assortment of ALL SAMPLES in this ad, 17 Pieces for only \$26.00!

SPECIAL SET-UP FOR QUANTITY USERS
NOTICE: Take advantage of these sensational low prices. Due to current conditions prices may rise. Send Order NOW!

Send for FREE catalog of exclusive line of STUFFED, FUR & PLUSH TOYS for the Carnival, Concession and Christmas trade. Close-outs always on hand. State nature of your business in first letter to avoid delay. Write today.

ACE TOY MFG. CO.

122 West 27 St. New York 1, N. Y.

ROYALITER

American-Made Precision-Built Lighter



Thin as a Pine
Watch with a
Lifetime Guarantee

Chrome or Gold & Chrome Finish

\$18.00 Doz. Sample, \$2.00

NEW ROCKET LIGHTER

(All Chrome) Table Model \$14.40 Doz. Sample \$2.00 25% deposit—balance C. O. D.

NORMANDIE SALES CO.
338 E. 4th St. Los Angeles 13, Calif.

It's TAB . . . and it will serve all of its markets MORE EFFECTIVELY beginning NOVEMBER 4

Maurice Perle as copyright

Importers-Manufacturers
HEAVY RINGS FROM MEXICO
 Assorted Designs, Skulls, etc.
NEW LOW PRICES
 \$4.65 doz. In gross lots
 \$4.75 doz. In 1/2 gross lots
 \$5.25 doz. In 3 doz. lots
 \$5.50 doz.
 World's originator of double Rhodium or double gold plate for protection against tarnish. Add 12c extra per pair for plating.
 Solid nickel silver, authentic Western Saddle Rings #NS-30. You know this particular ring. New Low \$7.50 dz.
 Price Sample, \$1.00
 Authentic Saddle Rings—let \$6.00 dz.
 Sample, \$1.00
 Hand Painted Mother of Pearl Heart and Beak Lockets for souvenir stores, state fairs and a must for P.K.'s, Army and Navy stores, White satin boxes. We imprint name of Army Post, your city, etc. No cheap slide lockets and genuine concave Mother of Pearl used. \$9.00 dz.
 We are the manufacturers. Sample, \$1.00
 Bated Jobbers, write
SPECIAL: #1052—Rhodium, flattened chain both sides, ident bracelet. Big centered disk for engraving, \$4.50 doz.; sample, 65c. #3030 N.S., ident, beautifully mounted on quar. \$7.50 dz. enticed card
 ident Expansion Bracelets in red plush box, rhodium with stainless \$18.00 dz. steel back Sample, \$1.00
 Berrings—Long gorgeous multi-colored stone, herringbone, antique, \$6.00 cameo, turquoise. Sample dozen 1/2 deposit, balance C. O. D.
 Kindly allow for postage.
AZTEC DIST. CO. 150 Nassau St. N.Y.C.

ORIGINAL "WOLF PACK"
 Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!
 \$9.50 Doz. Sample Pack, \$1.25

\$4.50 DOZ.
\$48.00 GR.
 Original 3 pc Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

\$6.50 Doz. Small Black Handle Gun Lighter
\$7.20 Doz. Automatic Type Gun Lighter
\$8.50 Doz. Large Black Handle Pistol Lighter
\$10.80 Doz. 3002 Cont. nental Black Handle Lighter
\$12.00 Doz. Large Pearl Handle Gun Lighter

\$4.25 Doz. "DREAM GIRL" LITE-UP PENCIL \$48.00 Gr.

29 Kat Mottle Balloons \$4.80 Gr.
 #11 Mottle Print Balloons 4.30 Gr.
 #14 Kat Mottle Balloons 6.00 Gr.

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
 15J \$8.95 17J \$9.95
 7J ... \$ 9.95
 15J .. 12.45
 17J .. 14.65

Outstanding, Extra Wide Nationally Advertised 10K ROP Expansion Bands, \$1.40 Extra.
 ★ ELGIN
 ★ BENRUS
 ★ BULOYA
 ★ WALTHAM
 ★ GRUEN

RHINESTONE DIALS
 No Extra Charge

25% with order, balance C. O. D.
 Write for Our Special Promotions
J. ENGEL & SON
 59 E. Madison Chicago, Ill.

CLOSEOUT!!
MARLIN RAZOR BLADES
 DOUBLE EDGE
 ONLY \$2.95 PER 1000
 MINIMUM ORDER 4000

BALL POINT PENS
 EVERY PEN GUARANTEED
 SPECIAL 5¢ EACH

24 PC. MALACCA PLATE
 SERVICE FOR SIX
 DISPLAY CHEST INCLUDED FREE
 ONLY \$2.45 PER SET

BARONESS PEARLS
 Gift Boxed, 2 strand, with Seal and \$9.50 tag.
 SPECIAL \$6.25 DOZ.

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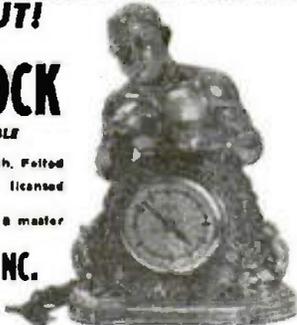
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Pipes For Pitchmen

By Bill Baker

LOUIE BROWNING... tells from Yakima, Wash., that he's covering the Northwest cattle sales and fairs to good returns. He recently took delivery on a new car and plans to make a number of sales days this fall. His wife has her jewelry store and arcade working to good results in Yakima. Louie would like to read more pipes here from papermen working fairs.

Too many pitchmen would rather be critical than correct.

SHEETWRITERS... on hand for the fair at Elko, Nev., included Bill and Edna Roberts, Ken Drake, Ernie Taylor and Louie F. Browning. All seemed to be getting the lucre according to reports hitting the pipes desk.

Who's digging for the Dixie dollars?

"JUST SAW... one of the finest med show attractions of all time," cards Doc Tom McNecley, old-time med worker of note, from Dallas. "It was the Hadaeol All-Star Caravan and for my money has no equal."

Oftimes a huge tip will enter a door to your pitch layout that you didn't know you had left open.

VICTOR V. BLAKE... is at his home in Bloomington, Ind., framing a flying saucer pitch that he will spring with soon.

The pitchman succeeds because he's a master sales psychologist and his efforts are not with one person but with crowds.

TWO ACE PAPERMEN... Sen. C. V. Rolston and Jack (Bottles) Stover are getting the geedus writing sheet in the hills of West Virginia.

A pitchman feels that he is educated when he has learned when and how long to talk.

BOB SMITH... following a lengthy silence in this corner, blasts from Dublin, Ga., that all the tobacco markets in the State are closed but that the boys and girls who worked the spots seemed to have racked up plenty of moola.

Pitchmen have long since learned that to give advice is fatal.

B. V. (MURPH) MANGRUM... and Horace G. Brazier are taking care of Kinston, N. C., and surrounding territory working the sheet.

The smart operator never hangs onto an item that is not fit to pitch.

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Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Hazel Scott's Anti-Communist Statement

(continued from page 51)
nations with no political overtones, as well as to some very conservative groups. Also, some non-Communist liberal groups, including one of social-democratic orientation whose adherents are traditionally called the vilest and most objectionable names by The Daily Worker.

I also have donated frequently to religious causes, and should like to note in passing that all my life I was a regular worshiper in the Roman Catholic Church, until my marriage in 1946 to a protestant minister. Since that time I have been an active Baptist.

This list, unlike much of the material in my statement, required no research. It was easily available in my file, and I would gladly have shown it to any of Mr. Kirkpatrick's

Counterattack bloodhounds, had they called. Since it includes, as I have mentioned, groups which philosophically and/or politically battle Communism, I think it establishes at least a presumption of my non-sympathy with Communist causes. On the other hand, Counterattack's failure to consult me before including my name in "Red Channels" establishes a presumption of their insincerity regarding "the protection of innocents and genuine liberals." Unless they have reasons for this that fact alone damns them and calls for the cessation of their malicious activities.

To get back to my contributions, high on the list appear thousand-dollar contributions to the National Urban League, the Heart Fund, and the Damon Runyon Fund; the latter two groups are chaired, respectively, by Walter Winchell and Ed Sullivan, leading anti-Communist newspapermen.

Churches I contribute to include Greater Saint Luke's AME, Baptist Temple, Maranatha Baptist, Ebenezer Missionary Baptist, Community Church, St. Paul AME, Allen AME, Victory Baptist, United Seventh Day Adventist, Holy Trinity AME, and Abyssinian Baptist. Other religious affiliations include Northern Baptist Convention Home Mission, St. Peter's Camp Claver, and the New York Baptist City Mission. Add the YM and YWCA and the New York Bible Society; also the Boy Scouts foundation, the Girl Scouts of White Plains, the American Legion Veterans of Foreign Wars, Disabled American Veterans, the Westchester Tuberculosis Committee, the New York Blind Lighthouse, the Visiting Nurse Service, and the Metropolitan Police Boys Club of the House of Representatives. Finally, to completely alienate any possible remaining Communist sympathy for me, the League for Industrial Democracy, the Congress of Racial Equality, the Military Order of the Purple Heart, the Affiliated Young Democrats, and the New York State Democratic Committee Dinner.

Now let us examine my case as against the stated purposes of "Red Channels," which are: "One, to show how the Communist have been able to carry out their plan of infiltration of the radio and television industry; two, to indicate the extent to which many prominent actors and artists have been inveigled to lend their names... to organizations espousing Communist causes..." and "three, to discourage actors and artists from doing so." Nowhere does the "Red Channels" listing show anything about how the Communists have worked, and nowhere is any distinction made or attempted as to who was inveigled and who knowingly supported Communist organizations. As for "discouraging actors and artists from lending their names," what Counterattack's approach does is discourage us from weakening the Communist cause by supporting groups which assist human welfare.

I have already mentioned the publishers' claim that "Red Channels" notes "anti-Communism" by individuals listed. This claim has been a fine. For all their research and filing resources, these publishers are strangely unaware of their victim's public anti-Communist records. I have noted also their complete failure, despite their claims, to "safeguard innocents and genuine liberals from unjust labeling." I repeat: One should call or letter to me would have at the very least, established that there was another side to the story.

Whose Bible

As I have stated, I consider myself unjustly and falsely labeled as disloyal to my country. Counterattack's publishers coyly deny this intent, but as John Crosby wrote in The Herald Tribune, "Red Channels" has become the bible of the broadcasting industry. Such irresponsible publications and activities must be stopped. Loyal Americans must themselves counterattack those who deal in tripe such as Counterattack. I applaud the brave words of Eddie Cantor, who said: "Let somebody bigger than I hit all in judgment of the accused." And I agree with the editors of Variety that "the self-righteous patriots who individually take it upon themselves to purge their country of those they designate as its enemies" constitute an invidious form of totalitarianism. We have been wronged, than character assassination and built by association. These are due processes of law and judgment."

Positive Program

May I, in concluding, urge a positive program—one that will spotlight the few Communist infiltrators in my profession, while at the same time, keeping us free from domination by scurrilous men who live by poisoning and blackening the good names of their neighbors. The trade unions, particularly in the past several years, have shown the way to safeguard us from subversives of the right and the left, while operating within the traditional framework of liberty. In entertainment as in other industry the labor unions are manned by citizens who love their country and fight for its welfare. I am an active member of three of these unions: the American Guild of Variety Artists, the American Guild of Musical Artists, and the American Federation of Musicians. My membership in Actors' Equity and the Screen Actors' Guild is such that I can assume active status whenever I recommence work in these fields. In the unions and without everyone agrees that entertainers are important soldiers in the world battle for the minds of men. Therefore, the American entertainment industry has no place for Communists. The entertainment unions should oust all Communist members, but only thru orderly procedures presenting opportunity for rebuttal and defense. In fighting totalitarianism we must not use its own despicable methods. Furthermore, the guarantee of democratic methods immediately eliminates a good many irresponsible charges. The remaining, responsible charges, if true, can best be proved by the method worked out thru years of the Anglo-American system of justice. The unions in this field already have in existence procedures for impeaching members, and these procedures should be applied to Communists and their sympathizers. These methods do employ the necessary safeguards I have re-

ferred to. Furthermore, they respect the privacy of the individuals on trial; a fact abhorrent to headline-seeking super patriots. I want it to be clear that I am not advocating a mass screening of the entertainment profession such as has been suggested recently. Such a screening implies that those subject to it are presumed guilty until they can prove otherwise. Special loyalty oaths insult and degrade persons of firm loyalty. Rather than this, I say that those in my industry—like all other Americans—should be presumed innocent. If an individual's loyalty is questioned, let him be individually charged and tried in a manner that will get at the truth.

There, I believe, is an effective way to handle the problem of Communist and pro-Communist actors and artists. It certainly is a far more desirable way than that chosen by the self-styled roosterattackers.

Against Bigots

Let me add a point in regard to trade union activity in this field. Having established effective, orderly procedures for ousting subversives, our unions should insist that these or other fair procedures be followed. I call upon my colleagues to present a solid front against the bigots—and against those networks, sponsors and agencies which seem willing to tuck their tails between their legs and knuckle under to the bigots. If an entertainer is dropped from a job because of a mere private accusation, the unions should forbid any other member from filling that job. Union-busting was defeated that way; we can do no less against reputation-busting.

I realize we will have to draw a line some place; we cannot, perhaps, wait for the lengthy determination of a trial in the courts if such is instituted. When charges of Communism are made formally thru the unions, the law courts, the Congress, or any other duly appointed agency—then a suspended entertainer can be replaced. But mere accusation—or plain name-listing—unaccompanied by official action, must not subject an entertainer to the craven crawling of those who control his employment.

Now that you gentlemen have heard me so patiently, may I end with one request—and that is that you committee protect those Americans who have honestly, wholesomely and unselfishly tried to perfect this country and make the guarantee in our constitution live. The actors, musicians, artists, composers and all of the men and women of the arts are eager and anxious to help, to serve. Our country needs us more today than ever before.

We should not be written off by the vicious slanders of little and petty men. We are one of your most effective and irreplaceable instruments in the grim struggle ahead. We will be much more useful to America if we do not enter this battle covered with the mud of slander and the filth of scandal.

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SALESBOARD SIDELIGHTS

Jerry Scanlan announced last week that his company would move into new quarters October 1, occupying the entire second floor of a modern building at 1901 North Clybourn Avenue, Chicago. Firm will continue activities at its present Ogden Avenue headquarters in Chicago until moving day. Jerry says the move will increase firm's floor space to 6,000 square feet. Scanlan also reported that a new Little Chief pellet game, Chrome Bell, has been added to the line. Available in 5, 10 and 25-cent play, it brings the Little Chief series to seven offerings.

Samuel Martin, of the Samuel Martin Game Farm, Seattle, continues to offer his salesboard premium package, the Pheasant and Wild Turkey Gift Chests, to operators with volume response. Operators have indicated that the Chests go especially well in clubs and taverns.

Gardner & Company, Chicago, reports that early fall board demand is pushing sales to the "heavy" bracket, and indicates a good us-

tomer volume is building up for the season. Joe Robinson says the firm's newest boards that are now hitting the order rush include Really Hot, Sweet & Simple and Double Fun. All are nickel punch numbers, in the girl jackpot money series. Gardner's vice-president and general manager, Saul H. Wyatt, has returned from a European trip. He predicts a steady jump in future board business.

Triangle Manufacturing Company, Minneapolis, tells of the sales accent on its card game and spindle ticket lines. Officials Jay Zelle and Jay Goldman see bright days ahead.

Along the same better business tract, R. C. Walters Manufacturing Company, St. Louis, reports increased interest in coin-operated automatic sales boards. Firm has an 18 board line for its coin cabinet, with latter permitting operation at nickel, dime or quarter play. . . . Big item with Superior Products, Inc., Chicago, continues to be the nickel play Golden Derby board. Irv Sax reports a strong sales trail on the 2,500-hole number.

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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, write: The John M. Stuart Co., Paris, Ky. ac23

WANTED—NATIONAL CIGARETTE Machines, 9 30, \$35; 9 50, \$40, and 9 50 king size, \$50. Phone Evergreen 4-8466. Donald Zak, 3017 So. 14th St., Milwaukee, Wis. ic25

WILL TRADE 3 NATIONAL SHUFFLEBOARDS in good condition for 5 United Shuffle Alices. Chicago Bowling Machine Co., 2127 Belmont, Chicago.

1 1947 MA SEBURG, PERFECT, \$350; 1 Exhibit Bola-Matte Bouillotte, \$150; 1/3 deposit, balance c.o.d. Carrol Wheat, 222 N. Harding, Wichita, Kan. Phone 62-4858.

20 RCA COIN-OPERATED RADIOS—Originally \$65; used one year; \$25 each. Joe L. Browning, 102 Sixth Ave., Huntington, W. Va.

75 COIN-OPERATED RADIOS (ROD'S COLUMN) two hour 25¢; \$22.50 sample; \$20 lots ten; \$18 for all 25¢ Ajax 3 unit hot nut vendors, \$35 all in A-1 condition. ECM, Box 175, Johnson City, Tenn.

SALESBOARDS—JAR TICKETS
NEW LOW PRICE

ALL ORDERS SHIPPED SAME DAY RECEIVED

Noles	Play	Description	Def.	Profit	Net Price
300	25¢	KWARTER KOLORS, THICK	Def.	\$15.00	\$.60
400	5¢	LUCIFER BUCKS, THICK	Def.	7.00	.75
1000	5¢	5¢ CHARLEY, IMIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THIN	Avg.	\$2.00	.90
1200	25¢	TEXAS CHARLEY, THICK	Avg.	107.98	1.75
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.87	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.70	1.75
1000	5¢	FLAMING GIRL GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS
On Sticks—Sticks 1000-1200 1250-1600

Write for our latest illustrated price list. Stating your requirements. Large stock. Plain Tie Definite, Jackpot Boards, Coin Boards, Super Giant Noles. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

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NCMDA TO CONVENE SEPT. 25

Federal Agencies Reports Indicate Bright Op Future

WASHINGTON, Sept. 16.—Operator optimism over prospects for fall-winter business (*The Billboard*, September 16) is amply justified, according to reports pouring out of federal agencies which indicate that economic activity thru next year will surpass the World War II boom.

According to the Census Bureau more people held jobs during August than in any other month in history. The estimated job total for last month was 62.4 million—750,000 more than the previous high. The August record is almost certain to be passed in succeeding months. War orders are still scant and will require more workers. Uncle Sam will be adding another half million employees over the next 18 months. With the armed forces due to rise to 3,000,000 by 1951, the number of jobless is likely to shrink until only non-employables are left. Plans for recruiting housewives into the labor force are already being formulated at the Labor Department.

Income Up

Personal income figures are also posting new records. July income, the last estimated, was at an annual rate of \$219,000,000,000, topped only by March when veterans' insurance dividends were at a peak. Public spending on coin-operated amusement games, Commerce Department statisticians have found, varies directly with personal income.

Most of the gains scored in the last two months have been where they do the most good for the coin machine industry—in the non-agricultural field. Farm employment, which has little direct effect on machine grosses, actually dropped in July-August. Factory employment and income were the most important single factor in economic advances made in that period, the Census Bureau said.

Strikes are running about the same

Vidoscope Awards Europ'n Rights to Coin Binoculars

NEW YORK, Sept. 16.—The Vidoscope Corporation of America, which has been placing coin-operated binoculars in theaters here, has arranged with a Belgian and French syndicate for similar installations in Europe.

Bert S. Good, Vidoscope president who returned this week from a trip to the Continent, said the first units will go into Parisian theaters and opera houses before the end of the year. The glasses and coin-controlled boxes, which are attached to the rear of theater seats, will be manufactured in Europe under license by the American firm.

Should dollar restrictions prohibit cash royalty payments to Vidoscope, Good indicated an exchange clause would become effective, calling for shipment of binoculars here for use in the company's domestic operation.

as for the last three years, according to the Bureau of Labor Statistics (BLS). Over the past seven months 2,500,000 workers were idle for a day or longer because of strikes. The work stoppage most potentially dangerous for operators is the one in the soda ash industry. The chemical is vital for producing glass containers of all types. Extended continuation of the strike could mean a bottle shortage by early next year.

ACMMA Appointed

CHICAGO, Sept. 16.—Herb Jones, president of the American Coin Machine Manufacturers' Association (ACMMA), this week announced that the org has entered into a formal agreement with the U. S. Department of Commerce. Under the agreement, ACMMA will act as procurement co-operating agency for the clearance of information relating to purchases made by the Department of Defense and the General Services Administration of the U. S. government.

Congressional Recess Nears; Action Slows on Gaming Bill

WASHINGTON, Sept. 16.—The Johnson anti-gaming bill still awaited a Senate showdown this week as Congress moved closer to a scheduled recess or adjournment. Sen. George W. Malone (R., Nev.) announced he stands ready to vigorously oppose the bill if it reaches the floor.

A flurry of action on the bill took place Thursday night (14) when Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, offered a motion for Senate concurrence in the House-passed amendments to his bill. As soon as Johnson offered his motion, House Minority Leader Kenneth S. Wheery (R., Neb.) leaped to his feet and requested that

Johnson withhold the motion until Senator Malone is able to be present in the chamber. Malone was absent at the time due to press of other legislative business.

Johnson agreed to withhold from pressing his motion until Malone is present, but emphasized that he is definitely going to push for acceptance of the House-revised bill. This was the committee chairman's first public disclosure that he was satisfied with the House-adopted changes in his bill to restrict interstate transportation of gaming machines. Malone, whose home city is Reno, Nev., has indicated that he will demand that the bill be returned to committee on the ground that it was drafted carelessly and that it is discriminatory against his State, which would be required to enact a new gaming law if the federal statute went on the books.

4 Firms Appoint Export Concern Benelux Distrib

CHICAGO, Sept. 16.—International Amusement Company was appointed distributor for products made by four amusement game manufacturers in the Benelux countries, Abe Witsen, International executive, announced Thursday (14). The Benelux nations are Belgium, Holland and Luxembourg.

With U. S. headquarters at 33 West 46th Street, New York, International owns the Belgian Amusement Company, Ltd., Antwerp, as well as two large arcades in the Belgium resort area in Blankenberghe and La Panne. In addition to Witsen, firm officials include Sal Groenteman, Albert Polak and Harry Witsenhursen. All are familiar to the coin machine industry in Europe and are particularly versed in trade activities in the Low Countries.

The agreements set up by Witsen in Chicago this week cover equipment produced by Exhibit Supply Company, D. Gottlieb & Company, Williams Manufacturing Company and United Manufacturing Company.

National Shuffle Working on Two New Coin Games

ORANGE, N. J., Sept. 16.—The National Shuffleboard Company, which last week announced its first coin-operated game (*The Billboard*, September 16), has two other amusement units under development, according to Harry Kotler, treasurer. These will be offered to the trade following location testing, he declared.

Company is lining up a distributor net of game outlets to strengthen its position in the coin machine field, a new business to the 17-year-old shuffleboard manufacturer. Kotler said 50 per cent of the territories aimed at will be spoken for in distributor deals by next week.

CHICAGO, Sept. 16.—The Recorded Music Service Association (RMSA) here will hold a golf tournament and dinner Friday (22) at Bunker Hill.

Local operators and distributors were invited to participate. Tickets are \$10 per person.

3 Amendme'ts And Elections Top Agenda

Dues Reduction Slated

CHICAGO, Sept. 16.—The general membership and board of directors of the National Coin Machine Distributors' Association (NCMDA) will meet Monday (25) at the Bismarck Hotel here. S. I. Nelman, NCMDA public relations director, announced this week. Previously the sessions were set for a day earlier, but a post card vote of the general membership indicated an overwhelming preference for the new date.

The September conclave will usher in the new schedule of quarterly meetings voted by the membership May 23 when it became clear that NCMDA members were anxious to combine their visits to Chicago plants with association business sessions.

High Points

Among the high points on fall meet agenda are the election of executive officers and the board; rat-
(See NCMDA on page 107)

Ill. Tavern Meet Draws 5 Coin Firms

Attendance Below 1949

CHICAGO, Sept. 16.—Five firms affiliated with the coin machine industry exhibited at the 65th annual suppliers' convention, sponsored by the Retail Liquor Dealers' Protective Association at the Hotel Sherman Tuesday, Wednesday and Thursday (12-14). They were the Exhibit Supply Company, Mills Industries, ABC Popcorn Company, Meter Magic and American Shuffleboard Company of Chicago.

Convention was held in the interest of location owners who are primarily in the tavern business. Lack of attendance on each day of the event was attributed to a combination of poor timing (the first two days were during the Hebrew New Year season) and insufficient advance publicity.

Mills showed its Ice Maker machine. ABC Popcorn displayed its new model manual dispenser as well as related equipment for making popcorn. Meter Magic displayed a coin-operated metered unit suitable for use with bottled beverage dispensers and American Shuffleboard of Chicago, local representative of the American Shuffleboard Company, Union City, N. J., displayed the latest model 22-foot American board plus a new model cushion board.

It's **T&B**

... and it will get around

FASTER

beginning NOVEMBER 4

TV COMPETITION LEVELS OFF

Cut Juke Box Play 5%; See Less Coverage

Locations Drop Sets

CHICAGO, Sept. 16. — With the 1950 baseball season nearing its close, operators in this area reported tele competition due to sports telecasts (practically the only competition now noted) had dropped sharply this year. Operators said that not only the elimination of night baseball telecasts had been mainly responsible for the lessened TV effect on juke grosses, but elimination of sets in locations also had been noted in increasing numbers during the summer.

Operators said the leveling-off figure had been about 5 per cent of the over-all gross lost due to tele competition but juke grosses had shown a general climb starting in August which had more than overcome the loss due to afternoon baseball telecasts.

Fall-Winter Outlook

Most operators here feel the major television competition has ended. The number of home sets has increased tremendously and the average location no longer finds the tele gimmick attracting crowds.

While baseball will disappear from TV screens once the World Series is completed, there still will be sports coverage by video during the fall and winter.

Saturday afternoon football telecasts get under way this week-end and while no Big Ten games will be seen, network play-by-plays from the East, and some Notre Dame (See TV Competition on page 100)

SDPA Session In Deadwood; Winter Meet Set

DEADWOOD, S. D., Sept. 16.—The fall meeting of the South Dakota Phonograph Association (SDPA) was held here Sunday, Monday and Tuesday (10-12) with Mike Imlig, Yankton, president, reporting a heavy turnout of operators for the quarterly session. Business sessions, held Monday and Tuesday, were confined to discussions regarding Statewide legislation, a study of fair trade activity in California, and a discussion of the resumption of the five-State convention in Minneapolis at a later date.

Hosting the meeting were Tony Truiano and Berling Gieb, local ops. Both had set up a heavy social schedule for the ops and their wives. Sunday night a cocktail party was given by Automatic Games, St. Paul distrib, with Irv Linderholm hosting. On Monday, busses took the wives to the Homestead Gold Mine, largest in the country, and to the pageant, *The Trial of Jack McCall*. A banquet was held Monday night at the Bodega Ballroom.

Imlig said the final meeting of the year will be held early in December in Huron. Date and site will be decided soon.

Sideline Pays Off:

Washington Juke Op Finds Extra \$\$ in Rentals; Builds Year-Round Biz Building Route

By Carol Hunter

WASHINGTON, Sept. 16.—A sideline that reaps rewards in terms of extra income and good will for the Service Music Company here is the rental of coin-operated music boxes, according to Mrs. Jean Garrido, daughter of owner Robert Cunningham.

The juke boxes are rented in the Washington, Virginia and Maryland areas to individuals giving parties and clubs holding dances. Busy seasons are at Christmas and the beginning of summer, when many organiza-

tions wind up the season's activities with a dance, Mrs. Garrido said. Rentals continue at all periods of the year, however, and sometimes as many as eight music machines are leased out in one week.

Rental Rates

Cost for the regular rentals is \$15 in Washington, \$20 outside the city. The people renting the machines are entitled to keep the collections, Mrs. Garrido said. Occasionally they request that the juke boxes be adjusted (See D. C. Juke Op on page 100)

POAC in All-Out Campaign To Check TV's Tavern Bite

CINCINNATI, Sept. 16.—Aimed at general improvement of the local music business, one of the most successful meetings in the history of the Phonograph Operators' Association of Cincinnati (POAC) was held Thursday night (14) in the Hotel Sheraton Gibson here.

Specifically, the three-part affair—the regular monthly association meeting, a special meeting open to the general music trade, and a party and buffet lunch to celebrate the ninth

anniversary of the association's founding—was staged in an effort to promote better co-operation between juke operators and firms supplying equipment and to formulate plans by which the TV menace to juke business in taverns may be eliminated.

To Sell Juke Biz

In reporting stiff competition from TV, Charles Kanter, association president, announced plans by which the association hopes to halt TV's in- (See POAC in All-Out on page 100)

Merchandising Music

DEALER RELATIONS . . . The manufacturer to distributor to operator relay in the record end of the juke box biz has developed some clinkers in the past, but no matter how you look at it, one of the most important, and one which seems to be getting nowhere fast, is the matter of disk shipments. John P. Scott, Meigs Music, Pomeroy, O., says he is sure he speaks for many ops when he says that there is something faulty about one or two shipping departments of large distributors. Scott says his firm orders 25 or 50 recordings of a hit tune while they are still hot, only to receive the shipment with a number of broken platters included. He has tried returning the disks to show the breakage, not even asking for his money back, and has followed this up with personal letters—but has not received an answer. So, like other ops, Scott has stopped buying from (See Merchandising Music, page 100)

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:

FEW CONTROLS IN WORKS FOR SHOWBIZ CURBS. Amusement industry will get off lightly this year; may suffer little. (General Department.)

JUBILEE ASKS NEW DISTRIB SET-UP. Plan would eliminate free records for deejay, juke promosh. (Music Department.)

BIZ SEES RED, FIGHTS BACK. Evidence piles up that showbiz's No. 1 headache is the Communist problem. (General Department.)

DANCE BAND BIZ STEPPING INTO \$\$. Expansion of armed forces, rearmament program is a vital factor. (General and Music departments.)

And other informative news stories as well as the Honor Roll of Hits and pop charts.

AMI Raises Hideaway and Model C Price

Upped Costs Responsible

GRAND RAPIDS, Mich., Sept. 16.—The effect of mounting labor and material costs this week found AMI, Inc., manufacturer of the AMI juke box and accessories, increasing the price of its Model C phonograph \$50, from \$745 to \$795, and the price of its Hideaway \$30, from \$545 to \$575.

In announcing the move, John W. Haddock, AMI president, said the new price schedules would go into effect Monday (18), simultaneously with a general wage increase which will be more than 12 cents per hour for all employees paid by the hour. "It is with a great deal of regret that we found it necessary to increase the price of our product," Haddock said. "For some time we have been absorbing the increased cost of materials which go into our juke boxes. However, these have now spread to such an extent that almost every component costs substantially more than it did just a few months ago. Combined with the new wage increases, the effect was such that we reluctantly were forced to increase prices sufficiently to cover added costs."

Hold Other Prices

As for the rest of the AMI line, Haddock said: "I am happy to say that prices remain at present levels for all other items in the AMI line. The new AMI speaker introduced (See AMI Raises Prices on page 114)

Op Assn. Finds Small Parts in Tighter Supply

CHICAGO, Sept. 16.—The growing scarcity of small parts was the major discussion topic during the September meeting of the Music Operators of Northern Illinois (MONI), held here this week. On the getting-hard-to-get list were tubes and fuses, with slow-blow fuses heading the list.

Following the monthly exchange of information on records, business volume, etc., the recently announced price boosts by three juke manufacturers came in for discussion, with operators pointing out that this made the need for top-efficient operation all the more important.

One operator reported he had managed to get more use out of his title strips, saving costs there and also conserving his supply. The perforated title strip sheets were also mentioned as moving onto the "growing scarce" list.

By placing a metal plate behind the selection panels of his Seeburg Select-o-Matic, the operator said he could use the same title strips that were on his other machines. Normally, such strips can not be used on the 100 selection box, but with the special plate they are held in place.

The October meeting will be held in Waukegan, MONI members voted.

It's **TUB**

... and it will get around to

MORE PEOPLE

beginning **NOVEMBER 4**

Here's AMI's New Extension Speaker

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new

new

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"the friendly voice"

Beautiful! Practical! It's the friendly voice of AMI delivering pure music pleasure. AMIVOX is a perfect circle of spun aluminum 15 inches in diameter; lightweight yet unbreakable! Its unobtrusive beauty suits every establishment and is universally cheered and appreciated. Its 8-inch speaker has extra large permanent type Alnico magnet. AMIVOX has 5 step volume level control, plus an "off" position. Volume can be controlled by small red knob on speaker, by remote control, or from volume control on phonograph. Thus each speaker can have volume to suit its particular position in establishment. Will operate with any make of machine using 8 or 500 Ohms. The secret of its thrilling tonal quality is special damping ring which fits behind grill and absorbs all alien vibrations. AMIVOX successfully squelches bass honk and tinny treble resonance.

Features of "The Friendly Voice"

- 8-inch speaker
- Extra large Alnico magnet
- 16-gauge spun aluminum shell, lightweight, unbreakable
- Outside diameter 15 inches
- Brackets for wall or ceiling installation—no charge
- Operates on either 8 or 500 Ohms
- 5 Amivoxes may be operated with phonograph speaker—6 without phonograph speaker
- Up to 6 Amivoxes can be added with each additional auxiliary amplifier
- 5-step volume control
- No bass boom, no treble resonance

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GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

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IN PHONOGRAPHS**

WURLITZER	SEEBURG
1015 \$269.00	147-8M \$357.00
1080 269.00	H-246-M Hideaway 300.00
AMI	ROCK-OLA
Coronet 400 \$189.50	1422 \$169.00

These Phonographs Are Thoroughly Reconditioned - Like New!

WALL BOXES

SEEBURG	WS-22, 5c \$8.95
W1-L56 (NEW) \$37.00	DS20-12, 5c 8.95
3W2-L56 5c, 3 WIRE ... 29.00	Packard Pla-Mor 14.00
W1 L56 5c WIRELESS ... 24.50	Buckley 30-Wire, Illuminated 7.50
WB-1Z, 5/10/25 17.00	
DSB-12, 5/10/25 17.00	

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$119.800	Super 40 \$99	Super 40 \$59
Hightone, R.C. 99	Master 40 89	Master 40 59
Hightone, E.S. 79	Deluxe 39 89	Deluxe 39 59
Major 89	Standard 39 69	Standard 39 49
Colonel 69	Commando 69	Commando 49
Regal 59		

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

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Record Reviews

(Continued from page 40)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
JOHNNY PARKER Capitol 1162	Can't Seem To Laugh Anymore Parker pours a load of emotion into this quality ballad, clefted by himself. Rugged orking and chorus enhance. Could be a sleeper.	85--85--85--85
	Never Again The promising young warbler provides a contrast here with his engaging rhythm style on a light little novelty tune.	74--74--74--74
HARRY BABBITT Coral 60290	All My Love Casual coverage job of the 7e-treaded French bolero ballad doesn't measure to competitish of several strong etchings of the tune.	69--69--71--67
	Vagabond Shoes A vigorous, full-bodied rendition of the attractive rhythm should do biz where Vic Damone's job hasn't penetrated. Babbitt, George Cates orking and vocal group all contribute in strong measure.	80--82--80--78
GEORGE CATES ORK Coral 60291	Beloved Be Faithful Simple, sentimental gang waits a la "Forever and Ever" has shown territorial stringings via Russ Morgan's etching. The Cates treatment, with chorus vocal, is nice and gemutlich.	81--80--80--83
	Honestly, I Love You An appealing and promising commercial formula ballad gets a sweet, nostalgic reading, with Bobby Doyle's warm warbling aided by chorus harmonizing and Cates's deft orking.	82--81--81--84
LARRY GREEN Victor 20-3902	All Dressed Up To Smile Pleasant, bouncy treatment of a happy bounce ditty should get its share if tune, kicked off with an Eweyle Knight wailing, gets going.	71--72--70--72
	Can Anyone Explain? Fine mood coverage of this fast-stepping ballad could cash in despite head start of the strong competition.	83--85--83--81
VIC DAMONE Mercury 5477	Forbidden Love Virtuosic effort by Damone originally was issued on back of "Just Say I Love Her."	77--80--77--75
	Cincinnati Dancing Pig Excellent beat treatment of this much-talked-of novelty, Damone sings it fine while orking and group round out a dishing which should be in with the big winners on the song.	89--90--88--89
DAVID LE WINTER ORK Mercury 5476	Tea for Two Neat society dance orking of the oldie, currently title line of a new movie.	62--62--62--62
	Tico Tico Featuring some flashy 88-kg, the Pump Room favorite knocks out the samba standard in pleasant style.	67--67--67--67
JAN AUGUST Mercury 5478	You've Got Me Crying Again Pleasant waxing of this Isham Jones oldie, currently on a strong revival push; spots group vocal and full orking to surround the August 88-kg.	79--80--78--80
	My Silent Love Superb first chorus by August's keyboard may be enough to sell plenty of copies of this waxing, which is spoiled somewhat by a boy singer, whose pleasant qualities are marred by rapid tempo.	81--80--80--83
FRANK SINATRA-HELEN CARROLL-THE SWANTONES (Percy Faith Ork.) Columbia 38960	Life Is So Peculiar Fairly intriguing Burke-Van Heusen novelty gets a most pleasant selling effort by the revitalized Voice.	74--76--74--72
	Dear Little Boy of Mine (Mitch Miller Ork.) The Ernest Ball oldie, an earlier-day "Daddy's Little Boy," should be a steady if not spectacular mover in this well-conceived production.	84--85--84--82
MITCH MILLER ORK Columbia 38964	Au Revoir Again Miller's fine male chorus, harp, and French horns render the hauntingly beautiful, and timely plug song in appropriately sensitive, thoughtful style. Strong tear bait here.	86--87--85--85
	In My Arms Miller, with the aid of clefter, former Sgt. Frank Loester, revives the World War II smash with some new, timely wrinkles. It's still a wonderfully infectious hunk of corn.	88--88--87--89
RAY ANTHONY ORK Capitol 1190	Nevertheless Renewal is now available in similarly styled dance versions by Anthony and R. Fianagan. Somewhat more relaxed tempo here eases the vocal chorus and gives this one an artistic edge.	81--83--80--80
	Harbor Lights Strong value in this coupling. One or both of the oldies could make it, and this dance disk, with excellent Beauville vocal, could climb into the money.	84--85--83--83
DINAH SHORE (Harry Zimmerman Ork.) Columbia 38945	Don't Rock the Boat, Dear Arlen-Blaine tune is from "My Blue Heaven." Rhythm tune isn't Dinah's particular dish.	72--73--72--70
	It's Easy To Remember Rodgers and Hart' oldie tailored to the last' genre pipes. Fine styling should insure steady spinning by the large legion of Dinahites.	84--85--84--83
DICK JURGENS ORK (Al Galante) Columbia 38965	Cincinnati Dancing Pig Boogie dance version of the new rhythm novelty should do okay if the tune clicks, as it shows signs of doing.	74--74--73--74
	Patricia (Ray McIntosh) New Irish-type walk with an old-time flavor could do some business in taverns. Pleasant, side.	70--70--70--70
ROSALIND PAICE-JOSE CORTEZ ORK (with Ray Charles Quartet) Admiral 1016	Play That Simple Melody Weak rendition of the Berlin ditty which is scoring currently. Doesn't figure to compete.	45--45--40--50
	Elmer's Polka Unimpressive waxing of an unimpressive ditty.	43--45--40--45

(Continued on page 101)

An Operator has **3** Ways to Turn...



He can pay **more** than the cost of a WURLITZER 1250 and get **less** for his money.



He can pay **less** than the cost of a WURLITZER 1250 and find out it was **false** economy.



He can buy WURLITZER 1250s. With 48 selections on 24 records—their quick conversion to any speed record—Zenith Cobra record economy—and many other **exclusive** play-stimulating, profit-promoting features, they offer **the greatest dollar for dollar value in the industry today.**



See your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

POAC in All-Out Campaign To Check TV's Tavern Bite

(Continued from page 96)

roads into phonograph grosses. The campaign, he said, will be an all-out effort by the local group to make the public juke box conscious by advertising and publicity which stresses the fact that coin phono music represents about the only amusement that still sells for a nickel. Signs will be posted in taverns advertising the location's juke and the association's monthly hit program and hit-of-the-month tune.

The association also voted that Kanter appoint a committee to call on newspapers and disk jockeys. In the case of the former, it will be the committee's job to sell the phonograph trade to local editors as an asset to the community by informing them how the standards of operation are being improved. By this means it is hoped that the trade will receive a better "press." Disk jockeys will be asked to plug the trade during their daily programs.

Kanter also announced that the POAC will continue to devote much effort to its public service activities. In the past the association has put its shoulder behind such campaigns as the Sister Kenny and Damon Runyon drives and local charitable efforts. Association co-operation for such campaigns will be continued,

Joseph Brilliant Now Sole Owner Of Detroit Firm

DETROIT, Sept. 16.—One of the biggest changes in the local industry in a long time is being made with the acquisition of the Brilliant Music Company by Joseph Brilliant as sole owner, and the withdrawal of his partners, Jack Brilliant, a brother, and William K. Palmer. The firm was founded a dozen or more years ago and grew into one of the major music operations in this area.

The Brilliant firm will continue as distributors for Rock-Ola in this area, including shuffleboards. Headquarters will continue at Convention Hall on Cass Avenue for the time being, although the firm may move to another site after the first of the year.

Jack Brilliant, who also has a half-interest in a local cleaning plant, will continue to operate his coin machine route under his own name, specializing in shuffleboards. He also had a separate vending machine route under the name of General Vending Company.

Palmer, who also continues to operate a machine route of his own, is teaming up with Jake Durlin, of Ypsilanti, to form a new firm to specialize in refinishing shuffleboards. They are currently building a new structure at Joy and Telegraph Roads to house the new firm, and expect to be open in a few weeks. Firm name has not been selected.

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.

Electronic Industries
8911 N. 1st St., Phoenix, Arizona

WE BUY USED RECORDS

All types—as they come

JALEN AMUSEMENT CO.

1200 Bolton St. Baltimore 17, Md.

said Kanter. In addition, the association plans to resume a program it had under way during World War II by which the POAC supplied old juke boxes and records to the armed forces as morale builders for servicemen.

Emphasize Co-Operation

The special meeting, attended by representatives of phono distributors, recording companies and needle firms, stressed the importance of co-operation between the operator and related segments of the trade and the benefits to be derived by each by harmonious relations.

The supplying firms pledged co-operation and indicated their good will by donating a substantial amount of equipment to be divided among attending operators and awarded as door prizes. This included records worth \$1,000, generous supplies of needles; a \$100 discount on an AMI phono offered by Southern Automatic Music Company, local distributor; a \$100 discount on a Wurlitzer 1250, offered by William Marmar, of Sicking, Inc.

Richard Morris, POAC legal counsel, attended the meeting and briefed operators on the latest legal developments, but local Common Pleas Court Judge William J. Dammarell, who was to have been featured speaker, was unable to attend.

Pop Charts Explained

Another high spot of the meeting was an address by Bernie A. Bruns, circulation manager of The Billboard, who explained the detailed operations involved in preparing the publication's weekly popularity charts which juke operators have learned to accept as accurate instruments in foretelling what tunes will gross well in the coin phonos.

The list of guests attending included Sam Klayman, Mercury Records; John Maitland, Capitol Records; Maurie Rose, London Records; Issy Nathan, Hit Records; Melvin Kahn, MGM Records; Joe Botts, Columbia Records; Raleigh Davis and John Hofer, Ohio Appliance Company, Victor distributor; W. Marthaler, King Records, and Vernie Hawks, Decca Records. Larry Vincent, Pearl Records man, was unable to attend, but donated merchandise. This also was true of S. G. Sands, of Pfansiehl Needle Company, and W. M. Cole, Cole Needle, Inc. John McFadden, division manager in Columbus, O., for Permo, Inc., attended and also supplied operators with needles. Other guests included Joe Weinberger, Southern Automatic Music; William Marmar, Sicking, Inc., and Leonard Goldstein and Morey Goret, T & L Distributing.

Operators who attended were Charles Kanter, Ace Sales; Sam E. Chester, past president of POAC and operator of Diamond Vending, who won the discount on the AMI; Phil Ostand, K & O Music; William Fitzpatrick; Fred Engel, Engel Automatic Sales; Sam Gerros, Arcadia Sales; Bill Harris, Ohio Specialty; William Strout, Automatic Music; James Drivakis, Atlas Amusement; John Toney, Hillop Music, and William Fitzpatrick, who won the prizes offered by the Sicking firm; James Alexander; Ted Goldstein, T & L Music; Tom Reuwan, Lincoln Amusement; Ray Bigner, Bigner, Inc.; Bill Russell, Westerhaus, Inc.; Dave Tavel; Abe Villinsky, A & B Music; Al Lieberman, B W Novelty; John Denhart, Able Sales; Leonard Kanter, Atlas Music; Max Moeckel and Frank Michaels.

Wayne Ramey and Lonney Glosson, folk artists who record of King Records, and Kenny Roberts, cowboy feature who disks for Coral, supplied entertainment following the lunch.

Merchandising Music

(Continued from page 96)

these reps, even though they handle many hits, hoping they will soon see the light.

PROMOTING EXPANSION . . .

Ted Salverson Jr., Huron, S. D., operator, has a good eye for promotions, and, as a result, has found his operation expanding steadily. For example, Ted reports he has added concession equipment which can be used for almost any type of celebration. Included are such units as candy floss machines, popcorn, penny pitch, guess-your-weight, Coke venders (bottle), and percentage games. And this equipment means added profits thruout the year.

A recent promotion started by Salverson also has paid off in increased juke grosses in his drive-in locations. Each week he mimeographs the programs in each of the boxes. Then the car hops, when presenting a menu to the drivers, includes a copy of the program. Salverson says in some instances these

programs have actually doubled the location's gross.

VISUAL SUGGESTION . . .

The Boston Record Distributing Company, operating a string of Seeburg 100-selection machines, has come up with a good play stimulator which it passes along to operators of similar equipment. Org uses entire albums in its machines, posting the album cover in the lower left-hand corner of the juke box so that patrons can see the colorful illustrations which mark most albums. The firm says the method has worked fine, boosting incomes about 25 per cent per machine.

Incidentally, John Scott, in reporting on broken record shipments, also had a suggestion for programming the 100-selection units. Scott says he uses the top 10 pops and hill-billy disks in each unit. Then he tries to keep five each of the possible future hits in these categories on the phonos. Scott reports this programming procedure also has helped grosses.

SERVICE PLUS CLEANLINESS

Short and to the point is the report from the Keidnaish Novelty Company, Cromwell, Ind., on keeping phonograph play at a top level. This outfit says its system includes "service; records change, keeping the top 10 disks on the machines; tying in with local disk jockeys and keeping wall box equipment clean." This procedure has paid off for the firm.

Ristaurat, Inc., Names Missouri, Kansas Distributors

APPLETON, Wis., Sept. 16.—Ristaurat, Inc., has appointed distributors for the Kansas and Missouri territories, Sales Manager Joe Cohen announced this week. Firm manufactures the Ristaurat 45 counter model juke box which plays 12 45 r.p.m. records and restacks them automatically.

Hatcher Amusement Company, 712 North 11th Street, Kansas City, Kan., will cover the Western half of Kansas. H. D. Hatcher heads the concern.

The Eastern half of Kansas and the Western half of Missouri will receive Ristaurat coverage thru Automatic Coin Machine Company, 13 West Linwood, Kansas City, Mo. Victor Ross heads Automatic Coin.

Cohen also added that Ristaurat distributors are reporting increased business both thru sales and rentals.

TV Competish Shows Decline

(Continued from page 96)

games, are expected to be shown locally.

Wrestling is now ignored by most locations but resumption of the Friday night fights from New York will again find coverage in some locations. However, ops report some of their spots said that unless the fight includes name participants, or is specifically requested by patrons, they will not be shown.

Hockey-Basketball Skeds

To date the winter sports schedule is vague. There is no word on video coverage of basketball or hockey, although there may be some coverage from other centers via the TV networks.

As far as 1951 planning goes, the good attendance records chalked up by both Chicago major league baseball teams, tends to disapprove the theory that TV cuts the box-office take. There is a strong indication that both clubs will again have the television rights to their home skeds on the market come April.

Entertainment shows, such as musicals, quiz, dramatic and special event airers, have had practically no video coverage here in the past year. A recent trend by some of the better locations to tune in certain news programs has been noted, but has not as yet grown to any serious proportion. Most of these video showings last only thru the war news, then the sets are cut off.

D. C. Juke Op Finds Extra \$\$ in Rentals

(Continued from page 96)

so that coin operation is not necessary, and of course, Service Music complies.

The company reserves new AMI music boxes playing 40 sides for the rental trade and does not relegate reconditioned juke boxes for this purpose. The records supplied are picked from the popular numbers then current; in fact, Mrs. Garrido pointed out, the tunes are similar to those on the machines operated by the company, except that dance numbers are emphasized for the party rentals.

Should the customer want to pick all the selections for the rented machine, he pays a slight extra fee for this privilege, she said.

Promote Service

Promoting this service is an advertisement in the classified section of the local telephone book. Service Music also plugs these rentals in weekly record ads in a shoppers' newspaper.

But perhaps the most effective advertising for the rentals results from the cards placed in each of the 50 or 60 juke boxes Service Music has on location. The cards tell every juke box user—and even those who just read the titles without playing the machine—about the rentals and invite their patronage.

Mrs. Garrido and her father feel that the store's record business is helped by the rental service, for many people subsequently buy their own phonographs and then become regular record buyers. They also believe that the service has helped to build good will.

Another successful merchandising idea in use here is the setting up of a special up-front display for phonograph records used in the regular juke boxes and on the rental machines. These are sold for 35 cents and draw much traffic to the store, inasmuch as most of them are really in good condition, she said.

The firm's juke boxes are located mainly in restaurants and in small night clubs. Each machine gets several new numbers every week on Monday, and Service pays heed to the requests of location owners. A speedy repair service is another good will aid, Mrs. Garrido said.

Record Reviews

(Continued from page 98)

OPERATOR
 RETAILER
 DISK JOKEY
 OVER ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
EDMUNDO ROS ORK London 736	Cimpe! Baynsh Rumba Yiddish-flavored rumba is highly danceable. Should go in metropolitan areas.	73--74--73--72
	La Marchina Another in Ros' string of vocal sambas. Danceable, pleasant-enough stuff.	71--71--71--70
CATHY MASTICE-ERNIE FIORITO ORK & THREE BEAUS AND A PEEP Admiral 1015	Ciribiribin on the Mandolin Lightweight ditty draws an equally lightweight performance.	50--50--45--55
	Sleep, Little Baby Miss Mastice does an acceptable job with this old Hawaiian lullaby adaptation.	53--55--50--55
TERRY SHAND ORK King 15064	I Wouldn't Touch You With a Ten-Foot Pole Shand does a pleasant job with a light rhythm piece.	67--67--65--70
	Dust Off the Old Piano Rolls (VI Ditt) Shand teams with VI Ott to do a honky-tonk flavored ditty which could pick up some action with the tavern customers.	72--72--68--75
PAGE CAVANAUGH TRIO Discovery 528	This Time the Dream's on Me The trio and Two Wives blend for a pleasant performance of this oldie from the "Blues in the Night" flicker.	66--21--60--66
	Of All Things This rhythm piece from "The Duchess Of Idaho" movie is done up brightly by the group.	58--60--55--60
ROY ROSS ORK (Don Rodney) Coral 60296	Daddy's Little Boy First-rate coverage of the "Daddy's Little Girl" sequel, with Rodney warbling warmly and effective Roy Ross orking, featuring Jenkins-type piano.	73--74--73--72
	Our Little Ranch House (Don Rodney-Louise Carlyle) Cherry duet side has spirit, but faces potent competition in the parent label's Lombardo etching.	71--72--71--70
ETHEL SMITH Decca 27188	The Tubby the Tuba Song Kid tune, getting a publisher push as a pop, is charming as read by Miss Smith on the organ.	76--75--75--78
	Monkey on a String Another quaint, toylike tune gets an attractive organ rendition in bright tempo, with hand-organ effects enhancing.	71--71--70--72
RALPH FLANAGAN ORK Victor 20-3913	Singing Winds Fan demand should guarantee solid reception of this smooth dance rendition of the ork's theme, penned by Flanagan and manager Herb Hendler.	82--85--80--80
	Harbor Lights First-rate coverage of the revival in the characteristic neo-Miller Flanagan style. Lack of vocal may be drawback here.	78--80--78--76
KEN GRIFFIN Rondo 224	Wabash Blues Topnotch organ interpretation, marked by clever variations and infallible tempo.	79--78--78--82
	Stardust Griffin takes the pop classic at steady dance tempo in an ear-appealing job.	72--71--71--75
CHILDREN		
RAY HEATHERTON Col 360-PV (7")	Snow White and the Seven Dwarfs, Parts 1 & 2 Clever adaptation of the popular story by Milton Pascal makes possible its complete narration on one small 25-cent disk. Gerald Marks' songs help. Strong material and eye-catching package for chain, department, or record shop counters.	83--NS--83--NS
RAY HEATHERTON Columbia 361-PV (7")	Lazy Mary Warbler and vocal trio turn in a clear-cut lively, rhythmic rendition of the popular nursery tune.	80--NS--80--NS
	A-Tasker, A-Tasker Ditto, but not quite as simple as the flip.	78--NS--78--NS
GENE AUTRY Columbia 133 4-727 (7")	Peter Cottontail Altho an Easter number, the popular kiddie tune should enjoy a year-around sale. This is a new miniature LP edition in attractive moppet package. Should be a fair market where 7-inch changers have been sold.	72--75--70--NS
	Funny Little Bunny Cute Easter reissue is subject to the same considerations regarding LP childrens players.	69--70--68--NS
RAY HEATHERTON Col 362-PV (78) (7")	I Don't Want To Play in Your Yard Oldie, in swiny waltz time, has appeal for babies, and also for school-age tots in an attractive 25-cent package.	75--NS--75--NS
	Daddy Wouldn't Buy Me a Bow-Wow Another ancient pop, less known today, has similar appeal. Less likely to sell itself on sight.	72--NS--72--NS
RAY HEATHERTON Col 359-PV (78) (7")	'Twas the Night Before Christmas, Parts 1 & 2 Fine 25-cent value. No Christmas stocking should be without one. Should sell by carloads if displayed near the holiday wrap-up counter.	85--NS--85--NS
COUNTRY & WESTERN		
JOHNNY HICKS (and His Trebadars) Columbia 20743	Mended—One Broken Heart Rhythmic ballad is done in back-country style, with trio joining Hicks for nasal harmony on refrain. Strictly routine tune and performance.	60--60--60--60
	I Thought I Was Home To Stay Theme here is topical—the veteran says goodbye to his family. Nothing special by way of material performance is okay.	62--62--62--62

OPERATORS!

Here's the ONLY Successful
 Music Box ever Designed
 for the SMALL LOCATIONS

The MUSIC BOX
for the
SPOT
You FORGOT



RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means PROFITS for YOU from the small locations. Precision engineered RISTAUCRAT "45" plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost, RISTAUCRAT "45" gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's PRICED at only a FRACTION OF THE COST OF A LARGE JUKE BOX.

PLAYS 12 45 RPM RECORDS—restacks automatically. Unbreakable 45 RPM's outlast all others.

SUPERB TONE—clear, sparkling tone is comparable to the most expensive phonographs made.

HANDSOME CABINET—hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

5¢-2 FOR 5¢ PLAY—slug re-lecting mechanism—separate cash drawer and key.

LIGHTWEIGHT—weighs only 30 lbs. Measures 12" wide, 12 3/4" deep, 16" high.

WALL SPEAKERS—one or two wall or bar speakers can be connected quickly and easily.

PROFITABLE—low unit cost enables you to open dozens of small, profitable locations.

IDEAL FOR RENTAL PURPOSES

RISTAUCRAT, Inc.
 1216 E. Wisconsin Ave. Appleton, Wis

10-Cent Drinks Set Movie Pattern

Dime Peg Becomes General In 1st Run Houses; Nabe Spots Still Experiment

Ops Lean to Nickel Price in Spite of Rising Costs

CHICAGO, Sept. 16.—With another year of two-price—dime-nickel—operation behind them, soft drink cup operators over the country are still "going along" with location owners (mainly first-run theaters) on the 10-cent drink and 50 per cent commission set-up, a survey by *The Billboard* revealed this week. While many operators expressed eagerness to discontinue the 10-penny peg last year (*The Billboard*, September 17, 1949) they found that competition made it impossible to do so when backed up by insistence on the higher price. The dime drink picture can be summed up in this fashion: Where it has been most strongly entrenched, in major movie houses, it has grown more widespread during the past 12 months and there is no indication of its being discontinued; it is also on the increase in such high volume transient spots as bowling alleys, airports, skating rinks, ballrooms and more recently in service stations (as in Detroit), and seasonal spots as swim- (See *DIME PEG* on page 108)

Minute Maid Set To Expand Vender Program

NEW YORK, Sept. 16.—Minute Maid is lifting its frozen orange juice vending program out of the test stage and gearing for general placement of machines on a commercial basis.

With its specially built Mills machine performing successfully on experimental locations for the past few months, the Mills factory in Chicago is known to have scheduled several hundred of the units for early production. Fifty of these are due to start moving to operators within the next 10 days.

William Burke, supervisor of Minute Maid's vending division, disclosed that discussions are now underway with established operators for franchise agreements. Two already have been appointed. They are New Jersey Vending Company, of Hack- (See *MINUTE MAID* on page 105)

Braun Readies New Selective Dairy Machine

CHICAGO, Sept. 16.—Following months of design and test work, the Braun Manufacturing Company this week announced it was readying a 1,000 machine production run on a new bottle milk vender called Milk-o-Matic. Firm is a hinge and metal specialty company. The machine, a three-selection fully automatic unit, will be priced in the \$500-\$550 bracket. It has a capacity of 105 one-third quart or one-half pint bottles, with 35 carried on each of the three conveyor shelves. Pre-cool or storage space is not provided.

President of Braun Manufacturing, located at 1657 N. Kostner Avenue (See *Selective Dairy* on page 106)

Java Units = \$

Birmingham Op Uses Initiative In Locating Hot Coffee Units; Finds Hard Work Will Pay Off

By Robert A. Latimer

BIRMINGHAM, Sept. 16.—Sales of anywhere from 150 to 250 cups of coffee per day are easily reached with automatic coffee vending machines, providing the operator exercises proper care and initiative in locating machines, according to L. R. Kaufmann, who operates a string of 12 machines in Birmingham and suburbs.

Since entering the field a little over a year ago, Kaufmann has kept complete records on sales in each type of location, and as a result of comparing them season by season, with such compensating factors as maintenance cost, breakdowns, etc., believes that he can spot every machine for maximum profit return, without making an actual physical survey of the location.

Of all spots, none are better than (See *Birmingham Op* on page 104)

Texas Attorney General Rules Charms Make Venders Gambling

AUSTIN, Tex., Sept. 16.—Penny bulk machines which dispense charms as well as gum and other confections are gaming devices under Texas law, according to an opinion rendered by Attorney General Price Daniels. The opinion was contained in a letter written to Wiley L. Caffey, district attorney for Abilene.

Caffey had written the attorney general inquiring about the legality of "gum-trinket penny machines" which were described as, "a glass ball filled with either ball gum or some other type of gum and with a lesser number of trinkets . . . more valuable than gum. A penny is inserted and the machine dispenses either a piece of gum or a trinket."

In his reply, the attorney general said, "Since the machine contains both ball gum and trinkets and dispenses either a piece of gum or a trinket to one who inserts a coin therein, we agree with you that its

operation represents an element of chance."

"We cannot test a gaming device," the opinion continued, "by degree, or by the amount of money required to operate such device. The test is in its purpose and method of operation. The machine here under examination is no less a gaming device merely because the amount of money required for a single operation is trivial; in this case one penny."

"It is evident that trinkets are put in the machine to induce prospective players, regardless of age, to place money therein repeatedly with the hope of getting a trinket more valuable than a ball of gum. The uncertainty of whether the machine will pay off a trinket or a ball of gum offers sufficient element of chance to constitute gaming. In our opinion, the machine is a gaming device contrary to public policy and prohibited by the statute in question."

Set Program for NAMA Region 2 Buffalo Meeting; Last of Season

CHICAGO, Sept. 16.—With How to Operate at a Profit Under Today's Turbulent Conditions as its theme, the National Automatic Merchandising Association's (NAMA) Region II meeting gets underway Tuesday (26) at Hotel Statler, Buffalo.

The morning business session, following registration, is scheduled to start at 9:30 in the hotel's Fillmore Room, and will open with a call to order by Frank Bradley, Automatic Equipment Company, Buffalo, acting chairman, and the appointment of a nominating committee.

4-Part Op Session

A four-part operator session to explore the subject, *What Are the Minimum Sales Needed Per Machine Per Week To Show a Profit?* gets underway at 9:30. First phase will deal with candy, conducted by Nels Lang, Canteen Service Company, Erie, Pa. He will be followed by William Schick, Spencer Vending Machine Company, Rochester, N. Y., on cigarette operation; Raymond H. Lunn, the Dispens-O-Matic Company, Schenectady, on beverage equipment,

and Robert K. Hawthorne, New England district manager of the Ford Gum & Machine Company, Inc., on penny-bulk equipment.

A report on the Red Feather Plan for Automatic Merchandisers, by Aaron Goldman, chairman of the 1950 NAMA public relations program, will be given at 11 a.m. This will be followed at 11:15 by C. S. Darling, NAMA executive director, talking on NAMA's accounting program for operators with details on the First Nationwide Study of Automatic Merchandising Operating Costs.

"Life" Exhibit

Adjournment for a visit to a vending machine exhibit in the foyer will be made at 11:30 a.m. Operators are invited to examine the "live" display and answer questions of Buffalo businessmen regarding automatic merchandising.

Noon will mark Automatic Merchandising Day by the Greater Buffalo Advertising Club at a special luncheon in the main ballroom. Speaker will be Robert Z. Greene, (See *NAMA Program* on page 105)

Philly Coke at 7c; Converting Bottle Venders

PHILADELPHIA, Sept. 16.—A major conversion job is underway here to adapt Coca-Cola bottle machines for 7-cent sales, following the recent boost by the Philadelphia Coca-Cola Bottling Company of case prices from 80 to 95 cents.

Cokes has been retailing here generally at 6 cents a bottle, the standard nickel plus the State's penny tax, until the bottler's increase August 21. Machine owners have been collecting the extra penny thru "honor" receptacles or auxiliary coin boxes, which must be fed a penny before the nickel mechanism becomes operative.

Now, the auxiliary boxes are being "doctored" to take two pennies, according to George Derry Sr., head of the bottling firm. A more elaborate conversion will have to be undertaken on fully automatic equipment, he declared.

Derry, who said further increases may be made in the future, asserted the recent price boost was forced by rising costs. He pointed out that since the war the price of bottles has risen from \$2.85 to \$5.35 a gross, with another rise, to \$5.60, scheduled for January 1. In the same period wooden cases have gone up from 35 to 85 cents.

Oak Adds Bulk Model To Line

CULVER CITY, Sept. 16.—The Acorn multiple console stand has been added to the line of bulk merchandisers manufactured by Oak Manufacturing Company here, Harold T. Probasco, treasurer and production manager, said.

According to Probasco, the new product is an all-metal multiple console stand, gloss-coated with weather resistant cardinal and yellow enamel. The stand is adaptable to all models of the Acorn all-purpose and all-charm merchandisers. The new item has durability, unique simplified style and can be easily assembled.

The stand is now stocked by all distributors handling the Acorn line, Probasco said.

It's **TUB**

. . . and it will serve you

BETTER IN EVERY WAY

beginning NOVEMBER 4

Calendar for Coinmen

September 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

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 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

September 27—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence, R. I.

September 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

September 28 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

October 2—Illinois Amusement Association. (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

October 3, 17—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 3, 17—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

October 4—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

October 5—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel Hamilton, Washington.

October 5 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

October 5 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

October 9—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

October 12—Michigan Automatic Phonograph Owners Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

October 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

October 18—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.

October 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 (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.

November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago. (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT
FULLY AUTOMATIC!
NO TROUBLE! • No knobs to turn!
• No handles to pull!
• The coin does all the work!



Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

MAIL THIS COUPON TODAY for further details for immediate delivery

DO YOUR SERVICEMEN KNOW THE SCORE!

DO THEY KNOW THE "GOOD REASONS" FOR VENDER USE IN LOCATIONS?

Or, do they stumble and stammer when the location gives them the business? Prepare them by having them read reprints of articles from *Vend* which will give them the answers on why YOUR VENDER belongs in the customer's location.

- GROUP F.**
 - 19. BIG STORES FOR VENDERS
 - 19. FILLING STATIONS MAKE TOP-GRADE STOPS
 - 20. THREE "MUSTS" FOR THEATERS
- GROUP G.**
 - 21. EMPLOYEE SLANT ON VENDING
 - 22. MACHINES SAVE MAN HOURS
 - 23. VENDERS HELP US GO TO PRESS
 - 24. LOADING DOCKS ARE SOLID CUSTOMERS
- GROUP H.**
 - 25. VENDERS GO TO A COUNTY FAIR
 - 25. VENDING IN RECREATION PARKS
 - 27. VENDERS SCORE IN "MINIE" GOLF

- GROUP A.**
 - 1. HOW TO WIN PLANT MANAGER'S OKAY
 - 2. GOOD HOUSEKEEPING AT INGERSOLL STEEL
 - 3. MANAGEMENT TALKS PLANT VENDING
 - 4. PLANNED PLANT EXPANSION
- GROUP B.**
 - 5. LOYOLA PICKS VENDERS
 - 5. VENDERS HUMANIZE A HOSPITAL
 - 7. VENDING AT THE "Y"
- GROUP C.**
 - 6. MEMO FROM THE MART
 - 9. VENDERS IN RADIO
 - 10. SNACKS WITHOUT LOST TIME
- GROUP D.**
 - 11. GIVE THE GI WHAT HE WANTS
 - 12. GIBS GO FOR VENDERS
 - 13. NEW STOPS! VA HOSPITALS
- GROUP E.**
 - 14. UNDERGROUND VENDING EMPIRE
 - 15. WE KEEP 'EM ROLLING
 - 16. VENDING AT LA GUARDIA
 - 17. RAILROAD WITH PLUS SERVICE

JUST SO
You'll Try Them
Any group for
only 25c
(Offer limited to one group per person at this price)
Regular Price—10c Per Reprint

Order From
VENO REPRINT, DEPT. D
2140 PATTERSON STREET
CINCINNATI 22, OHIO

VICTOR'S Victory Basketball Game

First new counter game since the war — Plenty of action — return ball feature — 1¢ or 5¢ play — REAL MONEY MAKE \$1.25 High, 18" Wide, 8" Deep. Simple mechanism — guaranteed trouble-free.



\$32.50 EA.
WEST COAST DISTRIBUTOR
ACE VENDING & DIST. CO.
2702 W. Pico Blvd. Los Angeles 4, Calif.

Soft Drink, Candy Prices Up in Canada

ST. JOHN, N. P. Sept. 18.—Complications involving price raises on soft drinks and candy have not generally affected operators of vending machines in the Eastern provinces. Some of the manufacturers and distributors are adhering to the nickel price for small bottles of pop and candy bars. Just how long it is situation will continue is a matter for the future. Those candy makers who have increased the price of bars and packages of candy from 5 to 7 cents have not increased the weight. The manufacturers of candy and drinks claim increased sugar price as the vital factor in the upward revision of prices. The 7-cent price again necessitates the handling of coppers just as with candy and soft drinks during World War II, as well as bringing reduction in gross sales. Those machine operators who have met the raises in price report a noticeably weaker demand. In the larger bottles of pop, raises from 10 to 12 and from 15 to 18 cents have been reported. It is believed that with some nickel bottles and bars available, machine operators will stick to these brands. With the drinks, the better known brands, such as Coca-Cola, have not gone above the nickel, but the better known brands of bars and packaged candies have been hiked.

POPCORN

Find out about the original "Pop" Corn Sea PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask — means profits for you.



WRITE, WIRE, PHONE
'POP' CORN SEZ CO.
8329 Delaware Ave.
UPPER DARBY, PENN.
Phone: Allegheny 4-1019



"TOPPER"
Reg. in U.S.
Pat. Office

VICTOR'S REVOLVING SUPER MARKET

•
**Dominates
Any
Location**
•

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

•
**See SUPER MARKET
TODAY at your distributor**
•

**VICTOR
VENDING CORP.**
5701-13 W. Grand Ave.
Chicago 39, Ill.

Sandy Mac Tight says... "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."



ANOTHER GOOD BUY IS
The TOPPER
TOP VALUE - LOW PRICE

Ask any operator using "Topper" 16 Vendors and you will find that these machines cannot be equalled in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20 week plan from TORR.

ROY TORR



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

LANSDOWNE, PA.

FOR SALE CIGARETTE OPERATION—NORTHEASTERN OHIO

Established Over 20 Years

Must retire due to ill health. Operation consists of 360 Locations, doing a volume yearly gross income of \$525,000.00. Equipment consists of 70% Rowe Machines, balance are Keemeys, Electros, Nationals and LS DuGreniers. 60% of our equipment is brand new. We are in the process of converting machines to operate on 22c per pack which will give you an additional gross profit of \$20,000.00 annually. Will consider a partner with some cash.

SAFFRON'S CIGARETTE SERVICE

1220 Wirt Street Phone 4-1123 Youngstown, Ohio

Birmingham Op Uses Initiative To Locate Java Units

(Continued from page 102)

"military locations," according to Jim Grant, veteran serviceman of the organization. The Kaufmann concern operates two Kwik-Cafe vending units in the base operations office of the Alabama National Guard at the Birmingham Municipal Airport, and another at the Air Force Reserve operations on the same base. Both machines average well over 200 cups of coffee per day, inasmuch as there is a heavy flow of transient traffic into the operations office. In some instances, it has been necessary to service these machines as many as four times per day. The fact that they are always on duty when mess halls, cafeterias, or other food service facilities are closed accounts for an almost 'round-the-clock' turnover, according to Grant. While there is a certain amount of headache involved as it frequently is necessary to make midnight service calls, their 200 cups per day and better volume is adequate compensation, the Southern operator believes.

He points out that such military "traffic locations" are better than industrial plants, business firms, etc., because the latter are open fewer hours. Nevertheless, he is currently operating in large industrial plants, factories, etc., scattered thruout the Vulcan City. Currently, units are located at the Stockton Valve & Fitting Company, which sells 150 cups per day, another at the Southern Line & Materials Company, power line manufacturers, where workers are on a 24-hour schedule, and the McWayne Pipe Shop, one of the largest pipe manufacturing firms in the country, which likewise frequently reaches triple shift proportions. Another machine is currently running at the Howard College Book Store, Birmingham, where packaged pastries and sandwiches have proven ideal for building up volume.

On the strength of his experience, Kaufmann now has six Kwik-Cafe vendors operating around the Birmingham Municipal Airport, and the remaining six, in industrial plants. "In order to insure top return, the operator should be careful to choose locations which insure traffic thru both the daytime and night hours," he said, "with some sort of vendor for cookies and novelty confections provided alongside."

See Canadian Tax As Starting Move for A 7½-Penny 'Nickel'

VANCOUVER, B. C., Sept. 18.—A 30 per cent boost in taxes on candies, gum and soft drinks by the Canadian Government was seen by vendor operators and other merchandisers this week as initiating a movement for a 7½-cent "nickel."

The new tax was announced last week by Finance Minister Douglas Abbott, who outlined the new levies, effective immediately, that will boost most soft drinks to 7 cents per bottle and raise candy bars to 9 cents each or more.

According to one major bottler, the tax increases "are pricing the nickel right out of circulation."

Liquid Sugars Appointments
INDIANAPOLIS, Sept. 18.—Liquid Sugars, Inc., 1740 West Michigan Street announced appointment of Frank S. McKenzie as chief chemist and production manager, and Robert C. Connolly as chief engineer. McKenzie formerly was associated with C. & H. Sugar Refinery Corporation, Ltd., and with Western Sugar Refinery, engineering department. M. G. Lewis, president, said the appointments are a part of a comprehensive program of modernization and expansion.

Here is the New, Flexible

ALKUNO

CRACKER VENDOR
four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3½" x 2½". Has large merchandise display and self-illuminating glass sign.

MODEL 700

Metal Cabinet and Base
Ht. on Base, 66"
Wt. on Base, 64 Lbs.

**WRITE FOR
NEW REDUCED
PRICES!**

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

TAKE ADVANTAGE OF "ALKUNO'S NEW FINANCE PLAN"

Alkuno & Co. 408 Concord Ave. New York 54, N.Y. MEIrose 5-7757

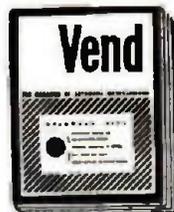
SMOKESHOP "612"

THE NATION'S FINEST CIGARETTE VENDOR

Write for details
AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. - PL 7-3123

JEWEL CHARMS
look like a million dollars!
in precious stone colors!
\$10 per M.

EPPI 91-15 144 Pl., Jamaica 2, N.Y.



"The Magazine of Automatic Merchandising"

"You have a dandy publication in 'VEND.' Well printed and very informative. We read it from cover to cover each month."

HAL FREEMAN (Operator)
Spokane, Wash.

VEND 9-23
2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name
Address
City Zone State

VICTOR'S AMAZING NEW TOPPER



Special Sept. Offers
TOPPERS SOLD 4 TO CASE \$48.00
 1 Case (4) Toppers
 PLUS 25¢ 210 Ball
 Gum or 25¢ Candy
 PLUS 1000 Chems.
 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 S 1000 Chems. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P U S 1000 Chems. All for only **\$51.25**
 Samp. Topper, \$11.25

Get today's top money maker—Topper DeLuxe for all Charm Vender. Sample \$18.75

RAIN-BLO GUM
 140, 170 or 210 Count, in 25¢ cartons, 20¢ lb. in lots of 200 or more with freight prepaid. 2¢ lb. less 2%.

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 24¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
 25 lb. carton Large, 60¢ lb. Extra Large, 44¢ lb. Full Cash With Order.

Plastic Auto-Graphed Baseballs, 35.00 per M Metal plated, \$2.00 per M.
 Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

Minute Maid Vender Program To Expand

(Continued from page 102)
 ensack, and Vend-Mart, of Washington.

Under the program worked out by the frozen juice packer, Mills will divert all its production to Minute Maid. The machines, in turn, will be sold only to approved operators who will be required to provide special facilities to handle the frozen concentrate.

Mass Sampling

Plans are to use the vending program as a mass sampling device to stimulate home consumption of the juice. As a result, Minute Maid has stated it will help underwrite the extra costs of operating with frozen concentrates.

In practice, this will mean supplying concentrate at a low enough figure to keep the total product cost at or under 35 per cent of the 10-cent selling price, Burke explained. The present charge for the preparation to operators is \$10.50 for a case of a dozen 32-ounce cans. Under current raw-fruit costs this will mean furnishing the juice at less than the cost of production, he asserted.

To round out the promotion phase of the program, Minute Maid will offer operators a special price deal on cups bearing the company imprint. Furnished on an optional basis, the cups will carry the legend: "At Your Grocer's, Too."

NAMA Program Set for Buffalo

(Continued from page 102)
 president of Rowe Manufacturing Company, Inc., who will give members of the Ad Club a first-hand report on the part the vending machine industry plays in the retail distribution of system of the country.

The afternoon session, to start at 1:45 in the Fillmore Room, opens with a current report on legislative activities by NAMA staff member. This will be followed by discussion of the NAMA Group Insurance Plan for Operators, with Charles Greasley, Vendomat Corporation of America, Baltimore, and chairman of the 1950 NAMA Insurance Committee, talking on How You Can Save Money by Participating on NAMA's Proposed Group Insurance Plan. Why Chicago in 1950 Is the Vending Show No Operator Can Afford To Miss, by E. H. Fox, chairman of the Convention Committee, concludes the first session.

How to Develop a Sales Presentation that will "Click" opens the 2:15 meeting. This will be a capsule course in advance selling conducted by Ralph Myrick, general sales manager of Bacon & Vincent, and instructor of the sales training Program at University of Buffalo. Operators will participate. The business portion of the Region II meet will end with a report of the nominating committee and the election of regional chairman at 4:15.

Sked Banquet

Evening activities include a cocktail party at 6 and a banquet in honor of Ford S. Mason, past-president of NAMA (The Billboard, September 16) at which C. S. Darling will speak on NAMA, A Two-Way Street, What It Can Do for You and for Your Industry.

The Region II meeting also will host Region A and I, making it a nine-State gathering of operators.

Maritime Operators Up Bar, Drink Fees

ST. JOHN, N. B., Sept. 16.—Operators of vending machines in the eastern provinces are all back to the 7-cent bars and packaged candies, and the 6 and 7-cent bottles of pop. Shift back to handling pennies has followed a 30 per cent increase in the excise tax on soft drinks and candy imposed recently by the Canadian government to raise money for war expenses.

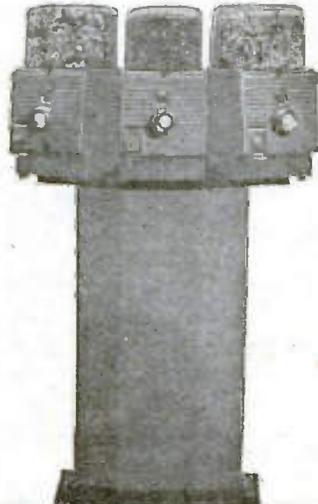
Before the 30-per cent boost, some of the candy producers had raised prices, resulting in some vending machine ops lifting prices of bars and packages to 6 and 7 cents. However, many manufacturers held the old rates, allowing the retailing of nickel bars. But with the 30 per cent increase in taxes, all nickel bars and packages went up to 7 cents and dime bars and packages to 12 cents.

Delivery of carbonated drinks was suspended for about two days until

manufacturers decided what action they would take. Coca-Cola and Orange Crush came out with a 6-cent retail price, with possibility of another cent being added within the next few weeks. Other manufacturers, including brands limited to the territory, have established a 7-cent price. Increases also have been made in the prices of the larger bottles, but the small bottles only are used in the vendors in the provinces.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.

ANOTHER ADVANCE Profit Maker HERSHEY 5¢ BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33 1/2" high; 4 1/2" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$19.00 2 to 11 \$15.75 12 to 49 14.50 50 or more 14.25

ORDER TODAY 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. J. SCHOENBACH Distributors Advance Vending Machines 1447 Bedford Ave. Brooklyn 25, N. Y.

IT'S TOPPS
 So Round So Firm So Good
BOZO BALL GUM
 A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

TOPPS CHEWING GUM
 Incorporated
 237 - 37th Street, Brooklyn 32, New York South 8-8900

SEPTEMBER DEAL
 FOUR (4) Victor Toppers (as illustrated) with new large Glass Globes PLUS either 25 Pounds Rain-Blo Ball Gum (any size) or 30 Pounds Boston Baked Beans and sample back 100 Deluxe Chems—\$51.50 all for only
 On 25 or more deals—\$48.50 per Deal
 1/3 Deposit, Bal. C. O. D., F. O. B. Kansas City, Mo. Sample Topper \$11.75
 Time Payment Plan.
 Lowest prices on Ball Gum, Nuts, Chems and all Vending Items.
BERNARD K. BITTERMAN
 3002 Truman Road, Kansas City 1, Mo.
 To Vending Specialists since 1924. We will help you start your routes or assist you in solving any of your Vending Problems.

CIGARETTE MACHINES
 UNEEDA, 8 Cols. \$ 95.00
 UNEEDA, 6 Cols. 85.00
 Uneeda Model 500, 9 Col., 350 Cap. 85.00
 P-X, 10 Col., 425 Pack Cap. . . 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

STOMER 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

25c CONVERSIONS; PARTS GUARANTEED

SALE NATIONAL CANDY VENDOR
 6 Col., 108 Bar Cap. **\$75.00**
 Wall Model **\$65.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mixers available for all makes and models.

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 New . . . Reconditioned . . . As Is Evergreen 7-4568
 166 CLYMER STREET BROOKLYN 11, NEW YORK

BRAND NEW LUCKY BOY VENDORS
\$9.75 Lots of 6, \$6.75
 Lots of 25, \$7.75
 EACH 10 or 50 MODEL
 Nut and Charm Vendors hold 6 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum Fully guaranteed. 1/3 Deposit, Balance C.O.D.
FREE
 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE
BLOYD MFG. CO.
 VALLEY STATION, KY.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Northwestern
CUTS
SERVICING
TIME AND
COSTS IN
HALF

INTERCHANGEABLE
SANI-CARRY GLOBE

MODEL
49

Until you have actually operated 49 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
329 E. Armstrong St. Morris, Illinois

LARGEST PROFIT MAKER
5c Silver-King for Pistachios



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Now 5c Models low as \$10.00 in Quantities

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter" \$ 49.90.

CAMEO VENDING SERVICE

Main Office:
432 West 42nd St., New York City 18, N. Y.
White Plains Branch:
8 Oranwampus St. White Plains, 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.
1114 TREMONT ST. BOSTON, MASS.

Coan Increases Sales Coverage

MADISON, Wis., Sept. 16.—Frank Q. Doyle, general sales manager of Coan Manufacturing Company, announced this week that eight more regional sales managers are actively covering territory.

New representatives, and the areas they cover, follow: Warren Deaton of Gallon, O. — Ohio, Virginia, West Virginia; Warren Deaton Jr., Danville, Ky.—Kentucky; H. Albert Rea, St. Louis—Kansas, Missouri (except St. Louis), Illinois, Indiana; R. W. Marriam, Des Moines, Ia.—Iowa.

W. P. Puntton, Park Falls, Wis., covering Wisconsin, Michigan, Minnesota; V. R. Middlemas, Bismarck, N. D.—Wyoming, North and South Dakota, Nebraska; C. W. Brown, Salem, Ore. — Oregon, Washington, Montana, Idaho, and Frank Herbenar, El Paso, Tex.—New Mexico, Arizona, Utah, Colorado.

NAMA Red Feather Drive Over Top in Southern California

LOS ANGELES, Sept. 16.—Promoting the Red Feather-Community Chest Drive, vending machine operators here will distribute 10,388,500 advertising pieces. The all-industry effort has exceeded all expectation of the General Vending Machine Committee of the National Automatic Merchandising Association (NAMA), Arch Riddell, committee secretary, said.

The following imprinted pieces are to be distributed in Southern California alone: Book matches, 7-150,000; cups, 3,200,000; stickers for scales and bulk venders, 25,000, and tape messages for candy and other machines, 13,500.

Red Feather matches are being supplied by the Diamond, Lion, Ohio and Universal Match companies. One company is distributing a carload of book matches. Cups are being supplied by Lily-Tulip and Dixie and both of these companies are shipping in straight cars.

Exec Praises Program

The Red Feather plugs have drawn the praises of Herman F. Hahn, chairman of the Los Angeles Community Chest. In a letter to Riddell, Hahn wrote:

"Let me take this opportunity of expressing thanks of the Community Chest and the Red Feather services for the splendid efforts your associa-

Selective Dairy Unit by Braun

(Continued from page 102)

here, is August Braun; W. Collier is secretary, and Leonard Traxel project engineer. Traxel, who has been associated with the bottle vending industry since 1928, was with Mills Industries until 1935, and was instrumental in working out the design for firm's first Coca-Cola bottle units.

The Milk-o-Matic features package design, with each conveyor tray removable without use of tools within five seconds. Its individual motor can be dismounted in another five seconds by two pillar screws. The tray proper (which will be stainless steel or hot tin dipped in production models), with its bottle guide channels, vertical bottle space bars and chain drive, can then be sanitized conveniently. The three trays positioned one above the other, each delivers its bottles thru individual ports.

Before depositing a dime the customer moves a flavor selector dial to his choice, then coin actuates the motor in the tray carrying the flavor. This moves the chain, with upright bars propelling each bottle forward on twin runners, with the leading bottle moved into delivery chute.

Traxel said other features of the machine were inclusion of coin changer, permitting use of two nickels, dime or quarter; automatic defroster and disposal of condensation, three-inch fibreglas insulation on all sides; bent coin release; baked enamel interior, exterior cabinet finish. A hinged front center panel of anodized aluminum houses coin selector units and wiring harnesses for faster servicing.

Riddell said that orders for the printed material have been almost completely filled and that the general committee is turning its attention toward publicity for the chest drive and the venders' part in it. Beverage cups and book matches are to be used and mentioned on several TV shows week after week. Spotting of the story in both TV and theater newsreels also is getting consideration, the committee chairman said.

Robert A. Kesner, director of special features for the Chest campaign, said that the publicity staff would soon release news stories relative to the venders' part in the drive. He pointed out that the vending machine's Red Feather campaign would distribute the 10,000,000 advertising pieces without any cost to the Community Chest.

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.

DELUXE, 1c or 5c, Baked Metallic Finish, Red or Green—Sample 10 or More	\$14.95	533 BALL GUM PORCELAIN, 1c	\$7.45
539 PORCELAIN, 1c	12.95	SILVER KING, 1c or 5c	6.95
	7.45	MASTER PORCELAIN, 5c	7.45
MERCHANDISE AND SUPPLIES			
PISTACHIO, Jumbo		M & M BALL GUM, All Sizes (100 Lbs. Min.)	39¢
Queen	65¢	Freight Prepaid	25¢
FANCY TULIP, Large	63¢	AOAME, All Flavors	82¢
INDIAN NUTS	59¢	WRIGLEYS, All Flavors	82¢
CASHEW, Whole	51¢	TOPPS, All Flavors	42¢
CASHEW, Butts	48¢		
		LICORICE LOZENGES	25¢
		Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.	
		Deposit—Balance C. O. D.	

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600



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 m-a-n-y since using

LEAF GUM ALL SIZES
140 — 170 — 210 & Jumbo
27c per pound
FREE DELIVERY on 200 lbs. or over.
PULL CASH with order.

ROY TORR LANSDOWNE, PA.

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
115 N. Wabash Street, Philadelphia 20, Pa.

SALESMEN WANTED
Experienced Cigarette Machine Salesmen

Middle West—old established, very popular brand in industry. Must have car. Write full details. Replies strictly confidential.

BOX 402, c/o The Billboard Publishing Co., 188 W. Randolph St., Chicago 1, Ill.

How hard
can you
SQUEEZE . . .
a nickel?
—until the buffalo
bellows?
a dime?
—until Miss
Liberty blushes?
a penny?
—until there's
nothing left to
pinch?

What's
happening?
You'll learn the
answer to these
and many more
questions at . . .
N.A.M.A.'s
1950 Convention & Exhibit

November 12-15

Palmer House ★ Chicago



7 South Dearborn
Chicago 3, Illinois

**Lack of Industry
Promotions Cited
By Conn. Leader**

HARTFORD, Conn., Sept. 16.—“What's the motion picture industry got that we in the coin machine trade haven't?” asks Abe Fish, owner of General Amusement Game Company of Hartford, and president of Connecticut State Coin Association, Inc. “Too many people in this industry,” Fish continues, “are going around with their mouths gaping in wonderment at the current extensive promotion campaign by the motion picture industry, geared primarily to getting people back into the movie theaters.”

“Why can't we in the coin machine industry, on both a regional and national scale, do likewise—instill in the public a greater desire to play new machines, new attractions in our field?”

“I've read and heard the slogan, 'Movies Are Better Than Ever,' until I'm blue in the face and I just can't understand why the coin machine industry, with all its top thinking and progressive planning, can't top the movie business with some glamor of the coin machine trade.”

“Why not concentrated campaigns by colmen in each key city across the country this fall, geared specifically to this trend: Play a Coin Machine Today—For relaxation, etc?”

Fish believes one specific step in this direction would be to have coin machine operators in key cities purchase new equipment and then—in- stead of proceeding on a business-as-usual basis—start logging our business thru plenty of advertising and ballyhoo.

“I don't condemn the motion picture industry for its promotional tactics, however. But I still don't like this apathy reigning within the coin machine industry. Let's get out and sell our business, and start selling it today!”

NCMDA TO CONVENE

(Continued from page 95)

ification of all proposals introduced at the special May 23 session; a vote on the constitutional amendment which would elect board members for one, two and three-year terms to insure holdover members annually, and a vote on a second constitutional amendment which would permit membership by distributors of shuffle games. As the NCMDA constitution now stands only distributors of five-ball equipment are eligible.

Another amendment to be acted on will be the changing of the dues set-up. It will be proposed that the dues be made uniform for all members and that the amount be reduced in conformity with NCMDA's non-profit status.

**Keeney Produces
New Penny Loader**

CHICAGO, Sept. 16.—J. H. Keeney & Company this week announced initial production line output of its recently introduced electric Penny Loader. John Conroe, vice-president, also reported that volume output of firm's Deluxe Electric Cigarette Vendor was being continued.

With a peak employee staff of 500, and the addition of a special night shift in the machine shop, Keeney has a full production schedule for its multiple-unit coin machine line. Materials available and contracted for will enable such output to continue at the current level for an indefinite period, according to Conroe.

Keeney's Penny Loader retains the announced \$119.50 price.

Agriculture Report

WASHINGTON, Sept. 16.—In its first survey of farm production since the outbreak of the Korean war, the Agriculture Department reported this week that good crops of most commodities, including those used in vending machines, are in prospect, despite anticipated increased demand.

Peanut production is figured at about 10 per cent less than last year, but the Commodity Credit Corporation (CCC) has large stocks on hand and will dump them on the market if necessary. Such tree nuts as walnuts, filberts and almonds will be above average in production, and no shortages are in sight.

The outlook for apples is good, with increased output of the fancy grades best suited for venders anticipated. The total crop will be 8 per cent above average. West Coast varieties will be above last year, but agriculture said blight will shorten the supply of those grown in Pennsylvania.

Production of cigarette tobacco will be about equal to last year.

Candy Sales Up

WASHINGTON, Sept. 16.—Manufacturers' sales of candy are soaring since the outbreak of the Korean conflict, the Census Bureau said this week. July sales topped those of July, 1949, by 34 per cent in value and 36 in weight.

The biggest increase was in the sale of bulk goods, up 74 per cent in poundage and 75 per cent dollarwise. Exceptionally low sales in July of last year by several of the manufacturers polled minimized the significance of the bulk candy gains, however, the agency said.

Sales of candy bars jumped 34 per cent in pounds and 33 per cent in value, while package candy sales increased 23 per cent in weight and 21 in dollars. The general line was up 26 per cent in pounds and 25 per cent in value as compared with July, 1949.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

CHARMS

- Plastic Charms, small, 1,000 \$2.25
 - Metal Colored Charms, small, 1,000 2.25
 - Plastic Charms, large, 1,000 2.95
 - Copper & Nickel, large, 1,000 5.00
 - Silver Wedding Rings, 1,000 8.95
 - Toy Watches, 2 gross 7.50
 - Stone Set Rings, 2 gross 1.95
 - "Map Cap" Buttons, 1,000 3.95
 - Plastic Colored Rings, 1,000 2.50
- We are factory distributors for all leading makes of VENDING MACHINES.



**VICTORY
5¢ ALL
CHARM
VENDOR**

The newest sensation for vending c h a r m s. 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 Vender. It has unlimited profit billies and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$13.25 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—1¢ or 5¢ play. Real Money Maker! 22" High 18" Wide 5" Deep



Simple mechanism Guaranteed trouble-free.

\$32.50 EA.

15 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Emser St. Baltimore 2, Md.

**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

EPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

Northwestern

NEW REDUCED PRICES
MODEL 49

SPECIAL \$14.33

FACTORY FRESH

Vender Confections

- Teoney L.B. Almonds 64¢
- Jumbo Pistachios 66¢
- Spanish #1 Peanuts 88¢
- Blanched Virginias 35¢
- M & M's Vending Candy 87¢
- Burt's Boston Beans 25¢
- Rainbow Beans 25¢
- Pine Nuts 34¢
- Ball Gum
- Bubble 37¢



Part—Bulk—Charms—Write for List
BADGER SALES CO., INC.
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DEPENDABLE PERFORMER

ACORN 1¢ or 5¢ All Purpose Bulk Merchandisers

Order Yours Today!

• You can depend on this wonderful all-purpose vendor for outstanding performance and GREATER profits . . . all year round.

• Vends all sizes of Ball Gum.

• Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Charms.

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A Few Choice Territories Are Still Open.
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Los Angeles 13, Cal

NEW Northwestern '49 Special

Cuts Costs and Servicing Time In Half

Less Than 25 ... \$14.35
Less Than 100 ... \$14.15

AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING. IMMEDIATE DELIVERY!

BRAND NEW IMPS
Either 1¢ or 5¢ Play
Cig. or Fruit Reels
\$21.50 Ea.

"HIT-A-HOMER"



The grandest, newest counter game—legal everywhere! Available in 1¢ or 5¢ play. Scores Home Runs, Walks, Strike-Outs. Plenty of high, 18" wide, 5" deep.

\$27.50 EA.

Write for quantity prices!

SPECIAL DEAL FOR JOBBERS!

CHARMS, MDSE. AND SUPPLIES

WE CARRY A COMPLETE STOCK OF

CHARMS PEANUTS
PISTACHIOS BALL GUM
VENDING MACHINE PARTS & ACCESSORIES

SEND FOR PRICE LIST

WE TAKE TRADE-INS

LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. O.

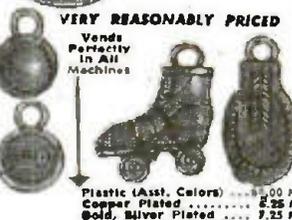
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LARGE ASSORTED Sport Charms



VERY REASONABLY PRICED
Vends Perfectly in All Machines

Plastic (Ass. Colors) \$5.00 M
Copper Plated \$5.25 M
Gold, Silver Plated 7.25 M

NEW GUNS

(Same size as illustrated)
Plastic (Ass. Colors) \$4.25 M
Nickel Plated 4.50 M
Gold, Silver Plated 5.00 M

WRITE FOR SAMPLES FOR DISTRIBUTORS

DON'T DELAY! ORDER NOW!

Paul A. Price Co.
220 BROADWAY NEW YORK 7, N. Y.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 7 1/2 Bar Size. Each \$27.50

Cigarette Machines
Write for low prices all makes.
COUNTER MODEL \$17.50
Malt Deposit. Phone: BA 9-0446
HARRIS VENDING
177 N. Park Ave. Philadelphia 32, Pa.

Dime Peg Becomes General In First-Run Houses; Nabe Spots Still Experiment

Ops Lean to Nickel Price in Spite of Rising Costs

(Continued from page 102)

ming pools and tourist camps. But the run-of-the-mill bulk beverage location remains at the nickel price, having neither the desire (on location's part) nor the customer capacity to profitably support the operation at the greatly reduced volume that follows conversion to the dime level.

Dime Drawbacks

The major operator kick on the 10-cent price, is twofold; loss of volume and up to a 100 per cent hike in location commission. Coupled with the average 50 per cent drop in sales that follows the dime change-over, the operator only sees a further profit curtailment when the location asks not for the usual 25 to 30 per cent rate, but a straight 50 per cent commission or 5 cents on each dime drink sold. And this means that the operator has to take a licking not only in sales volume but also in profit per drink sold, which figures out to less than on the nickel cup with the boosted commission.

In the captive location, lead by industrial installations, the nickel drink remains a 100 per cent deal. Conversely, the transient neighborhood theater continues to follow a vacillating policy on the price question: In some cities there is a trend to the dime peg and in about an equal number of others the movement is away from two nickel drinks. On the whole, the small movie location continues in a state of flux on the price front, with a good deal of experimenting still going on.

Operating Costs

While operators' sirup costs have not followed the upward price trend in cups over recent weeks, such a move is not discounted. However, the general feeling is that even with moderate price hikes in both supplies, it will be still more profitable in the long run to vend a nickel drink.

Pin-pointing current activity and thinking on the dime-nickel question in several leading areas in the nation reveals some interesting operator comments and plans. In New York, where there was a definite anti-dime feeling a year ago, the trend toward the higher peg has continued in Broadway theaters until now it is more marked than in 1949. Other "new dime" locations include amusement parks and parking lots. Nabe movies remain split on the 5-10 policy.

More Dime Movies

George Thiers, of Automatic Beverage Corporation, indicated the path of the dime policy in big theaters early this month when he installed a 10-cent unit in the RKO Palace, which was one of the prime nickel holdouts. Taking the other side of the fence, New York operator Lew Braverman, Drink Dispensers, Inc., declared: "The public is still nickel-minded when it comes to soft drinks." While admitting that his profit margin is being squeezed by rising operating costs, he feels that costs have not gone up so much this past year that nickel operation can not show a profit if high volume is maintained.

Illustrating theater-owners' thinking on the dime price, Braverman gives this example: A theater has a machine that sells 500 drinks weekly at a dime; commission to management at the standard 50 per cent rate would be \$25 and at a nickel a drink, over 1,600 cups would have to be sold before management would realize an equivalent income at the prevailing 30 per cent commission on nickel drinks.

The Chicago dime-nickel situation remains practically unchanged from a year ago. As indicated by two leading operators, United Beverage and

Drink-O-Matic Company, operator feeling is against dime price but bows to theater management demand, especially in Loop houses where the 10-cent policy remains a 100 per cent pattern.

It is in the neighborhood houses that an off-and-on dime policy has been the rule thru recent months. In the main, however, the nickel price has a wide lead in such spots. Milwaukee operators generally are against the dime peg. Where it is being used, volume has dropped and profits followed suit because of upped commission demands. Nick Stacy, Stacy Tobacco Company, reports that when he recently cut out the 10-cent price in one location he noted a 400 per cent increase in volume. Perhaps more extensively than in many other cities, Milwaukee neighborhood movies have adopted the 10-cent price, according to operators.

Detroit Suggests Solution

In Detroit, operators are more outspoken about the squeeze in profit now building up via upped cup, labor, general overhead costs. While still preferring to sell at a nickel, some declare that dime operation may be a solution if it is used in new locations where nickel equipment has not been used previously.

In contrast to general reports, Spacarb's Detroit operation favors the dime drink and states that it has resulted in better sales. The firm has increased the number of its dime movie spots, abiding by management requests, and now only has three nickel movie locations.

No Dimes for D. C.

Washington cup operators report there is only a handful of dime units in their area, mostly in theaters, swim pools, bowling alleys and tourist camps. But Bayne Phipps, of Spacarb of Washington, thinks rising costs will eventually force the dime increase.

In a turn-about move, Phipps points to one large theater which requested that its dime vender be converted to nickel operation to please its customers. The reduced price resulted in a 35 per cent rise in sales.

Strongly contrasting such operation in other cities, Allied Beverage Company's Victor Rubin states that even with most of its equipment in theaters, all operate at a nickel.

West Coast Report

The word from Los Angeles shows operator feeling has grown more favorable to dime drinks over the past year. Most are in accord with the idea, backing up both major first-run and nabe movie management in this respect. This is expressed by one operation, County Beverage Company, San Diego, with: "The dime drink is the cream of the beverage business, and its acceptance is very good in airports, railroad terminals, theaters and other recreational centers. But factories, military camps, etc., are still at a nickel."

Several operators pointed to the fact that they would rather go along with a 5-cent drink in industrial locations at 10 to 15 per cent commission than dime drink in theaters where a 50 per cent take is demanded.

Another Los Angeles operator, Dave Davidson, Davidson Bros., would like to vend an eight or nine-ounce drink for a dime as an over-all location move, providing machine was not too costly and public sentiment would allow.

Okay New Cig Tax

BAY MINETTE, Ala., Sept. 18.—The Bay Minette Town Council has unanimously approved an ordinance placing a 2-cent tax on cigarettes, effective September 30.

Fogel Refrigerator Names Terhune VP

PHILADELPHIA, Sept. 16.—E. A. Terhune has been appointed vice-president of Fogel Refrigerator Company here, President William Fogel, reported this week. Prior to his organizing the General Vending Machine Corporation in Chicago following the war, Terhune was associated with Frigidaire's New England distributor and was national sales manager of Servel's electric refrigeration division. He also had set up a major appliance distributing firm in Boston. General Vending is being operated by Terhune's son, Terry Jr.

Cig Tax Collections

CHARLESTON, W. Va., Sept. 16.—State Tax Commissioner C. H. Koontz reported penny-a-pack cigarette tax collections for the month of August totaled \$239,278.22, as compared with \$222,017.34 in August, 1949. Koontz said that gross sales tax collections for the first two months of the current fiscal year (July-August) totaled \$8,099,224.65, compared with \$7,717,677.03 for the July-August period of 1949.



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PROVEN SALES BOOSTERS! BRING BIG PROFITS!

24 Team Names

Plastic—6 Ass. Bright Colors \$4.25 M
Copper Plated \$6.50 M
Silver Plated 7.50 M
Gold Finish 7.50 M



FOOTBALL HELMETS

Approximately 3/4"

Plastic—6 Ass. Bright Colors \$5.50 M
Copper Plated \$8.00 M
Silver Plated 10.00 M
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Service & Quality For Over 40 Years

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WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100... \$10.00
Sample, \$11.25
Victor's Universal

JUMBO
1" Ball Gum Vender.
Best Location Getter
In Years!
Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. O.
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Premiums Boosting Shuffle Play

Shuffleboard Activity High At Wis. Meet

Tavern League Annual

MADISON, Wis., Sept. 16.—Shuffleboard was one of the main points under discussion by location owners who attended the annual convention of the Tavern League of Wisconsin at the Loraine Hotel here Tuesday, Wednesday and Thursday (12-14).

Just as Wisconsin has been in the forefront of bowling league interest, shuffleboard leagues have become a large-scale recreational activity for men and women of all ages in the State. At most of the convention floor gatherings, operators and location owners were getting together on schedules for leagues which will be in full swing here by the end of the month.

Contact Locations

Altho play as a whole remained at a high level all thru last season in Wisconsin, many locations which were interested in leagues were left (See *SHUFFLE ACTIVITY* on page 116)

Puck Patter

Chicago:

Billy DeSelm, general sales manager, United Manufacturing, reports the Shuffle Alley De Luxe conversion is moving out to distribs and operators steadily, and firm assures all ops that production on this unit is continuing. Ray Riehl, DeSelm's assistant, says, the firm's Twin Shuffle Alley Rebound also has met with excellent operator acceptance, and (See *PUCK PATTERN* on page 113)

Ops Dual Role:

Operator-Location Owner Looks At Shuffleboard; Finds Biz Has Potential But Must Be Promoted

SACRAMENTO, Sept. 16.—Emmett Regan is in a position to look at the coin machine business from two sides. As a part-time operator specializing in shuffleboards, Regan has six locations. As the owner of the Commercial Hotel bar, he is a location owner.

The Commercial Hotel, in the older section of town, is one of the famed spots of Central California. The original bar was opened in 1900 by Louis

Caffaro, whose name still adorns the stained glass window over one of the entrances.

Regan has the distributorship, too, of the American Shuffleboard line in the section. Three years ago he installed two of the boards in his place and the shuffles immediately increased bar business. After a time the play dropped off and he installed Lektro-Score, a locally made unit. (See *OP-LOCATION* on page 116)

Ops Reorder As Tests Hit New \$\$ Highs

Clocks, Lamps Popular

CHICAGO, Sept. 16.—That premiums will play a vital role in introducing shuffleboard to thousands of new players during the 1950-51 season has already been evidenced in the two weeks since the season started. From operators in many sections of the country have come reports that, using premiums for the first time, play has been "above expectation" on the unorganized boards, while organized league play is already about twice the size of last year. General consensus was that premiums have passed the "fad" stage, and are now a permanent part of the shuffle picture.

A check of distributors in this area reveals many operator customers who made token premium purchases last month to test the high-score prizes have already sent in reorders, and have, in most cases, expanded their purchases so as to cover their routes.

Noting the heavy premium activity in this area are Empire Coin, Coven Distributing, First Distributors, Coin Machine Service Company, and the Purveyor Distributing Company. All these firms this week reported a (See *PREMIUMS BOOST*, page 114)

Madison Operator Sets Up 3 Cushion Leagues in Wis.

MADISON, Wis., Sept. 16.—Backed by a strong promotional job by Irv Goff, head of the Irv Goff Music Company, cushion board play in

Dane County, particularly in Madison, is making steady progress as a competitive sport. Last season Wisconsin was one of the most active league States but organized competition was confined almost wholly to longboards.

Goff, who headquarters here, already has set up three cushion leagues, two comprised of Madison locations, the other from locations in smaller cities and towns in the county. The Madison leagues are known as the North and South Side leagues. Teams in the Dane County League will do considerable traveling so part of Goff's job in handling this loop will be to work out a schedule in which the longer trips can be made near the week-end. He also is going to work with locations in this league (See *MADISON OPERATOR* on page 113)

Empire Handles New Conversion On Natl. Basis

CHICAGO, Sept. 16.—Empire Coin Machine Exchange, national distributors for a new conversion for the Chicago Coin Bowling Alley, is appointing area distributors for the unit, Gil Kitt and Ralph Sheffield. Empire officials, announced this week.

Designed with a motor-driven pin reset mechanism, the conversion has disappearing pins, automatic scoring and a backglass with complete scoring for one or two players. It lists for \$59.50.

Kitt said the conversion can be used on any Chicago Coin Bowling Alley game except the first model, which can be identified by its light wood color finish. All other Bowling Alley games have the blue finish. The unit can be installed on location in a few minutes and features easy access to servicing areas.

Precision Sets Output Hike; Buys 2d Plant

CHICAGO, Sept. 16.—Precision Puck Company, thru Nels Malmgren, announced Tuesday (12) the purchase of a building at 7932-34 South Chicago Avenue, adjacent to its original plant here.

New quarters gives Precision a total of 11,300 square feet of production space. It is a one story structure and measures 50 by 130 feet. Malmgren said that the added facilities will not only be used to turn out pucks on a stepped up basis but will give the firm needed warehouse space for steel and related supplies.

Malmgren emphasized that all eight models of Precision's puck line will remain in production. He also said that inquiries on the types of pucks used for shuffleboard has increased sharply since Labor Day.

CLEARANCE SALE ON SHUFFLEBOARDS

Rock-Ola 27"-18"-14"	\$120.00
Sheets (10 pads, 1000 sheets), per bundle	5.00
Fluorescent Shuffleboard, Lights, pair	12.50
Electric Scoreboards	68.00
United Shuffle Alley	76.00
Un. Shuffle Alley Fly-a-Way Pin Conv.	69.50

FORMCO ENGINEERING CO.
4334 N. Western Ave. Chicago, Ill.
Phone: IRving 8-8717

PURVEYOR FOR VALUES

SHUFFLE GAMES	LATE 5 BALLS
Shuffle Alley	\$ 74.50
With Flying Pins	149.50
Exhibit's Strike	169.50
Shuffle Baseball	75.50
Genco Baseball	179.50
United Express	185.00
Twin Express Rebound	285.00
Exhibit Shuffle Bowl	49.50
Genco Glider	49.50
ONE BALLS	
Champions	\$350.00
Citations	235.00
Victory Special	49.50
Big Top	\$ 65.00
Merry Widow	39.50
Advance Roll	24.50
Total Roll	24.50
Maryland	79.50
Floating Power	79.50
Marjorie	34.50
Select-a-Card	144.50
Singapore	34.50

SHUFFLEBOARDS, SCOREBOARDS
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4322-24 No. Western Ave.
Chicago, Illinois
JUNiper 8-1010, 8-1015, 8-1016

REFINISHING OF SHUFFLEBOARD TOPS

In the Detroit Area—Over a year's experience
The Quality of Our Work is Location-Proved.

"National Distributors"

Wax-Ola Chemical Co.

POWDERED WAX CLEANER CONCENTRATED WAX
and ALL SHUFFLEBOARD ACCESSORIES

We Also Refinish Playing Boards for Any Size of Shuffleboards

EDELCO MFG. & SALES CO.
1438 FRANKLIN ST. Phone Woodward 3-9248 DETROIT 7, MICH.

PROVED 65% Less Abrasive

SLICK Shuffleboard WAX

CONTAINS NO PLASTIC

Send for U.S. Playing Lab. Report

PLAYERS prefer a smooth, accurate SLICK-waxed board.
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.
SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count
So called "waxes" composed of Plastic are harder than Shuffleboard tops—actually damage shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer.

Send The Distributors Only—
Tentative Open

THE SLICK SHINE CO.
307-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

COINMEN YOU KNOW

New York:

Al Cohen, Ajax Distributing chief who recently opened a branch office in Boston to expedite sales of the Freshway sandwich vender, soon will activate another outlet, this time in Philadelphia. New store will be under management of George R. Ball. . . . Ben Golob, distributor of the Colson ice cream machine, was out of town last week covering Maryland and up-State New York.

Heavy attendance is expected at a dinner Tuesday (19) in the New Yorker Hotel called by the local industry committee to raise funds for the United Jewish Appeal. Chairman of the group is Al Denver, president of Automatic Music Operators' Association (AMOA). Included among the committee's membership are Bert Lane, Genco rep; Lou Price, of County Enterprises; Al (Senator) Bodkin, of Forest Hills Automatic Music; Moyer Parkoff and Harry Rosen, of Atlantic New York; Barney Schlang, of the Jukemen's union; Sid Levine, attorney; Charlie Aronson, of Brooklyn Amusement; Nash Gordon, AMOA office manager, and Barney Sugarman, of Runyon Sales. New Wurlitzer, Seeburg and AMI phonographs will be among prizes to be awarded at the dinner meet.

Stephen Hodge, who operates jukes in Harlem as the Hodge Music Company, has moved his headquarters to 2140 Seventh Avenue. He was (See New York on page 113)

Washington:

Business is holding its own and the war situation is not affecting machine production any, declared Martin Slusky, of the Solon Service, which installs coin-operated washing machines in apartment buildings. He added that so far he has been too busy to think of taking a vacation.

L. M. Tigner, manager of the National Apple Service, is expecting two more experimental refrigerated apple machines. He has one on location now and it's doing well, he said. . . . Bill Schwartz, of the Washington Music Guild, said that he likes Kitty Kallan's new "Our Lady of Fatima."

L. Gordon Leach, of Zoo Concessions, is hoping to get in a trip to the West this fall after his son, Harry, returns from the Popcorn Industries convention in Chicago, October 25-27, and the amusement parks convention.

Ray L. Williams, of Prince Georges Amusement Company, Hillside, Md., spent his vacation at Colonial Beach, Va. The company reported sales of several new consoles, according to owner Dick Richardson.

William R. Pierce, who has been operating a pinball route for about a year here, has bought Gottlieb's Rockettes. His locations are in small retail establishments, which he says take better care of machines, inasmuch as the owner is always around to supervise customers. Pierce said that if it's true that production on pinballs has been halved, then operators will stand to recoup some of their losses due to recent high prices.

George Nesline again is serving as a salesman for RCA Victor Records. He's with Southern Wholesalers here. . . . The Hirsh Coin Machine Company now has a full line of plastic replacements for music boxes, according to Hirsh de La Vieux. As a result of the recent remodeling program at its headquarters, the firm was able to expand its needle department, which is probably one of the most comprehensive in this area.

Several employees of Silent Sales System of Washington and its affiliates have been vacationing, according to Ira T. Byram Jr.

Robert Epstein, co-owner with brother Donald, of the Playland and Broadway Amusement Arcades, reported that they've just bought a new Gottlieb game. Business is slow now, but they believe that the coming of servicemen to Fort Belvoir might help.

Robert Cunningham, owner of the Service Music Company, is another operator reporting that the biggest juke box number of recent weeks was the Gordon-Jenkins-Weavers "Goodnight, Irene."

Detroit:

David and Robert Ruon have closed the plant of the Falcon Products Company here. Company manufactured the Falcon Shoe Shiner. . . . James A. Passanante, head of Gay-Coin Distributors, is planning to dress up some of his music equipment for a "new lease on life."

Domenick and Carmella A. Bava are forming the Silver Queen Vending Company, with East Side headquarters on Canfield Avenue. . . . Henry Solomon, president of Edelco Manufacturing & Sales Company, reports the firm is getting ready to go into active production on two different types of conversions designed for all shuffleboard games.

Ben Rosen, branch manager of Confection Cabinet Corporation, left last week for an executive conference in New York.

Milwaukee:

Just returned from her two-week vacation, Toni Molik, of Hasting's Vilet Street emporium, reports that she had a swell time and got a lot of rest.

A feather in the cap of Mello Curro and his Metropolitan Amusement organization is his recent sewing up of all eight White Tower locations in Milwaukee for juke box installations. The culmination of a deal that Mello has been working on for several years, the set-up should result in good business for all concerned, since the locations are all-night spots and draw a heavy trade. Some years back the White Tower eateries had music boxes in their set-up but dropped them due to continuous breakdowns and bad service. Curro plans to eventually service all eight spots completely with Seeburg 100-selection equipment.

Workmen are busy putting the new Wisconsin Avenue location of Roehl's Playland Arcade in shape for a late September opening. A. J. Roehl will continue to manage operations and announces that quite a few new pieces of equipment have been added to the attractions previously featured.

Sandwich vending machines have been added to the Kistler's Radar Sandwich operation. The new machines are coin-operated machines that vend cheese sandwiches. Harry Jacobs Sr., United, Inc., reports Wurlitzer 1250 sales are moving at such a rapid pace that the staff has been putting in a lot of overtime work lately.

Sam Hastings and Mike Rischman had to delay their planned fishing trip up North for several weeks because of the press of business. But their fishing crony, Clyde Nelson had definitely made up his mind that he wanted a chance at those muskies. Meanwhile, Sam and Mike say that if Nelson doesn't catch them all, they'll catch a few when they finally get up there some time in October.

Initial reaction to the installation by Metropolitan Amusement Company of juke boxes in the White Tower restaurants of Milwaukee has been satisfactory, according to reports from Mello Curro.

Laid up in bed with a bad cold last week, was Mitchell Novelty's head man, Joe Beck. Brother Irv, informs that the recently completed shuffle alley tournament was successful and resulted in increased play for the machines and upped attendance at all locations co-operating. First prize of a television set was won by Marvin Nichols. Tentative plans are being laid for another tournament to be held next month.

According to Red Jacomet, of Red's Novelty Company, the top (See Milwaukee on page 115)

Cincinnati:

That big smile on Sam Klayman's face these days is because of his new location atop Southern Automatic's new spot. Sam's Supreme Distributing Company, Mercury and indie outlet, has 5,500 square feet of space.

Court Street is becoming record distributor row. Joe Weinberger's Southern Automatic parking lot is within a stone's throw of RCA Victor, Decca, Mercury and Columbia distributors. A few blocks away on Court is Ohio Specialty, B. & W. Novelty, Sam's Chester's Diamond Vending, and Ohio Record Sales, the London distributor. Coral distributor is nearby on Central Avenue. . . . Maurie Rose was named manager of Ohio Record Sales, London outlet. Rose is well known locally as a former orchestra leader.

Chicago:

S. I. Neiman, public relations director of the National Coin Machine Distributors' Association (NCMDA), was back from a brief vacation and immediately sat down to iron out details on NCMDA's one-day meet Monday (25). Neiman expects the gathering to produce some significant happenings for the benefit of the trade as a whole.

Over at Como Manufacturing, Vice-President Bill Billheimer is receiving favorable reports from U. S. and foreign coinmen who saw Hollycranes doing big business at the Canadian National Exhibition (CNE) in Toronto.

First Distributors thru Joe Kline and Wally Finke report the premium trade on the increase all the time. Both state that Mal Finke, Wally's brother, has done a real job in selecting the premiums as well as merchandising. Olga Horn, First's secretary, is back from a Wisconsin vacation well tanned and ready for the rush of fall trade. Wally Finke says all phases of the five-ball and shuffle game trade arc in the midst of stepped up activity.

Over at Williams Manufacturing Company, Sam Stern states that Double Header sales are going well and operators are sending in good play reports. . . . Al Stern, head of World Wide Distributors, who handles Williams products in parts of Illinois, Iowa and Indiana also states the Double Header game is making a lot of operator friends. Stern adds that the new Keeney game, League Bowler, is making a good showing in the field.

Winner, Universal Industries' newest one-ball, now has a kick plate on the front door designed to withstand even the kicks of the most enthusiastic players. Vice-President Bill Ryan adds that Feature Bell, Universal's console is getting steady response from all sections of the country. . . . Murray Rosenthal, Coinex exec, is receiving a steady number of calls on his Swingin' Monk and Chicken Sam gun games.

Abco Novelty Company's Bill Olsner was interviewing firms which showed interest in his boxing game which is particularly suited for arcades and related locations.

Chicago Coin Machine Company line staffers are turning out Ace Bowler's at a rapid pace, Sam Lewis, sales official, reports. He and Ed Levin have been greeting a steady run of out-of-town visitors. Sam Wolberg and Sam Gensburg, Chicago Coin owners, are enthused over the rise in sales since Labor Day. They point out that summer trade also was of an encouraging nature.

Mike Spagnola, Automatic Phonograph Distributing Company, is being kept on his toes filling a growing volume of orders for AMI juke and shuffle-bowl games. Music operators are absorbing a good deal of new equipment in their routes, including games, Mike reports. . . . Ray Raymond, head of A. & M. Music Company, celebrated a birthday September 11.

Dresko Machine Corporation is setting up a heavy production schedule for its ice cream bar vendors. A major dairy is said to be interested in taking over a large number of machines to set up an ice cream route of its own. The dairy operated an extensive ice cream route prior to the war.

Paul Crisman, King & Company, is all hopped up about the operator reception on the 10-column North-western gum vender. Says it has upped penny gum volume two to three times in some spots. . . . (See Chicago on page 112)

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Los Angeles:

Harry R. Housh, who sold his Tavern Music Company in the San Gabriel area, has opened the American Riding Stables. He plans to call the riding club the Spook Valley Ranch. Breakfast rides are going to be featured. . . . Dan Gould, Chicago parts man, is reading up on California motor vehicle laws since someone reminded him that the "registration" he was carrying on his steering wheel was the pink slip. In California possession of the pink slip is like money in the bank. . . . Irving Wilcox, of Visalia, in the city for a brief stay and then on to San Diego for a spell at fishing.

Russell Early, painter at the Paul Laymon Company, takes off on his vacation soon. At the present time he has not mapped out a route. The Laymon Company is handling the Smokeshop cigarette vender in this area. . . . Phil Robinson, representative of Chicago Coin, in the Northwest on a business trip. . . . Jack Leonard, of the Badger Sales parts department, soon to take off for Oklahoma City to visit his dad, who will be in that city with the Royal American Shows.

Dolores and Jean Minthorne, of Minthorne Music Company, are spending week-ends at their beach home. . . . Norman Rothchilds, of Southland Distributors, reports that he will soon have an announcement of importance for the trade. . . . Stan Turner is now handling the parts department at the Laymon Company. This company recently took over the distribution of the Wurlitzer line in this area—and Turner seems to go with the franchise.

Century Vendors, Inc., has sold its local industrial vending machine operation of 21 pieces and will concentrate on military installations. H. P. Hank was the purchaser of the Los Angeles machines. Century Vendors has automatic merchandising equipment in the San Bernardino air base and the Las Vegas air base. After selling the industrial division of the operation to Hank, Century took on the George Air Force Base in Victorville and installed 63 pieces. The deal between Century and Hank was handled by Al Silberman, associated with Badger Sales Company. . . . Badger Sales Company has sold five of its Freshway sandwich vendors to Larry's Sandwiches in Culver City. The machines will be placed in an army base. The sale is the first of these machines in this locality.

Charlie Dacy, a former music machine operator, is specializing in the rental of sound equipment for parties. He was busy over the Labor Day week-end supplying music for picnics. . . . Harold Spencer, of Spencer Music in San Diego, in the city for equipment for additional installations. . . . Tony Garraxola, of General Amusement Company, Long Beach, made a trip to Los Angeles recently for equipment. This was his first trip to the city in about a month.

Harvey Mourlan, of Sequoia Music Company in Visalia, in the city to replenish his supply of parts. Mourlan operates music in the Visalia area. . . . George Bryant, arcade operator, moved with the Crafts Shows from the California State Fair to the Los Angeles County Fair in Pomona. This is Bryant's longest stand, for he will be in Pomona for the 17-day run. California State Fair was on for only 11 days.

Al Weymouth, of Weymouth Service, distributors of the Electro cigarette machine in the 11 Western States, Hawaii and Alaska, recently returned from a plane trip to Nome, Juneau and other points in Alaska. Out of the city for two weeks, Weymouth even called on operators within the Arctic Circle to tell them of the Electro machine. Weymouth made a lot of contacts while there and several shipments of vendors (See Los Angeles on page 115)

Twin Cities:

Harold Probasco, of Los Angeles, production manager for Oak Manufacturing Company, was in the Twin Cities recently conferring with Angus Grant, of Northwestern Vending Supplies Company, which has exclusive distribution of Oak's bulk vendors for Minnesota, the Dakotas and Western Wisconsin. Probasco previewed several new units for Grant, whose firm recently took on exclusive distribution in this territory of the Hamilton scale line. Grant reports that the Acorn 5-cent all-charm vendors are getting heavy play here from operators who are adding more units regularly to their routes.

Jonas Bessler, of Lieberman Music Company, is singing high praise for the manner in which Wurlitzer phonos are moving, with the operators well satisfied with the machine. . . . George LaBeau, of LaBeau Novelty Sales Company, who was in Colorado judging a horse show, stopped off in Deadwood, S. D., for the September 10-11 meeting of the South Dakota Operators Association. . . . Jack Harrison, of Crosby, Minn., was in the Twin Cities buying shuffle games and supplies. . . . Fred Kirschman, of St. Cloud, Minn., bought shuffle units on his visit to this market, while Henry (Hank) Krueger, of Fairfax, Minn., was shopping and looking around for equipment.

Solly Rose, of Hy-G Music Company, attended the September 10 meeting of the North Dakota Operators' Association at Bismarck, N. D. Fred Fixel, of Pembina, N. D., association president, has spent considerable time building up the organization the last few months even tho it suspended activities during the summer period. . . . Lyric Music Company, of Rapid City, S. D., is enlarging its music and pin game route. . . . F. W. Schoefer, of Valley City, N. D., was in the Twin Cities shopping for new five-balls. . . . Art Hagness, of Grand Forks, N. D., is adding more shuffle units to his operation.

Indianapolis:

Distributors of coin-operated phonographs report an unusual number of cash transactions, mostly by the more aggressive operators who are replacing their obsolete equipment. It is evident these operators are expecting difficulty in securing new phonographs. Already, distributors are complaining about delayed deliveries. . . . Banister & Banister Distributing Company, which has specialized in pin games and phonographs, announces it is quitting the business and entering the paint and wallpaper business.

The Weir Cook Airport administration building has placed one of the new Seeburg, 100 Select-o-Matic phonographs, new wall boxes, and remote volume control, in its waiting room. Installation was made by the Janes Music Company, which formerly controlled the spot. . . . Russell Pennington, Pennington Music Company, Columbus, Ind., was awarded the contract for installing coin-operated phonographs and amusement games at Camp Atterbury, near Columbus, Ind. Harold Meeker, local operator, is rejoicing over his success at the Indiana State Fair. Harold operated two Seeburg phonographs and several Shoot the Bear games at the fair, and did an excellent business. . . . Shaffer Music Company reports the sale of five Seeburg phonographs to Joe Conley, Muncie, Ind., operator.

Don Shry, operator, and owner of the Shry Music Company, Anderson, Ind., was a coin row visitor buying new equipment. . . . Joe Messalam, Alexandria, Ind., is following Indiana county fairs with his amusement arcade, and doing well. Sicking, Inc., according to Mrs. Lotie Berman, is moving many of the games now on display, including (See Indianapolis on page 115)

Hartford, Conn.:

Chester Morse, Chesire, Conn., vending machine operator, has purchased the interests of Manny and Herbie Leibert and Harold Lowe in Vending Machines, Inc., Hartford, and has taken over operation of the concern. The Leibert brothers, according to Manny, will now concentrate their efforts in their wrestling promotion and other business interests in the city, while Lowe's future plans were not disclosed. It was understood that Morse would take the Vending Machines, Inc., set-up from Hartford and integrate it into his Chesire property. Morse has been in the coin industry for 10 years. The Leiberts and Lowe built up a sizable business in vending machine distribution over the past four years. Manny had been firm president, with Herbie as treasurer, and Lowe as secretary.

A low-cost electric folding machine is being introduced nationally this month by Pitney-Bowes, Inc., the Stamford, Conn., postage meter manufacturer. Capable of performing basic folds from a radio dial type of setting called the "Dial-a-Fold," it will put two parallel folds in an average sheet at 10,000 per hour, feeding and stacking from the same end of the machine, thus saving footwork and conserving office working space. The new Model "FM," as it's known, puts Pitney-Bowes in the folding machine field for the first time and adds another product line to the company's list of mailing and business machines. The machine, according to Vice-President Harry M. Nordberg, is the result of several years' customer research, development and field test (See Hartford, Conn., on page 113)

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COINMEN YOU KNOW

Chicago:
(Continued from page 110)
more Distributing Company is handling the coin-operated model of the self-popping popcorn machine, Pop-

perette, introduced as a manual model last year.

Grant Shay, vice-president and advertising director of Bell-o-Matic, reported that Al Martin, firm's representative in West Virginia, was in town from his Charleston headquarters. Martin spent several days at the Fullerton Avenue offices, conferring with Prexy Vince Shay, Midge Ryan and other execs. Meanwhile, Charlie Zender is hoping for a few good week-ends before the summer ends so that he can spend the time at his summer place at Paw Paw Lake, Mich.

Bill Ryan, Universal Industries vice-president, stayed on the job all week despite a heavy cold. Firm is going along on a steady production schedule of the one-ball Winner and Feature Bell, the console. Coinmen Craik and Meese, who head Bill's Novelty Company, Festus, Mo., and Charles Kagel and William Confer, St. Louis, were in to see Ryan and President Mel Bindis.

Mr. and Mrs. Lou Singer, Central Music Distributing Company, Omaha, visited Sales Manager Ed Levin at the Chicago Coin Machine Company plant. Ed states demand for Ace Bowler and Trophy Bowl continues to increase each week. . . . Allied Coin Machine Company is remodeling its headquarters. Firm's plan to get a new building didn't materialize, Vic Weiss says, "so instead we'll turn our present site into one of the best in the industry." Bill Knapp, Weiss's partner, has enlarged the premium department facilities.

At World Wide, Al Stern called a meeting of his official family to make plans for heavy fall trade. At the session were Leonard Micon, general manager; Monty West, sales manager, and Bernie Auerbach, premium department. Stern claims Keeney's League Bowler, the four player shuffle game, and Williams's Double Header are making a steady showing in the field.

Wally Finks, First Distributors, is back from four days in the territory. First handles for Keeney. He states Hoosier ops really go for League Bowler. Secretary Olga Horn received a steady run of out-of-town ops this week. Joe Klime is doing double duty these days handling shuffle game sales and helping Mel Finks in the premium department, which continues to expand.

Empire Coin Machine Exchange thru Howard Freer reports new and used game inquiries steady and premium sales soaring. Ralph Shuffield, partner with Gil Kitt at Empire, is remodeling space for the overflowing premium department.

Over at the H. C. Evans plant, Lea Rieck, manager of the music division, has been rushed to keep up with inquiries on the Constellation. Some of the calls are for reorders, Les points out, while others come from distributors interested in taking off the line.

Robert Norling, sales manager at Victor Vending Corporation, says the half-dollar price hike on the firm's New Topper model enables offering the plastic globe as optional equipment at no further increase in cost. . . . A. Garrick Alex and Bel E. Hall, Vendall Company, are upping their expectations on favorable operator reaction when new modernized console Vendall candy vander model is unveiled. While the general debut will take place during the 1950 NAMA convention in November, a preview showing is planned for local ops.

Adolph Raymond, A. & M. Music Company, is becoming more impatient to move into his new home as the interior receives the finishing

touches. . . . Renewed activity on the shuffle-bowl game front is reported by Charley Wilmoth, Tri-County Music Company, as fall weather brings more patrons into his juke locations.

Rudy Kitt, head of Suburban Music Service, Berwyn, continues to be one of the most active operators, on the route, as he follows his in-person policy of servicing many of his stops.

In keeping with the generally optimistic outlook in the coin machine field, Gail Carter, vice-president in charge of sales of Permo, Inc., last week reported the needle firm was chalking up a record sales volume in the waning weeks of the summer. His fall forecast was for increased business. Art Olson, Permo president, was the subject of a feature article in a Sunday newspaper here a few weeks ago. Art's colorful background, from the time he served as a marine in World War I, was reviewed in the story.

United Manufacturing's Billy DeSelm, general sales manager, Herb Oettinger, comptroller, Ray Riehl, and other execs played host last week to Norwood Veach, Central Distributing, St. Louis; Leo and Morton Weinberger, Southern Automobile, Louisville, and Jack Semel, New York.

Vacation time is just about over at the Coven Distributing Company headquarters here Ben Coven, president, reports. Carl Christensen, who covers Illinois and Indiana for the firm, is back from a vacation jaunt to Kansas City. After catching up on his work at the office, Carl heads out next week to cover his territory. Mac Brier spent his two-week vacation in Wisconsin, and is now ready for the fall season. Meanwhile Harold Saul reports operator interest heavy in Como's conversion for Bally shuffle games. Some ops have advised Harold their gross went up 25 per cent after installing the units. Firm made a territory-wide mailing on the conversion which resulted in a batch of new business.

Billy DeSelm, general sales manager, United Manufacturing, reports production is under way on the firm's new Single Shuffle Alley Rebound game, with the unit augmenting the Twin game as well as the deluxe conversion unit which also are rolling off the production line. Ray Riehl, who has been busy with United's visitors, received a request from Uncle Sam to take a routine physical. Ray's in the Naval Reserve. Also busy at the plant these days is Herb Oettinger, comptroller.

Jack Nelson, Bally Manufacturing, is back from the Canadian National Exhibition at Toronto, where he and Ben Becker visited C. E. (Patty) Conklin on the midway. Nelson said the Hollycranes were doing a volume business. Nelson, who leaves for a two-week trip to the West Coast Monday (11), says Bally summer trade has been brisk with Turf King, one of the main reasons. . . . Ralph Nicholson, Como district manager, is in Texas in the interest of the shuffle game conversion designed for the Bally Shuffle Bowler and Keeney's Pin Boy. H. E. (Bunker) Hill, Greenwood, Miss., was a visitor last week.

Frank Mencerl, Exhibit Supply's sales manager, his wife, and Clare Meyer and his wife, spent last week-end in Minneapolis where they visited the Minnesota State Fair. Frank reported, upon his return, that he and Clare were flying to Allentown, Pa., for one day this week, and would again take to the road early next week on still another quick business trip. Firm's new five-ball game, Playland, is getting excellent reports from operators in the field.

Bernie Auerbach, head of World Wide's premium department, is back from a buying trip with several new items. Leonard Micon has been receiving a steady stream of messages

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KEENEY'S LEAGUE BOWLER
CHICAGO COIN TROPHY BOWL
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HARVEST TIME
KEENEY ELECTRIC CIGARETTE VENDOR

RECONDITIONED GAMES

United Shuffle Alley.....	\$ 95.00
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from California operators with whom he formerly worked. Monty West reports that visiting operators are high on the earnings of Williams's Double Header and Keeney's League Bowler.

Allied Coin's Colonel Lewis is back from a trip thru the South where he found interest in the firm's Whiz Bowl at a new high. Vic Weiss is on a vacation and his partner, Bill Knapp, is doing double duty.

New York:

(Continued from page 110) formerly located on 128th Street. . . Lloyd Gunn, local op, has returned from a vacation in Canada. . . Bert S. Good, president of Vidioscope Corporation, is back from a European biz trip.

Dave Simon, of Simon Sales reports good operator reaction to United Manufacturing's new game, Shuffle Alley Rebound, which he displayed on his showroom floor for the first time last week. . . Robert S. Curtis, who as concession director for the Port of Authority, has long plugged the income potential of vending machines, got a new job last week. He has been named to a top advisory post in Arthur W. Wallander's civil defense organization.

Lew Braverman, chairman of the board of the Automatic Cup Dispensers' Association, announces that the operator group will resume regular meetings next month. A drive will be launched to sign new members, he said. . . Homer E. Gillespie, who manufactures the Wishing Well in his Long Beach, Calif., plant, will be in town next week. Mrs. Elizabeth Breeze, his local distributor, reports that 13 of the non-coin-operated coin catchers are being operated in the city.

A. D. Palmer, ad chief for Wurlitzer, was here last week on business. . . Sam Bushnell coin rep for Standard Factors, reports operators are still enlarging puck-game routes in the city. . . Seeburg's Shoot the Bear is competing with United's Shuffle Alley for patron attention at the Broadway Playland Arcade.

MADISON OPERATOR

(Continued from page 109) in setting up adequate transportation facilities. One of the oldest operators in Central Wisconsin in point of service, Goff had been a Madison civic leader for a number of years. He belongs to a long list of clubs and always is ready to donate his services for the benefit of the underprivileged.

Plan State Tourney
While he has his sights set squarely on fall play, Goff is already thinking in terms of the State tourney set for next spring which he hopes to handle with the co-operation of American Shuffleboard Leagues, Inc. (ASLI). Tho he is presently working out a set plan to build greater interest in cushion play, Goff also is building up longboard league interest. For, like many other old hands at promoting shuffleboards, he believes that the longboard will continue to be the primary game of the sport.

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or will trade for **SHUFFLE BOWLING GAMES**
MITCHELL NOVELTY CO.
3506 W. National Ave. Milwaukee, Wis.

Puck Patter

(Continued from page 109)

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 orders from shuffleboard and shuffle game ops thruout the Midwest. Ben reports the Bally shuffle games are in big demand with ops and he's making shipments as fast as orders are received.

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 recently, but was expected back at his home base in time to get the first Purveyor league play under way last weekend. Purveyor handles a complete line of shuffleboard accessories, including weights, wax, score sheets, lights, scorers, etc., Perkins reports.

Detroit:

Samuel J. Rose, secretary-treasurer of Edelco Manufacturing & Sales Company, has returned to work after a vacation spent at home. Isidor Edelman, founder of the company, is scheduled to return from his summer cottage at Schroom Lake, N. Y. soon.

Henry Solomon, president of Edelco Manufacturing & Sales Company, advises that the company has been appointed national distributor in the shuffleboard industry for the Wax-Ola Chemical Company. Edelco recently took on State distribution in the live Michigan market for the Wax-Ola products, and found the response so good that they have added the other 47 States, in line with the national distribution of their own line of shuffleboard accessories and other games. The line includes powdered wax, cleaner, concentrated wax and other accessories.

Orange, N. J.:

Sol Lipkin, field man for National Shuffleboard Company, is combing Maryland and Washington territory for the firm plugging its new coin game, Hif n' Run. At the plant here, Harry Kotler, executive, reports other coin games are being developed to round out the new line for the old-line shuffle company.

Hartford, Conn.:

(Continued from page 111) ing, and is now being distributed nationally in all 93 of the company's branch sales-service offices.

Gus Mendillo, Hartford coin operator, is driving a new station wagon. . . Next meeting of the Connecticut State Coin Association, Inc., is slated for Thursday night, September 28, at the Hotel Bond, Hartford, with Abe Fish presiding. A speaker is being lined up for the meeting.

Al Stellacio, office manager of the Connecticut branch of Atlantic-New York Corporation, in Hartford, is back from a Philadelphia vacation. Atlantic-New York distributes Seeburg music machines. . . Meanwhile, 12-year-old Alvin Perlman, son of Atlantic-New York's Connecticut manager, Mac Perlman, has been getting top honors in the Hartford Little League baseball competitions. . . Ralph Colucci, of Seaboard Distributors and Mac Perlman are talking about plans for a Mexico City vacation. . . Back from a New York stay is Abe Fish, of General Amusement Game Company, and head of Connecticut State Coin Association, Inc.

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<p>PIN GAMES</p> <ul style="list-style-type: none"> Good \$35.00 Cover Girl 59.50 Cyclone 25.00 Dynamite 35.00 Fleming 25.00 Hj Ride 39.50 Holiday 75.00 Gold Mine 44.50 Gondola 85.00 Grand Award 65.00 Jamboree 65.00 Kins Cole 69.50 Lady Robin Hood 45.00 49 Majors 69.00 Major League 45.00 Manhattan 39.50 Paradise 39.50 Ramona 85.00 Sally 54.50 Samba 49.00 Shanghai 45.00 Short Stop 45.00 Spin Ball 49.50 Star Attraction 25.00 Star Award 79.50 Star Life 35.00 Stormy 45.00 Summerize 40.00 Super Hockey 85.00 Telarcid 79.50 Thrill 79.50 Trinidad 45.00 Virginia 49.50 Wisconsin 50.00 Yanks Doodle 35.00 Yanks 55.00 	<p>SHUFFLE ALLEYS (used)</p> <ul style="list-style-type: none"> United Regular Alley 6 75.00 United Super Alley 150.00 United Express 225.00 Keeney Pin Bow 100.00 Keeney Lucky Strike 225.00 Bally Shuffle Bowler 180.00 Genco Bowling League 75.00 Exhibit's 3 player 198.00 Bowl-A-Matic, F.B. 45.00 Keeney ABC Bowler 150.00 Keeney Line Up 50.00 Universal Twin 133.00 California 12 Ft. Shuffle Pins 95.00 Chi Coin Bowling 139.50 Alley 50.00 Chi Coin Rebound 50.00 Chi Coin Baseball 148.00 Genco Glider 45.00 Gottlieb Bowlette 75.00 Williams Flying Disc 45.00 California Shuffle Pool, F.S. 150.00 Balian Pool Tables 68.00 Williams Twin Bowler 150.00 	<p>ARCADE EQUIPMENT</p> <ul style="list-style-type: none"> Chi Coin Hockey 6 85.00 Chi Coin Basketball 195.00 Chi Coin Pistol 125.00 Chicken Sam (Conv.) 95.00 Evans Ten Strikes 75.00 Rabbit Dale Gun 95.00 Goatee 100.00 Jack Rabbit 100.00 Keeney Air Raider 100.00 Normal-Low Gun 95.00 Mutecopa Drop Kick 75.00 Panorams 225.00 Barly Photomatic 275.00 Late Photomatic 350.00 Normal-Low Gun 135.00 Scientific X-Ray Pekar 85.00 Tommy Gun 85.00 Undersea Raider 95.00 Williams All Stars 133.00 Western Baseball 85.00 Williams Quarter Back 128.00 Latest Voice Recorder 450.00 Siro's Brush Up 100.00 Acme Shoe Shine Machine 150.00 Falcon Shoe Shine Machine 150.00 Exhibit Roller Pusher 250.00 Exhibit Merchantmen Dippers 95.00 Rapid Fire Bar-A-Ball, F.M. 95.00 Life-A-League 95.00 Exhibit Punching Bag with Timer 165.00 Gypsy Hand Reader 93.00 Teleguis 135.00 25¢ Recordio 178.00
<p>MUSIC</p> <ul style="list-style-type: none"> 1426 Rock-Ola \$275.00 Airson Deluxe 150.00 Wurlitzer 51 75.00 Wurlitzer 71 75.00 Wurlitzer 41 65.00 AMI Model "A" 425.00 Seeburg 8800 125.00 Seeburg 9800, R.C. 125.00 	<p>CONSOLES</p> <ul style="list-style-type: none"> Keeney Bonus Super \$275.00 Bell, 8 1/2" 225.00 Mills Duo Bell 225.00 Bally Draw Bell 225.00 Evans Gens Tall 225.00 	<p>COUNTER GAMES</p> <ul style="list-style-type: none"> To 5¢ Gushers, new \$10.50 A.B.T. Electric Skill 19.50 Guns, new 19.50 A.B.T. Electric Skill 39.50 Guns, used 20.00 Silver King Target 22.50 Gum Vendor, new 19.50 Silver King Target 20.00 Gum Vendor, used 19.50 A.B.T. Challenger 20.00 Five Jacks, 12, new 59.50 Kickers & Catchers, new 32.50 Victory Basketball 32.50 Mir-A-Homer 27.50 10 or more 25.00 3 Jacks and 4 Jacks, used 25.00 1¢ Spiffins 15.00 Pop-Ups 15.00

TERMS:
1/3 deposit with all orders, balance C. O. D.

AMI Distributors for Northern Ohio

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
ALL PHONES TOWER 1-6715

M.S. GISSER, Pres.

<p>ATLAS IS THE PLACE TO GO FOR MEN WHO KNOW SERVICE!</p>	<p>NEW SHUFFLE GAMES Williams Double Header United Twin Rebound United Single Rebound (Authentic Scoring) Chicago Coin Ace Bowler, FP Chicago Coin Trophy Bowl Keeney League Bowler, C. 1950</p>	<p>PIN GAMES Harvest Time Judy 4 Horsmen Exhibit Playland</p>													
<p>NEW 1-BALLS WINNER • TURF KING</p>	<p>RECONDITIONED 1 BALLS Champion \$295 A.B.T. 269 Gold Cup 169 Special Entry 109</p>	<p>WURLITZER 1250 AMI MODEL "C" WRITE</p>													
<p>CONVERSION FOR CHICAGO COIN Easy to install—increases collections—Immediate Delivery. \$59.50</p>	<p>GAMES—Ready for Location</p> <table border="1"> <tr> <td>Exh. Dale Gun. 475</td> <td>Bermuda \$47</td> </tr> <tr> <td>Cinderella 49</td> <td>Sweet Sue 45</td> </tr> <tr> <td>Paradise 57</td> <td>Rainbow 47</td> </tr> <tr> <td>Ramona 51</td> <td>Maisie 45</td> </tr> <tr> <td>Banjo 49</td> <td>Shooting Stars 37</td> </tr> <tr> <td>Robin Hood 49</td> <td>Playboy 35</td> </tr> <tr> <td>Tallyho 39</td> <td>Suspense 49</td> </tr> </table>	Exh. Dale Gun. 475	Bermuda \$47	Cinderella 49	Sweet Sue 45	Paradise 57	Rainbow 47	Ramona 51	Maisie 45	Banjo 49	Shooting Stars 37	Robin Hood 49	Playboy 35	Tallyho 39	Suspense 49
Exh. Dale Gun. 475	Bermuda \$47														
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Ramona 51	Maisie 45														
Banjo 49	Shooting Stars 37														
Robin Hood 49	Playboy 35														
Tallyho 39	Suspense 49														
<p>Reconditioned and Refinished SHUFFLE GAMES</p> <ul style="list-style-type: none"> Shuffle Alley, Low \$ 95 Shuffle Alley w/diana. pins 179 Evans Shuffle 10 Strike 125 Gottlieb Bowlette 125 Chicago Coin Rebound 50 Genco Glider 80 Genco Bowling League 95 Chicago Bowling Alley 150 Rock-Ola Shuffle Jungle 168 	<p>PHONOGRAPHS Reconditioned, Refinished</p> <table border="1"> <tr> <td>SEEBURG</td> <td>WURLITZER</td> </tr> <tr> <td>48 R.C. (blonde) \$395</td> <td>1018 \$295</td> </tr> <tr> <td>'47 R.C. 250</td> <td>AMI Model "A" 425</td> </tr> <tr> <td>'44 R.C. 298</td> <td>AMI Model "B" (blonde) 850</td> </tr> </table>	SEEBURG	WURLITZER	48 R.C. (blonde) \$395	1018 \$295	'47 R.C. 250	AMI Model "A" 425	'44 R.C. 298	AMI Model "B" (blonde) 850						
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- KEENEY—LACIE BOWLER
- KEENEY—KING PIN
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- COTTLIEB—FOUR HORSEMEN
- GENCO—HARVEST TIME
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- Universal—WINNER
- Bally—TURF KING

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- CHAMPION ... \$349.50
- CITATION ... 229.50
- GOLD CUPS ... 149.50
- SPECIAL ENTRY ... 259.50
- HOT ROD ... 259.50
- VICTORY DERBY, C.P. ... 129.50

LATE FLIPPER GAMES

- IUST 21 ... \$149.50
- BALERINA ... 69.50
- KING COLE ... 59.50
- ALI BABA ... 59.50
- MELODY ... 59.50
- RONDEVOO ... 59.50
- CONTACT ... 59.50
- ALICE IN WONDERLAND ... 59.50
- BUILD UP ... 59.50
- JAMBOREE ... 59.50
- 1-2-3 ... 79.50
- TEMPTATION ... 79.50
- COYIE GIRL ... 59.50
- STAR DUST ... 79.50
- TENNESSEE ... 69.50
- SPINBALL ... 49.50
- FLOATING POWER ... 79.50
- SHANGHAI ... 49.50
- SALLY ... 89.50
- TRIPLE ACTION ... 49.50
- BOWLING CHAMP ... 89.50

SLOTS

- 5¢ Blue or Brown Fronts ... Write
- 10¢ Blue or Brown Fronts ... Write
- 25¢ Blue or Brown Fronts ... Write
- 5-10-25¢ Melon Bells ... Write
- 5¢ Black Cherrys ... Write
- 10¢ Black Cherrys ... Write
- 25¢ Black Cherrys ... Write
- 50¢ Black Cherrys ... Write
- 50¢ Jewel Bells ... Write
- 5¢ New Vest Pockets ... Write
- 5¢ Mills Q.T. A-1 ... Write
- 5¢ Jennings Standard Chief ... Write
- 10¢ Jennings Standard Chief ... Write
- 25¢ Jennings Standard Chief ... Write
- 5¢ Jennings Deluxe Chief ... Write
- 10¢ Jennings Deluxe Chief ... Write
- 25¢ Jennings Deluxe Chief ... Write

NEW SAFES

- "DELUXE" LINE
- SINGLE, REVOLV-A-ROUND ... \$132.00
- DOUBLE, REVOLV-A-ROUND ... 192.00
- TRIPLE, REVOLV-A-ROUND ... 288.00
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- SINGLE, REVOLV-A-ROUND ... \$ 87.50
- DOUBLE, REVOLV-A-ROUND ... 128.50
- SINGLE, BOX STAND ... 26.00
- HEAVY SAFES
- SINGLE, TURNABOUT ... \$139.00
- DOUBLE, TURNABOUT ... 275.00
- TRIPLE, TURNABOUT ... 325.00

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MUSIC

- WURLITZER 1015 ... \$269.50
- WURLITZER 850 ... 100.00
- WURLITZER #1 COUNTER ... 69.50
- SEEBURG 17 246M HIDEAWAY ... 325.00
- SEEBURG, 1946 ... 295.00

DISAPPEARING PIN CONVERSIONS

- United—SHUFFLE ALLEY DELUXE ... \$ 79.50
- United—SUPER SHUFFLE ALLEY ... 89.50
- United—DOUBLE SHUFFLE ALLEY ... 89.50
- Universal—SHUFFLE TOURNAMENT ... \$99.00

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MACHINE EXCHANGE

525 S. HIGH ST., COLUMBUS 15, OHIO

Trade Directory

New Products

Ace Bowler—shuffle game—Chicago Coin Machine Company, Chicago.
 League Bowler—4-player shuffle game—J. H. Keeney & Company, Chicago.

Novelty cigarette vender—National Automatic Products Company, Cleveland.

Hit 'n' Run—baseball shuffle game—National Shuffleboard Company, Orange, N. J.

Milk vender—Northeastern Electrical Engineering Company, Manchester, N. H.

Solenoid valve for cup venders—Sporian Valve Company, St. Louis.

Single Shuffle Alley Rebound—one-player shuffle game—United Manufacturing Company, Chicago.

Ever-fresh Popcorn Vender—Vendo-Mart, Inc., New York.

Two-flavor carbonated beverage vender—Worthington Pump & Machinery Company, Holyoke, Mass.

Magazine vender—Yeaton Manufacturing Company, Lawrence, Mass.

Price Changes

International Register Company cut the price of its coin meter line \$2 per unit.

Victor Vending increased the price of its New Topper bulk vender 50 cents per unit.

Wurlitzer upped the list price of its Model 1250 phonograph from \$799.50 to \$829.50.

Distrib Appointments

Covideo appointed the Commercial Covideo Company, Farmington, Mo., to distribute its line of coin-operated television sets in that area.

J. H. Keeney & Company named World Wide Distributors as representative of the Keeney line in South-eastern Iowa, Northeastern Indiana, and North and Central Illinois.

SuperVend Sales Corporation appointed the following five distributors: Norman Automatic Vending Company, Philadelphia, for Philadelphia and surrounding counties in Eastern Pennsylvania and Southern New Jersey below Atlantic City; Runyon Sales, New York and Newark, N. J., for metropolitan New York and Northern New Jersey; Select Drink Sales & Service, Inc., St. Louis, for the St. Louis area, Eastern Missouri and Western Illinois; Interstate Coin Machine Company, Inc., Springfield, Mass., for Vermont, Western Massachusetts and Western Connecticut, and Bonanza Vending Company, Kansas City, Mo., for Western Missouri and Northern Kansas.

Wax-Ola Chemical set Edlico Manufacturing & Sales Company, Detroit, as distributor of its products in Michigan.

Firm Changes

Business Stimulators, Indianapolis, re-named Armstrong Automatic Vending Company. Headquarters established at 4912 East Washington Street.

Sicking, Inc., Indianapolis, moved to new offices and showrooms at 1312 N. Capitol Avenue.

Personnel

Cole Products Corporation appointed Melvin C. Simon division manager for Missouri, Kansas, Iowa and Nebraska. He will headquarter in Kansas City. Firm also named Charles E. Hastings division manager for California, Oregon, Washington, Nevada and Arizona, with headquarters in Los Angeles.

Thomas Flick, service manager for National Rejectors, Inc., St. Louis, was called to active duty in the armed forces.

Lehigh Foundries, Inc., Easton, Pa., named Elmer Seigle sales representative for Florida, Georgia, Alabama, Mississippi, Western Tennessee and Eastern Louisiana. Karl H. Rogers was appointed service manager for the same territory.

PREMIUMS BOOST

(Continued from page 109)

sharp upswing in their premium business, and indicated this trend will continue for some time.

Use Top Prizes

Commenting on the operator interest in premiums, Wally Finke, First Distributors partner, said purchases show that most ops are using top merchandise to promote shuffle play. Clocks, lamps and other types of premiums in that classification are moving almost as fast as the firm stocks the items. Seasonal items also will be used by operators. These include such items as blankets with college identification, thermos bottles and kits, and picnic sets.

To show how sharply the operator buying has increased, a Minneapolis distributor reported that three months ago his firm had sold \$1,300 in premiums to ops, two months ago, \$4,400, and in August the figure had more than doubled, reaching \$10,650.

PLENTY OF MILLS
SLOT MACHINES

WRITE, WIRE, PHONE

- 28 DEUCES WILD, 5c ... \$225.00
- 10c ... 235.00
- 25c ... 245.00
- 41 BLUE BELLS, 5c ... \$225.00
- 10c ... 235.00
- 25c ... 245.00
- 28 JEWEL BELLS, 5c ... \$149.50
- 10c ... 160.00
- 25c ... 175.00
- 68 GOLDEN FALLS, 5c (hand load) \$149.50
- 10c (hand load) ... 159.50
- 25c (hand load) ... 175.00
- 18 MELON BELLS, 5c (hand load) \$149.50
- 10c (hand load) ... 160.00
- 25c (hand load) ... 175.00
- 23 BLACK BEAUTIES, 5c, (hand load) ... \$165.00
- 10c (hand load) ... 175.00
- 25c (hand load) ... 185.00
- 18 BLACK CHERRIES, 5c ... \$149.00
- 10c ... 160.00
- 25c ... 175.00

Sterling Novelty Co., Inc.

669 So. Broadway Lexington, Ky.
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ALL TYPES COIN OPERATED EQUIPMENT

THEY'RE AS GOOD AS GOLD
 BUT MUST BE SOLD!

19 MILLS PANORAMS

- 35 Wall Boxes
 - 40 Reels—4 subjects ea.
 - 20 Adapters
 - 20 Strands (12" to 30")
- Big stock of extra parts including amplifier, projector, brackets, etc.
 All for only \$4,800

- Rock-Ole Ten ... \$52.50
- Bally Underdog ... \$99.00
- Chicago Goatee ... \$4.50
- Evans Super ... \$119.00
- Sea Fighter ... \$92.50
- Heavy Hitter ... \$2.50

The Markepp Company

4310 Carnegie Ave. Cleveland 3, Ohio
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ARE MONEY MAKERS

- 2 Player Hockey ... \$149.50
- Mechanical Horse ... 325.00
- Card Vendor ... 49.50
- Latest Rotary Merchandiser ... 445.00
- Foot Vitalizer ... 165.00

120 Illustration Catalog FREE

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 CHICAGO 24, ILLINOIS

CLOSEOUT ON SHUFFLE ALLEYS

- United Shuffle Alleys ... @ \$39.00 ea.
- Williams Twin Bowlers ... @ \$79.00 ea.
- Williams All Star Shuffle Skill ... @ \$19.00 ea.
- Bango ... @ \$49.00 ea.
- Keeney's Ten Pins
- Exhibit Dale Gun
- Chicago Coin Pistol
- Cue Ball Belgian Pool

CRATED—ADD \$10.00 EXTRA TO THE ABOVE PRICES
 AMERICAN VENDING CO.
 3359 Coney Island Ave. Brooklyn, N. Y.
 AMERICAN VENDING CO. New York, N. Y.
 431 Tenth Ave.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 111)

will be going out. He believes that the territory will afford some good sales. . . . Preston Jarrell, of the Weymouth Service Company, back at his desk following a two-week vacation. . . . Phil Robinson, of Chicago Coin, back in the city following a business trip to the Northwest. He spent some time in Salt Lake City, Portland, Seattle and other cities on this two-week trip.

George Jay, disk jockey, visited the Leuenhagen Record Bar with Paul Neighbors, a Capitol recording artist. . . . Jos Verodi, music operator, back from fishing in the ocean off Newport Beach. He reports that the haul of albacore was most satisfactory. . . . Jack Simon, of Sicking Distributing Company, who recently underwent surgery at the Cedars of Lebanon Hospital in Hollywood, got along so well that he was discharged ahead of the time he expected to get out. He will soon be back at his desk but will be taking things easy.

Jack Ryan, of Sicking Distributing Company, recently became a grand-

father for the second time. This time it was a girl, Marla Anne, born to Doris and Cal Meier at the Culver City Hospital, Culver City, September 11. The Meiers have a son, 2½ years old. . . . Coleman C. Wilcox, music operator in the San Fernando Valley, has returned from Kansas City, Mo. He went back to KC and brought his family to California, where they will make their home. Wilcox lived in California at one time and returned here about March 1 to make his home.

Milwaukee:

(Continued from page 110)

waxing the past few weeks, according to his location reports, is Gordon Jenkins. "I'm Forever Blowing Bubbles."

In Florida enjoying an off-season vacation is Sam London, Seeburg distributor. Taking complete charge of affairs in his absence, is Nathan

Victor. . . . Les Haese, of Regal Music, is operating his route without the assistance of Lee Olson, who left to go in business for himself.

Indianapolis:

(Continued from page 111)

Chicago Coin Ace Bowler, Keeney 4-player League Bowler and the Chicago Coin disappearing pin conversion. Business is satisfactory it was reported.

The Southern Automatic Music Company reports a good demand for the Genco Harvest Time, Gottlieb Four Horsemen and Williams's Georgia pin games. On display also is the United Single Shuffle Alley Rebound.

Indiana operators visiting the new salesrooms of Sicking, Inc. were Mr. and Mrs. W. Greenwood, Oxford; Don Knotts, Elwood; Fred Timmons, Muncie; William Hilgers, Melott; Murray Templeton, Anderson; Joe Paulsen, Lebanon; Mr. and Mrs. Cliff Cannon, Frankfort; Russell Pennington, Columbus, and B. Bonham, Terre Haute.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 14, 1935. — The Pacific Coast Coin Machine Exposition, a three-day exhibit held at the Ambassador Hotel in Los Angeles, wound up with 700 coinmen attending to view the latest equipment. The meeting was pegged a straight "look and have fun" gathering, and official meetings of operators and jobbers were prominent by their absence.

Exhibitors at the exposition were Automatic Amusement Co., Inc., Los Angeles; Brunswick Record Corp., New York; Buckley Manufacturing Co., Chicago; Capehart Corp., Fort Wayne, Ind.; Fairbanks-Morse Co., Chicago; General Automatic Merchandise Co., Los Angeles; Rube Gross Co., Seattle; J. S. Herman, Los Angeles; Ideal Weighing Machine Co., Los Angeles; Korth Novelty Manufacturing Co.; Joe Kosakoff, Los Angeles; Los Angeles Games; International Mutoscope Sales Agency, Los Angeles and New York; National Amusement Co., Los Angeles.

National Carbon Co., Los Angeles; R. H. Osbrink Manufacturing Co., Los Angeles; Pacific Amusement Manufacturing Co., Chicago; Pacific Seeburg Co., Los Angeles; Pace Manufacturing Co., Chicago; Rowe Manufacturing Co., New York; Robot Venders, Brooklyn; RCA Victor, Camden, N. J.; Stewart & McGuire, New York; Superior Sales Co., Chicago; U. S. Mint & Gum Co., Los Angeles; Eric Wedemeyer & Co., New York and Los Angeles; Western Novelty Co., Los Angeles, and Rudolph Wurlitzer Manufacturing Co., North Tonawanda, N. Y.

Bally Manufacturing Company introduced a new dial type game called High Hand. Pegged a skill game, it offered the player "poker thrills" with pairs, full houses, straights, etc. A dial was spun automatically upon deposit of a coin, showing the poker hand to beat. Five balls were then shot and if a score higher than the one indicated on the dial was made, free games were awarded.

Babe Kaufman, Inc., New York, was named metropolitan distributor for Wurlitzer juke. . . . According to Ben Onkes, juke salesman, the Detroit area showed a tremendous increase in the number of phonographs on location. A major volume type location was in the booming outdoor beer garden.

Pco Corporation, Rochester, N. Y., reported brisk sales on its All American Football game, priced at \$44.50. Features included automatic scoring, three-way player award, realistic football play field.

10 Years Ago This Week

CHICAGO, Sept. 14, 1940.—Spurred on by the war in Europe, gun games of all types proved to be big money makers, especially models featuring aerial action. Among the leaders were International Mutoscope Reel Company's Sky Fighter, featuring fighter planes downing bombers; Bally's Rapid Fire Machine Gun, which dramatized enemy fighters attacking U. S. Navy battleships, and the J. P. Seeburg Sharpshooter, which simulated action of tanks, planes and paratroopers.

Export sales led by juke and games, thru mid-September totaled \$731,411, a big figure for the time because most coinmen looked upon export sales as hardly worth the trouble. . . . Al Stern, later to form his own firm, was a sales executive for Monarch Coin Machine Company. . . . Spurred on by the ever increasing demand for coins for coin machines, and other uses, the Philadelphia mint stepped up its production to 4,100,000 coins, mostly pennies, daily. . . . Packard Manufacturing Corporation moved to its new factory at Kentucky and Morris Avenues, Indianapolis. . . . Modern Vending Company opened a branch office at 10th Avenue and 45th Street. The building had been the former headquarters of Sam Kressburg until his appointment as Eastern regional manager for Seeburg. . . . Morgan Ireland, Canyon City, Colo., operator, installed a Rock-Ola phonograph on the bridge spanning the Royal Gorge near Denver.

The Billboard's Record Buying Guide advised operators that among the tunes headed for the top of the list were *That's for Me*; *Only Forever* and *Cross-town*. Those leading the pop charts in mid-September, 1940, were *Sierra Sue, I'll Never Smile Again* and *I'm Nobody's Baby*. . . . In the game field, the headlines were *Exhibit Supply's Leader*; *D. Gottlieb & Company's Three Score*; *Chicago Coin's Dixie, Kenney's Speed Demon*, and *Stoner's Double Feature*. All of them were priced at \$104.

Bar boxes proved a hit with locations and all the major manufacturers were making them. Rock-Ola had its Dial-A-Tune model, Wurlitzer had a bar box for wireless or two wire systems, and Seeburg had its Wall-O-Matic which could be used on walls or attached to bars or counters. Two others were made by the Buckley Music Systems and the J. H. Keeney Company. . . . The Miraben Company of Chicago was a leader in the new cabinet for old model juke field.

U. S. Distrib Bows Puck Game Switch

NEW YORK, Sept. 16.—U. S. Distributing, local jobbing firm, will begin delivering next week a new puck bowling game conversion featuring rebound action, disappearing pins and "true bowling scoring." List price is \$189.50, according to Bob Jacobs, manager.

Company has also set a sliding cost scale for old games brought in by operators for conversion. This ranges from \$49.50 to \$139.50, depending on the amount of work the submitted piece requires.

Jacobs asserted several electrical improvements had been developed for use on the conversion.

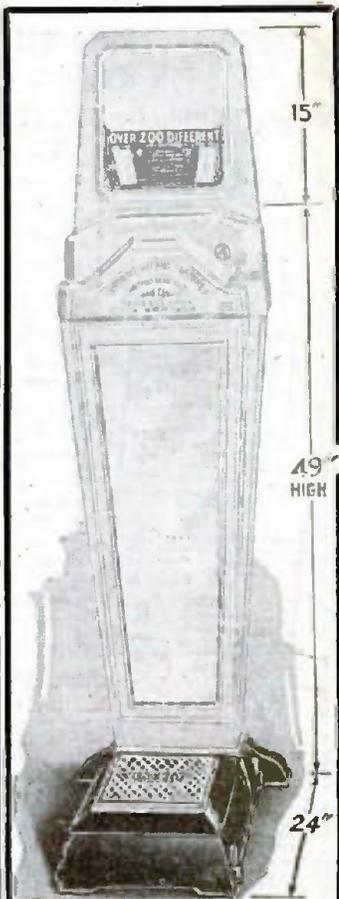
BE WISE ORDER NOW!



- Specify Type Reels and Coin Play Desked. Write for Quantity Prices.
- METEOR:** Coin Operated — FRUIT REELS, 1c or 5c play. Also available in non-coin model in 1c or 5c play. (Non-coin TAX FREE). Size 8 1/4" x 9 1/2" x 8 1/2".
 - COMET:** Non-coin operated — CIGARETTE REELS, 1c or 5c play. TAX FREE. Also available in coin-operated model, 1c or 5c play. Size 8 1/4" x 9 1/2" x 8 1/2".
 - CIGGY:** FRUIT OR CIGARETTE REELS, 1c, 5c or 10c play. Ball gum vender, 75-25% coin divider. Size 6" x 6 1/4" x 8 1/2".
 - MITE:** CIGARETTE OR FRUIT REELS, 1c, 5c or 10c play. Ball gum vender, 75-25% coin divider. Size 8" x 5 1/4" x 6 1/4".
 - KING:** 5 REEL POKER PLAY, 1c, 5c or 10c play. Ball gum vender, 75-25% coin divider. Size 8" x 5 1/4" x 6 1/4".

OUR SERVICE DEPARTMENT is now equipped to handle repairs on most All Deval Counter Games. **WE ALSO STOCK PARTS**

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15" HIGH
49" HIGH
24" HIGH
13" WIDE

WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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SHUFFLE ALLEYS

Chicago Coin Shuffle Baseball \$149.50
Chicago Coin Bowling Classic 194.50
Chicago Coin Bowling Alley with light-up pin 119.50
Gottlieb Bowlette 79.50
Universal Super Twin Bowler 199.50

FIVE BALLS

Just 21 \$49.50	Trade Winds \$ 34.50
Hot Rods 69.50	Tropicana 22.50
Lite-o-Card 39.50	Manhattan 22.50
Serenade 39.50	Select-a-Card 119.50
Saratoga 39.50	Baracle Bill 44.50
Ballerina 34.50	Mardi Gras 42.50
Wisconsin 24.50	Trinidad 29.50
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ONE BALL.

Champion \$209.50
Citation 194.50
Jockey Special 64.50

1/3 Deposit, Balance Sight Draft.

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**KEENEY'S
LEAGUE
BOWLER**

TAKES UP TO 4 COINS TO PLAY

- Disappearing Pins
- Automatic Reset
- New 4 Player Score-board

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In territories shown

**WILLIAMS
DOUBLE
HEADER**

Hi-Speed rebound base-ball game for all year around play.

- 1 or 2 player
- Totalizer scoring
- Men actually run bases

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- Boy 74.50
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- United Shuffle Alley 79.50
- Genco Bowling Alley 79.50

NEW SHUFFLE GAME

United's Twin Shuffle Rebound

ARCADE & MISC.

- Wurlitzer 1100 . . . \$435
- Packard 1000 . . . 95
- Sparker . . . 95
- Excelsior Dale . . . 95
- Gun . . . 195
- Williams Star Series . . . 195

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BALLY

- Clever Bell . . . \$425
- Spot Ball . . . 225
- Multiball . . . 275
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- Draw Ball . . . 95

KEENEY

- Twin Bonus . . . \$245
- Single Bonus . . . 175

PREMIUM SPECIALS!

10 Pc. Chrome & Glass COCKTAIL SET \$3.25

18" Plastic Talon zipper and Lock \$5.50

Write for new catalog or complete line!

ONE BALL FREE PLAY

Worth much more . . . all completely reconditioned, repainted and cleaned.

- CHAMPION . . . 260
- CITATION . . . 175
- GOLD CUP . . . 150
- JOCKEY SPECIAL . . . 150
- PHOTO FINISH . . . 350

Op-Location Owner Looks at Shuffle

(Continued from page 109)

With the scoring unit the play increased to turn in a gross of \$855 in 10 weeks. Like all games, the take is down but even now it is \$55 a week, which Regan considers satisfactory.

After seeing what the boards could do in his own place, Regan began operating them in other bars. He has six locations in the city in which he has one board each. The commission is 50 per cent.

Being coin machine conscious, Regan has in his bar a United Shuffle Alley, Min-It popcorn machine, Phillies cigar vender, eight-column cigarette vender, Alkuno gum and mint machine, Electratone piano, Gottlieb Basketball and a wired music unit. These were installed by operators who pay Regan commissions. The set-up on the shuffleboards is unique in that they are owned by the location's owner, yet they can be classified as operator-operated.

Shuffleboards have long been popular in Central California and were drawing cards in bars even before they became coin-operated. When the boards were installed they had no scoring units. When the play decreased, the Lektro-Score, installed in the center of the 22-foot alleys and with controls at both ends, immediately stepped up the play.

Regan is confident that the shuffleboard's popularity is here to stay but that incentive must be given to create and keep interest in the play. He maintains leagues summer and winter and has found this the best method for building business, both on the boards and at the bar.

In the Commercial the boards are located in the middle of the floor near the bar. They get the biggest play at night. Regan credits shuffles with making this combination urban and neighborhood tavern one of the city's favorite rendezvous. The vendors, music machines and games are located against the wall opposite the bar.

Regan plans to continue his part-time coin machine operation now that he has seen the revenue coming in both to the operator and location owner.

USE THIS AD

AS YOUR ORDER BLANK

SENSATIONAL VALUES

All Perfect — Ready for Location

GUARANTEED FULL REFUND IN 10 DAYS IF NOT SATISFIED

- Chicago Coin Shuffle Alley . . . \$9.50
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 - California Shuffle Alley . . . 39.50
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 - Genco 8" Bowling League With Fly-Up Pins . . . 139.50
 - Genco Glider . . . 39.50
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-
- UNITED SHUFFLE ALLEY EXPRESS**
- Like New . . . \$199.50
-
- United Shuffle Alley—First Model . . . \$49.50
 - United Super Shuffle Alley . . . 99.50
 - United Shuffle Skill . . . 39.50
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 - Universal Twin Bowler . . . 199.50
 - Chicago Coin Classic . . . 199.50

SPECIAL WAXOLA SHUFFLE WAX

POWDERED

- Case of 12 Cans . . . \$2.75

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- Evans Ten Strike . . . 44.50
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- Champion Hockey . . . 44.50

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\$5.00 UP
Send for Low Price List

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 - Victory Special . . . 29.50
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- Model A . . . \$399.50
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NEW GAMES IN STOCK

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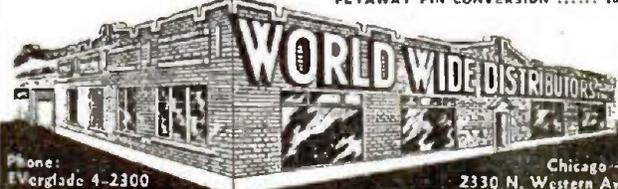
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Williams TWIN SHUFFLE . . . \$ 95	Universal TWIN BOWLER . . . \$145
Williams BOWLER . . . 75	Universal SUPER TWIN BOWLER . . . \$145
Williams DELUXE BOWLER . . . 175	Genco BOWLING LEAGUE . . . 75
Chicago Coin BOWLING CLASSIC . . . 310	Keeney PIN BOY . . . 75
	United SHUFFLE ALLEY . . . 85
	Bally SPEED BOWLER . . . 230
	United SHUFFLE ALLEY, with PLYAWAY PIN CONVERSION . . . 265



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25 Bally Triple Balls . . . @ \$130.00 Ea.	1 Evans Racer, FP and PD . . . @ \$125.00
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SHUFFLE GAMES

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- Bally Speed Bowlers, 8" & 9½" — A BEST BUY! . . . 250.00

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Shuffle Activity At Wis. Conclave

(Continued from page 109)

out because of late inquiries. To avoid a recurrence of this situation, operators spent most of August circularizing locations. Since the convention came at a convenient date for getting large numbers of operators and location owners under one roof from outlying parts of the State, many operators had made plans to work out final league details at the Lorraine Hotel this week.

One of the exhibitors at the convention was American Shuffleboard Company, Union City, N. J. On hand to help operators and location owners work out league problems was Ken Poulsen, field director of American Shuffleboard League, Inc. (ASLI). Poulsen was told by many location owners that play was already at a fast pace and indications were that over-all activity will surpass last season.

Poulsen also explained to shuffleboard interests here, including players, the advantages of ASLI's recently approved hammer rule and reported favorable reception to it by all concerned. This rule states: "If there are no weights left on the board at the end of a frame of play, the hammer or privilege of throwing the last weight, changes hands in the next frame of play." Proponents of the new rule say that it cuts out the possibilities of long matches due to scoreless play and speeds up tournament and league schedules.

The
Billboard

FALL COIN MACHINE SPECIAL

**WILL BE THE
FALL "FASHION CATALOG"
of the COIN MACHINE INDUSTRY**

OPERATORS will want to keep this issue as their guide to the Fall Coin Machine Market.

EDITORIALY they will find articles of timely significance and valuable lists that can be used thruout the year.

ADVERTISING-WISE, the items offered will be the latest products offered by manufacturers and the best in used equipment from distributors.

ADVERTISERS:

YOU only have ONE MORE WEEK to make your space reservations—so do it now! Call your nearest office.

DATED
October 7th

DISTRIBUTED
October 3rd

AD DEADLINE
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The Finest Reconditioned Equipment In The Nation! Costs are rising rapidly. This may be your last opportunity to buy good, clean merchandise at these LOW PRICES. Do not confuse our reconditioned equipment with so-called "Close-Outs" or "As Is" equipment. Every machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION!

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United Shuffle Alley with lite-up pins.....	\$ 69.50	Rock-Ola Shuffle Lane, 8' or 9 1/2', with lite-up pin conversion..	\$ 79.50
United Shuffle Alley with original disappearing pin conversion.....	109.50	Genco Bowling League, 9 1/2', with lite-up pin conversion..	89.50
United Super Shuffle Alley with original United disappearing pin conversion.....	189.50	Universal Twin Bowler.....	119.50
United Super Williams Twin Shuffle with lite-up pin conversion.....	119.50	California Shuffle Pins, brand new, in original crates, 9'..	79.50
Williams Deluxe Bowler.....	169.50	California Shuffle Pins, slightly used, 9'.....	49.50
		Gottlieb Bowlette.....	99.50

LITE-UP PIN CONVERSIONS

For Chicago Coin, Universal, United, Williams..... \$ 8.95

DISAPPEARING PIN CONVERSIONS

Original Bally for Bally Shuffle Bowler.....	89.50
Original United for United Double Shuffle.....	89.50
Original United for United Super Shuffle Alley.....	\$89.50
New Conversion for original Chicago Coin Bowling Alley, motorized reset.....	\$54.50

The most beautiful conversion for Original United Shuffle Alley with motor-driven reset..... \$49.50

Do not confuse this conversion with others at the same price which are NOT MOTORIZED!

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Super Triangle Roll Down.....	179.50
Williams Star Saxes with latest battling assembly and now credit mechanism.....	79.50
Exhibit Dale Gun.....	129.50
Exhibit Silver Bullets.....	179.50
Exhibit Silver Bullets, brand new.....	89.50
Chicago Coin Coaster.....	

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1 to 4 Players—UP TO 40¢ PER GAME!

Exclusive for Keeney in Indiana

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NEW	RECONDITIONED/ RESURFACED/ PERFECT!	RECONDITIONED/ RESURFACED/ PERFECT!
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Chgo. Coin ACE BOWLER (with Free Play).....	Chgo. Coin BOWLING ALLEY, blue cabinet— with Lite-a-Pins.....	Williams TWIN SHUFFLE.....
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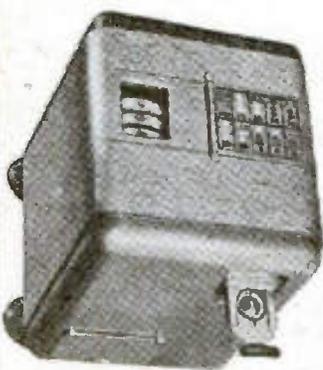
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A "Pony-Size" Bell. Weighs only 25 lbs.
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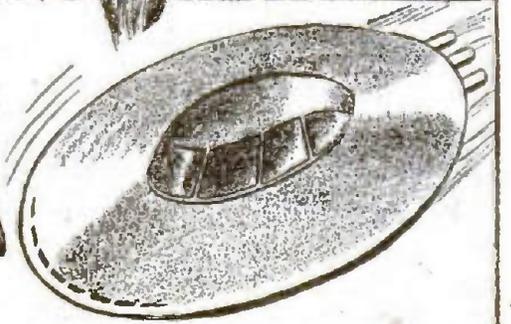
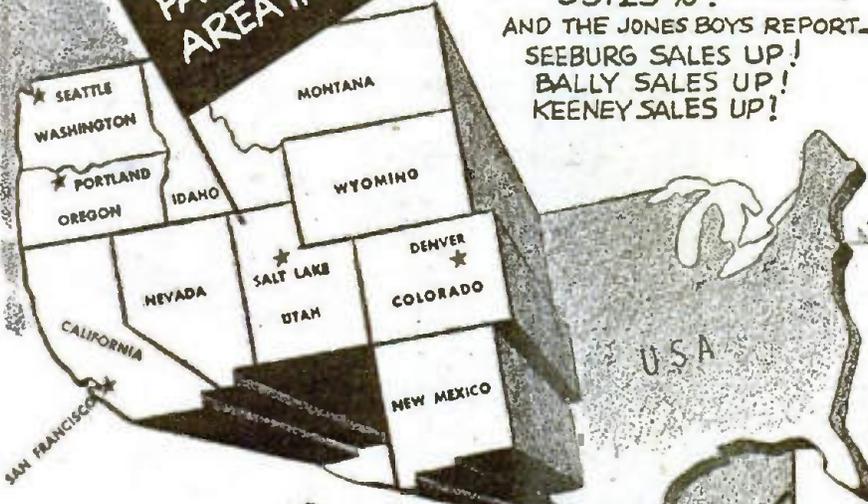
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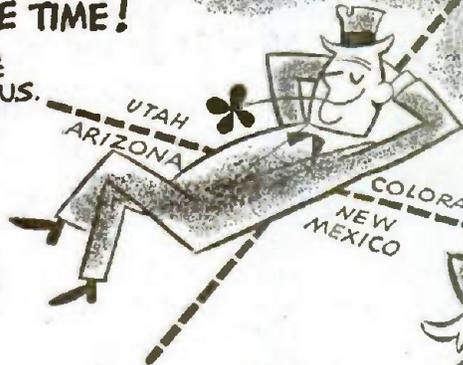
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 Life-Up Pin Conversions FREE
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 1 Exhibit Dale Gun, like new..... 75.00
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 Bally Shuffle Bowler with original
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 Keeney Twin Bonus, 5-25..... 159.50
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Table listing slot safes and stands with prices.

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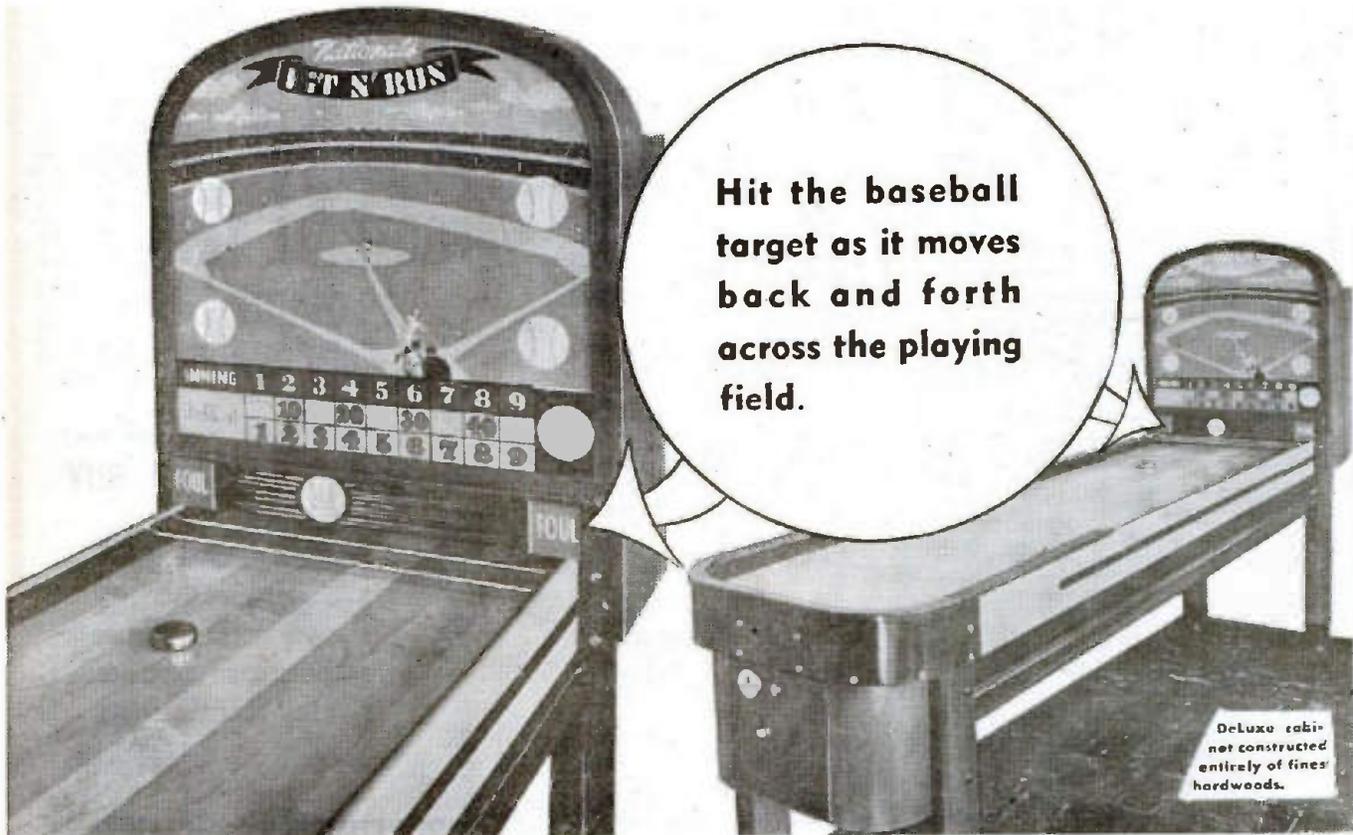
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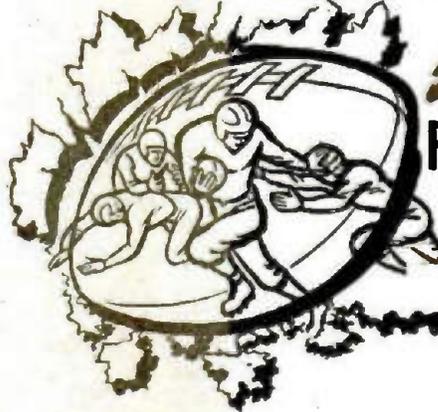
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4

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- 3—NUMBERED SEQUENCE
- 4—HIGH SCORE

4

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FLIPPERS
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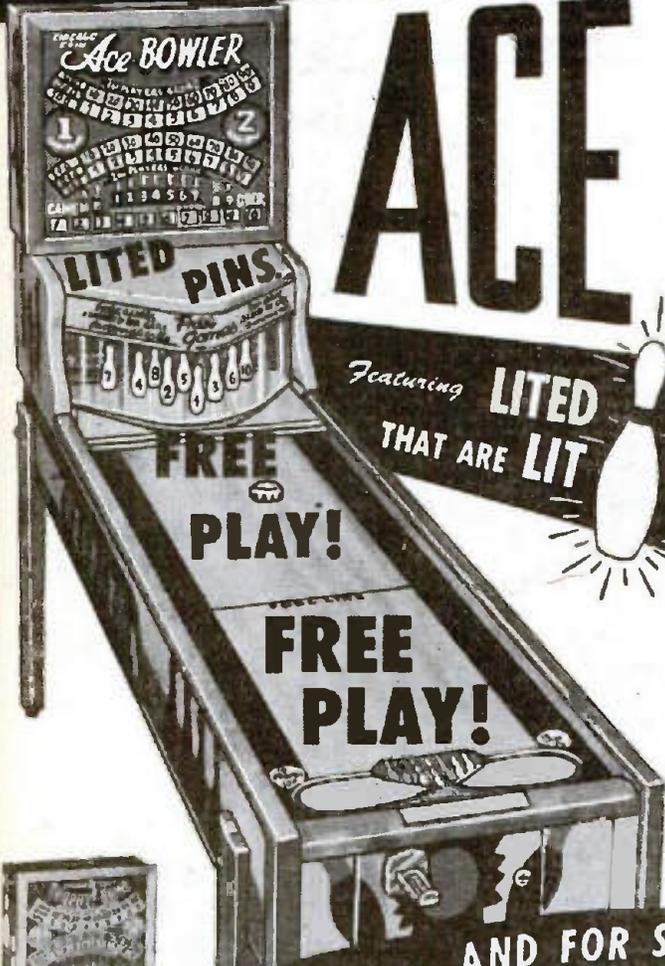
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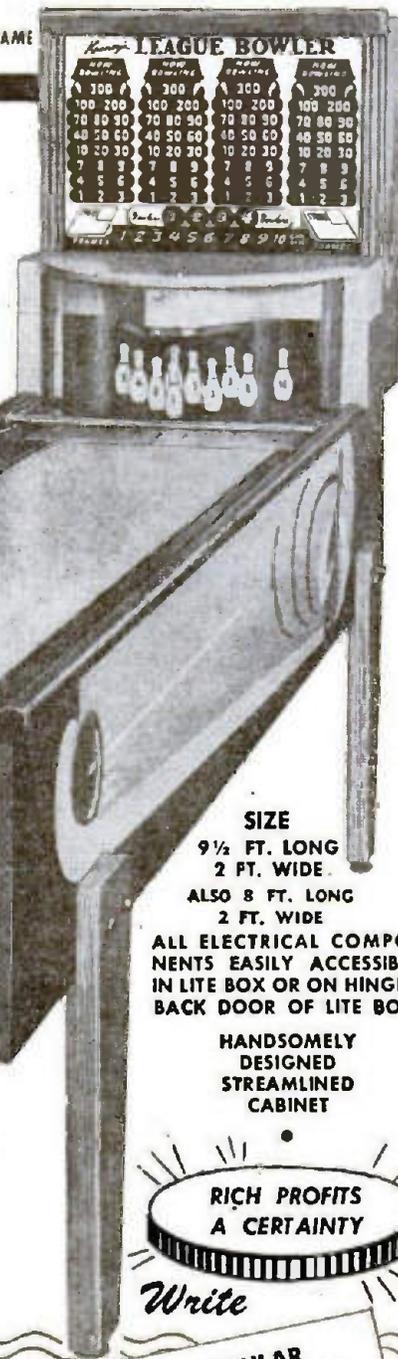


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SIZE
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IT HAS *Everything!*

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 FEATURES FOR GREATER PROFITS THAN EVER!

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